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## **Delegates from 80 countries are coming to Africa's Travel Indaba 2018!**

With under a week to go before Africa's Travel Indaba 2018 gets underway, the registrations from exhibitors, buyers and media are looking very promising for Africa's top travel trade show. In total more than 6000 representatives from 80 countries around the world will be converging at Durban's Inkosi Albert Luthuli Convention Centre from Monday 7<sup>th</sup> May 2018.

The trade show, which is the biggest and longest running African travel trade show on the planet, is an anchor event on the business calendar. "It's fair to say that good business concluded at this show can translate into measurable economic growth for the entire continent," says Sisa Ntshona, CEO of South African Tourism, the organisers of the annual trade show.

According to the organisers, the online meetings confirmed for the show between buyers and exhibitors had already exceeded the 2017 numbers two weeks before the opening. In total more than 1060 exhibitors will be doing business in 2018 from 22 African countries.

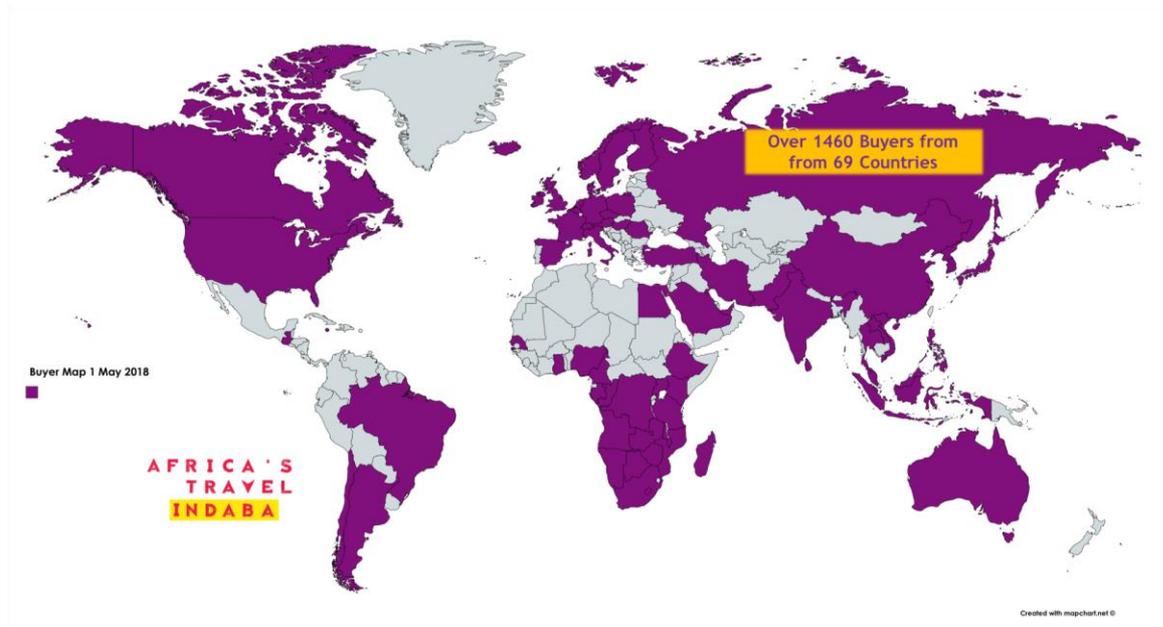
"It is really encouraging to see that in total we have delegates from 31 African countries at this year's show, and although there are 22 exhibiting countries, we see definite interest from other countries to use this platform in the future as they embrace the tourism sector's potential for job creation and contribution to GDP in their countries."

Africa's Travel Indaba consists of four distinct groups of delegates - exhibitors, buyers, media and various stakeholders, policy makers and interest groups which make up this vibrant sector. To make a trade show a success, the number of quality buyers is a top priority - and this year the show has already confirmed over 1460 buyers from 69 countries.

