



AFRICA

Cape Town, 10 - 12 April 2019



Connect with the World

at WTM Africa 2019

HOST CITY



CITY OF CAPE TOWN

Why WTM Africa?

In the Host City of Cape

The only Travel Trade Show of its kind on the African Continent

Takes place in April every year - the optimal time in the Travel Industry's buying cycle

Forms part of the Global WTM portfolio with an extensive network & Global reach

Inbound & Outbound Travel Show

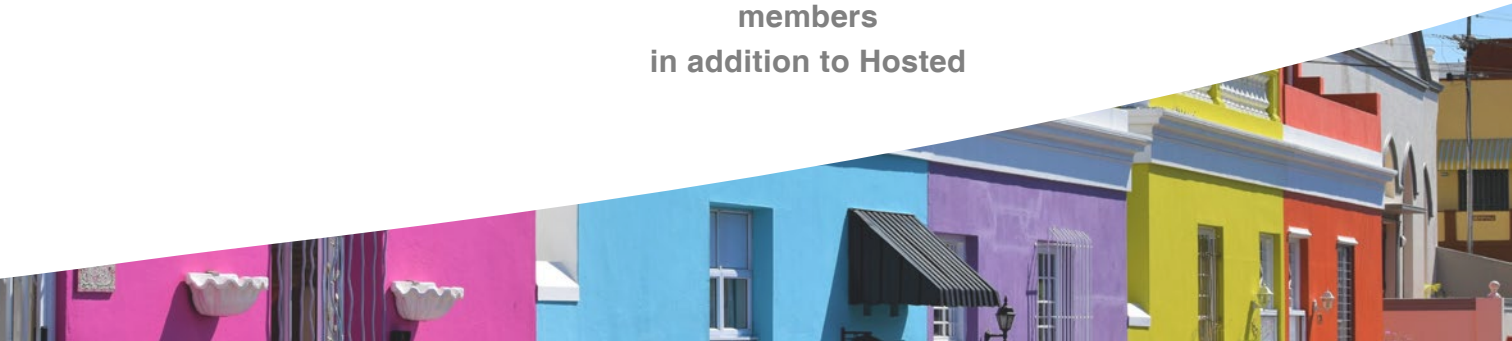
Digital Influencer programme attracting leading Bloggers & Instagramers from around the globe

Two 90-minute Speed Networking Sessions with Buyers

Dedicated Travel Tech Show at WTM Africa

Host multiple international & local speakers focusing on pertinent topics & travel trends

WTM Buyers' Club members in addition to Hosted



Origin of WTM Africa 2018 Attendees

Afghanistan | Australia | Austria | Bahrain | Belgium
Botswana | Brazil | Bulgaria | Canada | China
The Democratic Republic of the Congo | Côte d'Ivoire
Croatia | Czech Republic | Denmark | Egypt
Equatorial Guinea | Ethiopia | Finland | France
Germany | Ghana | India | Indonesia | Iraq | Ireland | Israel
Italy | Kenya | Kuwait | Latvia | Madagascar | Malawi
Malaysia | Mauritius | Mozambique | Namibia | Lesotho
Lithuania | Luxembourg | Netherlands | New Zealand
Nigeria | Norway | Poland | Portugal | Réunion
Russian Federation | Rwanda | Saint Helena | Saudi Arabia
Senegal | Seychelles | Singapore | South Africa
South Korea | Spain | Sudan | Swaziland | Sweden
Switzerland | Tanzania | Thailand | Turkey | Uganda
United Arab Emirates | United Kingdom
United States of America | Zambia | Zimbabwe



5,889

industry professionals

19%

increase on overall
travel professionals
at the show

8%

increase
on members of
the press



70

countries



“

This year has by far been the most successful show for us – we’ve sourced some fantastic supplier options for our agents and adventure groups and off to a great start with some of those connections already. We are beyond thrilled – thank you again!

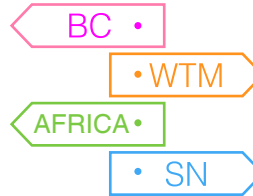
Melissa Foley, Director – All About Africa.

”



695

Buyer's club
members



2 Days

speed networking

NEW

(first time attending)

**Hosted Buyers'
to WTM Africa:**

48

individuals

=

48%

new buyers

76%
increase



on travel agents
at the show

6%
increase



on Pre Scheduled
appointments

20%
increase



average number
of Hosted Buyer
appointments

10%
increase



on overall countries
represented



211

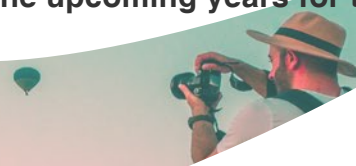
hosted buyers

“

It was a pleasure to attend a platform such as WTM-Africa 2018 that brings the entire industry together. Let me tell you, 2018 has been amazing for Africa from tourism perspective. The growth rate to be expected in the upcoming years for the travel and tourism industry looks phenomenal.

Ebrahim Essack, Director – Travel Hyper.

”





Hosted Buyers' country of origin we hosted for the first time

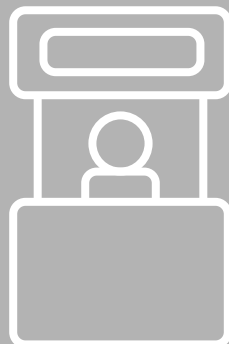
Thailand

Algeria

Cote D'Ivoire

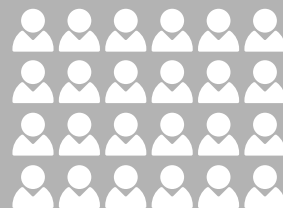
Ghana

Rwanda



638
exhibiting
companies

18%
increase
on all visitors
attended



3,762
total trade visitors

Top Visitor Industry Sectors

Adventure Travel

Activity Holidays

Business Travel

Safari Holidays

Cultural & Heritage
Tourism

Meetings &
Conferences

50+ Tourism

City Breaks



Connect with the World at WTM Africa 2019

Generate new
sales leads

Network with
key decision
makers

Develop new
and existing
partnerships

Launch new
products

Increase
brand
awareness

Gather
market
intelligence

Book your stand today at wtmafrica.com

Cape Town International Convention Centre (CTICC) 10 - 12 April 2019

WTM Africa is Africa's leading and only B2B exhibition for both inbound and outbound travel and tourism markets, presenting a diverse range of destinations and industry sectors to South African, African and International travel professionals. Through its industry networks, global reach and regional focus, WTM Africa creates personal and business opportunities providing our customers with quality contracts, content and communities.

ORGANISED BY:

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AFRICA | TRAVEL | WEEK®

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