



## South African Tourism stands out at Africa's Travel Indaba

08 May 2018

The South African Tourism stand is certainly catching the eye of delegates at Africa's Travel Indaba with its unique and engaging design.

The brains trust behind the design was an all-female team from Designersink, a 100% female owned company.

The brief to Samantha Gabriel, Gill Gibbs, Sanele Mbense and Ruhi Kader, was to create a space that captures every kind of experience that can be enjoyed in South Africa.

They succeeded in designing a contemporary, interactive stand that at every turn offers something new to see or experience, reflecting South Africa.

The stand is practical with interesting attractions that make it stand out, such as the coffee bar, where business and networking meetings can take place.

Another interactive feature on the stand is the virtual reality screen that allows delegates to use virtual reality goggles to experience the many attractions that the country has to offer.

The centrepiece of the stand this year is a tribute to the Nelson Mandela Centenary. An installation of 100, one of a kind post cards displaying 100 ways to find the Nelson Mandela in you are on display.

The postcards are also available for delegates to take home when visiting the stand.

“We are very proud of our country and its diversity and are honoured to have partnered with South African Tourism to create this state of the art exhibition stand. We were briefed to create a design that displays an expression of a country in full colour, with no experience left out,” explained Designers Ink MD, Samantha Gabriel.

“We used our feminine touch to ensure that we pay attention to detail and add distinctive touches to the stand. We take pride in being a 100% female owned design company in an industry that is male dominated”

We view this opportunity as an excellent profiling platform and are proud of this partnership and endorsement by South African Tourism. Furthermore, we hope to make even more connections worldwide to expand and grow our business that has now been operating for 17 years. We believe that such opportunities contribute to the empowerment of woman and inclusive growth in the business sector,”concluded, Gabriel.

Africa’s Travel Indaba, is one of the leading African Travel and Tourism trade shows in the world. Over 1060 quality tourism, exhibitors from across the African continent are attending and will showcase some of the most creatively designed exhibition stands on the trade floor.

-ENDS -

Issued by South African Tourism

For further information, contact:

Altaaf Kazi

Tel: +2711 895 3177

Email: [altaaf@southafrica.net](mailto:altaaf@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.*