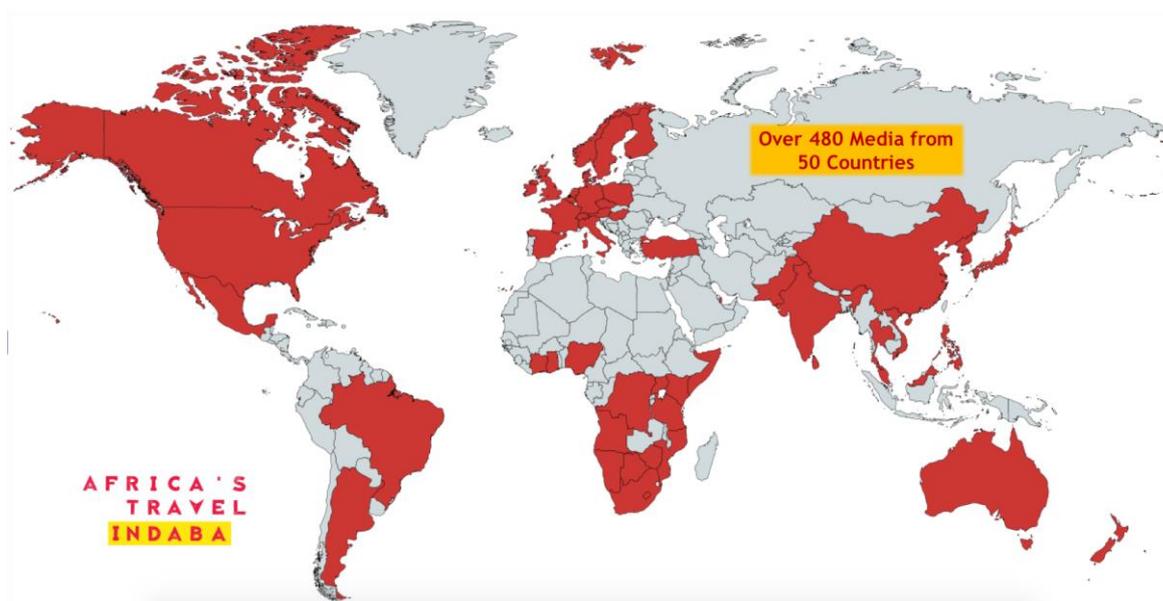


"This kind of figure really bodes well for the coming 12 months. We know that the big tourism deals take place for the continent at this show and having the right buyers in front of the right products will take African tourism growth to the next level," says Ntshona. According to the latest figures from WTTC, Africa attracted 62 million visitors in 2017, representing a 5% share of the total travel numbers. "Africa really could double their share of travellers over the next decade with the right approach," says Ntshona, a sentiment echoed by the President of South Africa earlier this year in his State of the Nation speech when he said of the South African tourism sector that "there is no reason why it can't double in size".

# AFRICA'S TRAVEL INDABA



In addition to the all-important deals, is the need to expand the positive coverage of Africa's tourism success stories, and for this reason media attendance is so important. "We have taken a slightly different approach to media this year, hosting and partnering with media who we know can tell a positive story and really add value to the exhibitors. We also know that the accredited media will be eager to move Africa forward," added Ntshona.



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Issued by South African Tourism  
For further information, contact:  
Thandiwe Mathibela  
Tel: +2711 895 3177  
Email: [thandiwe@southafrica.net](mailto:thandiwe@southafrica.net)  
Website [www.southafrica.net](http://www.southafrica.net)

*Owned and managed by South African Tourism, Africa's Travel Indaba has established itself as the world's leading African tourism trade show. Africa's Travel Indaba attracts about 7 000 delegates from all over the world. In 2017 more than 1 000 exhibiting businesses from 18 African countries showcased an array of travel and tourism offerings to almost 1 500 local and international travel buyers and shared stories with over 700 media platforms. More than 20 000 business meetings were held over the three-day period, making this one of the most successful business platforms for African tourism.*

*The 2018, Africa's Tourism Indaba trade exhibition will be held from Tuesday 8 to Thursday 10 May in South Africa at the Durban Inkosi Albert Luthuli Convention Centre. Monday 7 May is BONDday for exhibitor business networking and engagement.*