



Africa's Travel Indaba 2018 to kick off with BONDay

With just over a week to go before Africa's Travel Indaba 2018 gets underway, an exciting line-up of speakers and topics have been arranged for the Business Opportunity Networking Day, commonly known as BONDay.

BONDay is designed to provide educational sessions for attendees to learn more about the new industry trends that will ultimately contribute to the growth of their businesses.

Africa's Travel Indaba, hosted and presented by South African Tourism, kicks off on Monday, 07 May 2018, with the BONDay talks setting the scene for a wonderful week's activities.

For the first time, BONDay discussions will be open to the public and not only for Indaba exhibitors and buyers. Those wanting to attend these sessions must register via the Africa's Travel Indaba website, www.indaba-southafrica.co.za

Delegates can look forward to a more robust BONDay workshop and event schedule than ever before with a combination of global, regional and local speakers imparting their knowledge on an array of topics affecting the tourism industry.

These topics include:

Blockchain and the travel industry

Time: 10:00 - 11:00

A trends guru will share how the blockchain technology behind the crypto-craze is re-defining the Internet, the global economy and the next wave of digital disruption and how this will affect the travel industry. Join Bronwyn Williams for this exciting one-hour talk.

Marketing: The Art of Storytelling - our stories, our way

Time: 11:00 - 12:00

In line with our 2018 theme - "African Stories, Your Success" - this session is for all the marketing and sales teams in that industry experts will share thoughts on how African stories can be shared with the world today. Expect tips and ideas on how to improve your story-telling marketing approach.

Sales: Domestic Tourism trends on the continent

Time: 12:00 - 13:00

The conversation will explore how best to package products and services for local domestic travel growth. Local travellers need to be motivated to explore their own countries and this session will share sales insights for future strategies.

Skills: "Let's Talk Conservation - curated by Conservation Lab"

Time: 14:00 - 16:00

We Are Africa will be hosting a workshop for exhibitors wanting to get more involved in the conservation narrative on the continent. The workshop is designed to be a creative session where innovative ideas are generated through collaboration to address Africa's conservation challenges. Even if you are not in the safari segment, conservation is an issue which affects us all.

Around 7 000 exhibitors, buyers, media and industry professionals are expected to attend this year's event at the Inkosi Albert Luthuli International Convention Centre.

To register and see the full list and profiles of the BONDday speakers and panelist please visit www.indaba-southafrica.co.za

-ENDS -

Issued by South African Tourism
For further information, contact:
Thandiwe Mathibela
Tel: +2711 895 3177
Email: thandiwe@southafrica.net
Website 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.