

DAILY NEWS



WTM Africa celebrates another success!



Focused on showcasing the incredible beauty and tourism potential of the African continent and other top international destinations, WTM Africa organisers are upbeat that the 2018 show has been greatly successful, with both exhibitors and buyers expressing how excited they were to be part of this premier travel platform.

Chardonnay Marchesi, South Africa Portfolio Director

for Reed Exhibitions' Travel, Tourism & Sports Portfolio, says: "It's always fantastic to see how WTM Africa allows attendees the platform to write productive business and make genuine connections that will indeed further tourism. We have received overwhelmingly positive feedback."

Yesterday, WTM Africa showcased the extraordinary potential of Africa as a destination for travellers

through its popular Speed Networking sessions. Operating at full capacity, these sessions gave exhibitors the chance to expand the reach of their product through short appointments with potential buyers.

The host City of Cape Town showed WTM Africa's buyers the sights and sounds of the city too. Alderman Patricia De Lille, Executive Mayor City of Cape Town says: "This year, as part of the City of Cape Town's vision to create an enabling environment for the growth of emerging tourism enterprises and to ensure meaningful participation in the industry, the City of Cape Town took some of the world's top tourism industry buyers on tours of Langa and the BoKaap, to get a first-hand experience of our local tourism gems."

WTM Africa 2018 has indeed been a celebration of the varied sectors that contribute to tourism development in Africa. This was evident at the first Sports & Events Tourism Exchange (SETE) to be held at WTM Africa, which delved into the potential of large events tourism on the African continent and how this could exponentially grow tourism's contribution to our economy.

Running concurrently with WTM Africa, the African Business Travel Association (ABTA) Corporate Travel Forum highlighted the key trends, challenges and opportunities within corporate travel and allowed corporate travel professionals the chance to relay the

current landscape of travel in their sector.

Select media in attendance at WTM Africa were treated to a media lunch at MARESQL restaurant at the V&A Waterfront. The media also got an exclusive look at the all-new The Alba Restaurant, an elegant new dining experience on the water. This 72-seater restaurant operates in the Cape Town harbour, providing refined service and cuisine.

Raj Bhujohory, Chairman of the Mauritius Tourism Promotion Authority, says of WTM Africa: "It is a privilege to be a part of this truly global travel expo. It has also been a real eye-opener for us to meet and interact with people from all across the world. We have met such interesting people and had really constructive meetings that we are confident will result in increased arrivals to our beautiful tropical island."

Don't miss out! Today marks the final day of WTM Africa 2018. Attractions include discussions on technology and digital marketing's influence on travel at the E-Tourism Africa Summit in partnership with E-Tourism Frontiers, the future and challenges of influencer marketing with iambassador and current and future trends to expect in travel presented by Euromonitor.

For highlights from WTM Africa 2018, visit our Facebook, Twitter and Instagram accounts. Join in the conversation online using the hashtag #WTMA18.



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WTM Africa stand award winners announced

The winners of the stand awards at WTM Africa 2018 were announced yesterday. Congratulations to everyone!



Wesgro was awarded as the Most Responsible Stand.



Dream Hotels received the Most Innovative Stand award.



The Botswana Tourism Organisation was awarded as the Best Stand for Doing Business.



The award for the Best Stand Design as well as the Best Stand Feature went to the Mauritius Tourism Promotion Authority.



The GOLD Restaurant walked away with the Best Stand Personnel award.



The award for the Most Extraordinary Stand Festival Experience went to CitySightseeing.

TODAY'S PROGRAMME, 20 APRIL 2018

Time	Event/Topic	Venue
08:15 - 09:45	Speed Networking	CTICC Conservancy
08:30 - 10:00	AAXO open conversation	AGM Theatre
09:30 - 10:15	How to evolve with the ever changing online market	Inspire Theatre
10:30 - 11:15	Undiscovered township gem	Travel Tech Theatre
10:30 - 11:15	How to ensure easy real time bookings	Inspire Theatre
10:30 - 11:15	The gift of adventure	Destination Theatre
10:30 - 11:15	Current & future trends in the travel industry by Euromonitor	Conference Theatre
11:30 - 12:15	Botswana, "a sustainable & diverse destination"	Destination Theatre
12:30 - 12:15	What's new with Airbnb	Inspire Theatre
11:30 - 12:15	Wildlife and tourism	Conference Theatre
11:30 - 12:15	The future and challenges of influencer marketing	Travel Tech Theatre
12:30 - 13:15	Africa's untapped potential of branding destinations and creating authentic tourist experiences	Destination Theatre
12:30 - 13:15	The latest trends and insights from Expedia	Inspire Theatre
13:30 - 14:15	An update on Mauritius	Destination Theatre
13:30 - 14:15	Salesforce for travel	Travel Tech Theatre
13:30 - 14:15	Tourism - the backbone of East Africa's economies	Conference Theatre
13:30 - 14:15	How Twitter is keeping it real	Inspire Theatre
14:30 - 15:15	This is a boarding call for flight 2020 to the future. Will all smart roamers proceed to Gate 101	Travel Tech Theatre
14:30 - 15:15	How the Chinese travel industry is evolving in 2018 - and how to take advantage	Destination Theatre
14:30 - 15:15	Easy online and safe payment	Inspire Theatre
15:30 - 16:15	Snapchat and travel	Inspire Theatre

For more information visit africa.wtm.com

The WTM Africa Daily News is produced by Junxion Communications & Eye2Design. It is printed on Neo Star Gloss environmentally friendly paper.

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Contributions can be sent to martin@thejcs.co.za

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Open to The New Shades ...of Thailand

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Water-offset tool launched in Cape Town



Western Cape Minister of Economic Opportunities, Alan Winde, launched the world's first water-offset tool - My Water Footprint - as part of a bid to boost water-wise tourism in Cape Town and the Western Cape.

The offset tool was created by Wesgro in conjunction with For Love of Water (FLOW), as part of its campaign to encourage tourists to continue to visit the Cape and be water conscious when doing so.

Tourism Update states that the tool allows visitors to the Cape to calculate their daily water usage, and then to offset this usage by donating money to water conservation projects.

By doing this, visitors to water-scarce destinations such as Cape Town will not only be incentivised to check their usage when making use of this tool but will also play a part in the water-wise solution.

Through an interactive interface, visitors will select how many showers they plan on taking, how many water-based beverages they will consume and how many times their room will be cleaned, as well as declare and quantify any other water consuming practices that will take place during their visit to the Cape.

Based on the information given, a calculator built into the tool will generate 'flowcoins' - a currency created around water usage.

Visitors can then use these 'flowcoins' to offset their usage to water-saving projects, thereby supporting local water initiatives.

These water conservation initiatives include the Greater Cape Town Water Fund which removes alien invasive plant species to save billions of litres of water. It also includes the Smart Water Meter Challenge - a special campaign to save water at schools across Cape Town through the installation of a water monitoring

device, called the Dropula. The system monitors water usage and flow and provides information that can help inform opportunities to save water.

Wesgro Chief Executive Officer, Tim Harris says Cape Town and the Western Cape - Africa's leading tourist region - is coming back stronger from its severe drought.

"The joint response from government, business and the tourism industry is emerging as best practice for promoting 'water-wise tourism' in the face of climate change. This new online tool is yet another way our destination is leading in this effort.

"The new reality of climate change will increasingly affect cities around the world in the coming years. The Cape Town model for dealing with climate change shows how tourism can be an important part of the solution, and we look forward to sharing some of our initiatives with many other places around the world."

United Nations World Tourism Organization (UNWTO) Secretary General, Zurab Pololikashvili, said: "We recognise the huge efforts that South Africa, especially the Cape Town local authorities, are undertaking in addressing the water situation, as well as the inclusive approach that has been taken throughout the campaign in raising awareness for the end users and tourists in becoming more responsible."

Winde said the world is looking to Cape Town as the example for reducing water usage.

"The My Water Footprint initiative is just another way we're innovating around water usage to ensure that every citizen and every visitor has the tools they need to reduce and save. Water wise tourism efforts like these are putting Cape Town and the Western Cape on the map as a leading responsible tourism destination, securing thousands of jobs in our hospitality industry."

"It will be brilliant for our province," says Sonto Ndlovu, CEO of the Limpopo Tourism Agency. "Our obsession is to use events like this to help change the narrative of Limpopo. It is a great opportunity for us to dial things up, as we already have all the ingredients of a great destination."

The fully catered stage race will consist of two races, one being a UCI AfricaTour 2.2 stage race for professional teams.

The 427,6-kilometre route with a total of 6,896 metres of elevation gain will showcase the diversity of Limpopo.

Every evening, riders and support teams will have a joint event dinner for the day's prize giving with cultural activities and other entertainment synonymous with the province's cultural flair.

Participating teams - 156 cyclists in total - come from different corners of the world, including Reunion, Serbia, the Netherlands, France and different southern African countries.

"The Tour de Limpopo will most definitely help us find new tourist markets," says Ndlovu, "especially with the international media coverage that will go with it, as well as livestreaming."

For more information visit the Limpopo stand at WTM Africa or www.tourdelimpopo.co.za.



"We have all the ingredients of a great destination" - Limpopo Tourism CEO Sonto Ndlovu

The Tour de Limpopo aims to set a new precedent in stage racing.

Starting in Limpopo's capital city Polokwane next Monday, 23 April, the Tour de Limpopo is a four-day stage race which heads east to Tzaneen, where riders will stay for three nights. They will then head back to Polokwane on 26 April for the finish at the Peter Mokaba Stadium.

It is the first international road cycling stage race ever to be hosted in Limpopo.

You should visit Thailand 5 times!

Thailand is already the second most popular outbound destination among South Africans - after Mauritius - and its popularity continues to grow.

The number of South African holidaymakers to Thailand increased by 17,8 percent last year, from almost 80 000 in 2016 to 93 000, despite the absence of a direct flight connection.

"Sixty percent of these are repeat travellers," says Chiravadee Khunsub, Director of the Tourism Authority of Thailand (TAT) London. "We are delighted about this because we have the philosophy that people should visit Thailand at least five times in a lifetime."

South Africans currently have a choice of six airlines to take them to Thailand - Singapore Airlines, Cathay Pacific, Emirates, Etihad, Qatar and Ethiopian Airlines. "If we have significant growth from the South African market in the near future, we believe our national carrier would definitely consider operating a direct flight between the two countries," says Khunsub.

She says most people have heard of Phuket and while it is a great introduction to Thailand, there is much more to experience, including culture, scenic beauty and actual interaction with the Thai people. "As our visitor numbers increase, it is critical that we look at other markets, in addition to the traditional, first-time visitor. Our challenge is sustainability - appealing to repeat visitors to Thailand to explore more of the country."

Known over the years as a country for its innovative destination marketing, Thailand has launched a new consumer advertising campaign called "Open to the New Shades of Thailand", encouraging visitors to discover new perspectives in existing attractions. Themes reflecting this include gastronomy, nature and beach, arts and crafts, culture, and way of life. It reaches specific target segments, including luxury travellers, weddings and honeymooners, female travellers, families and Generation Y.

Examples of the new 'shades' of Thailand is the annual Songkran Festival (Thai New Year) which is celebrated differently in each region, ten different kinds of Pad Thai (a stir-fry rice noodle dish) and uncountable types of soup to enjoy.

In fact, 2018 has been nominated as Thailand's 'year for gastronomy', opening an exciting new chapter in Thailand's culinary evolution.

"When it comes to gastronomy, the selling point of Thailand is 'variety'," says Khunsub. "You find different types of cuisine - from street food to luxury Michelin Star restaurants - not only Thai, but even French, Italian and Indian. Recently Bangkok launched a Michelin Guide which also includes street food!"

She says World Travel Market Africa is a key event for TAT, where they are working hard to connect tour operators and destination marketers.

Major draw cards for visitors to Thailand remain affordability and easy access. Visitors do not need a visa for a tourist visit of less than 30 days.



"If we have significant growth from the South African market in the near future, we believe our national carrier would definitely consider operating a direct flight between the two countries." - Chiravadee Khunsub, Director of the Tourism Authority of Thailand (TAT) London.

WTM AFRICA - your comments



Desire de Waal, Founder, Desire Travel, Namibia

"As Winston Churchill said 'Success consists of going from failure to failure without loss of enthusiasm'. It's one of my favourite quotes and I just feel so much enthusiasm here at WTM. Being here makes me feel so excited and inspired about travel. It makes me want to succeed in growing my business. Everyone here is in such great spirits and so friendly, and my meetings have been so well-organised. I love that the people who I have met with feel like friends - it's so great to build a supportive foundation at shows like this. It's simply a delight to be here."



Bryan Andrews, MD Andprom Pty Ltd, JHB

"I'm having a fantastic time at WTM this year. It was well worth the journey to Cape Town. Meetings have been well organised and useful and I've been able to network with new people who are embarking on exciting travel projects. I came here to focus on outbound but the inbound information has been in abundance so I'm happy as I do both."



Natalie Tenzer-Silva, Director Dana Tours

"We come to WTM Africa every year to connect with travel stakeholders who love Mozambique as much as we do. It's been a great opportunity to share with them what new properties, services and experiences the destination has to offer and how we, as the experts in Mozambique, can deliver on their requirements. Viva WTM Africa!"



Monique Swart, Founder African Business Travel Association

"It's great to see a corporate travel focus at WTM Africa. I would love to see more engagement in the event from local TMCs, corporates and suppliers at WTM Africa, and this is the start of that. We've been talking about some really innovative topics in the corporate travel space, including Blockchain, a Dragon's Den on payment technology and Traveller Friction, which is quite top of mind at the moment."



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