



March 5, 2018

Africa's Travel Indaba 2018

Register now for the world's biggest African tourism trade show

In South Africa's State of the Nation address by President Cyril Ramaphosa last month, tourism ranked high on the agenda, with the President saying there was "no reason it can't double in size". This view is certainly echoed by the travel and tourism trade who are eager to see new initiatives in place to enhance support for destination marketing and to reduce regulatory barriers to enhance business success.

For this reason, Africa's Travel Indaba, Africa biggest and longest running travel and tourism trade show, will be a highlight for tourism stakeholders across the continent and the world. The show, which will be held as in previous years at the Durban Inkosi Albert Luthuli Convention Centre, will run from Tuesday 8 to Thursday 10 May.

The exhibition, which showcases more than 1000 travel and tourism products and services from various African countries, has undergone a complete brand transformation which was revealed on the last day of the show in 2017. The new look for Africa's Travel Indaba was not just about updating the brand to be a more modern brand, it was also designed to update the entire platform and maximise business success over a few short days.

In 2018 Africa's Travel Indaba, which is organised and brought to the continent by South African Tourism, will be providing more engaging talks, panel discussions and will also include a pre-show conference and workshopping day for the tourism industry known as BONDday - a day for bonding and networking.

"The Indaba was originally a typical exhibition show, with a few presentations and events scheduled in between, but we have now developed a more robust African conference, workshop and event schedule to provide the latest insights and intelligence to support businesses not only sell, but also to inspire them innovate and take advantage of global trends and opportunities from the 4th industrial revolution", said South African Tourism's Chief Executive Officer, Sisa Ntshona.

According to Ntshona, participants have many enhancements to look forward to at Africa's Travel Indaba 2018 including an impressive line-up of new speakers, 45 new first time small businesses from around South Africa and a tribute installation to celebrate the 100-year celebration of Nelson Mandela's birth. There is also a strong drive to entice

more African destinations to exhibit at the continent's number one show, particularly from North Africa.

Africa's Travel Indaba comes hot on the heels of the just wrapped Meetings Africa show for the Meetings, Incentives, Conference and Events (MICE) industry. The show which is also organised by South African Tourism, had just concluded its 13th year exhibiting at the Sandon Convention Centre. "Each year we learn more and push ourselves a bit further when we organise and manage these continental trade platforms and this year we are going all out to find ways to support the industry to achieve double digit growth," said Ntshona.

The theme for 2018 is *Africa's stories. Your success*. "When we start telling and sharing our own stories, we embark on the journey of changing the narrative of Africa, says South African Tourism's Chief Executive Officer, Sisa Ntshona. "Through platforms like Africa's Travel Indaba we have the ability to shift perceptions from a continent that needs saving, to a continent that is thriving. Africa no longer looks to the world for affirmation or inspiration in tourism, the world looks to us as a real, vibrant continent that is driven to succeed and these are the stories we want to amplify in 2018."

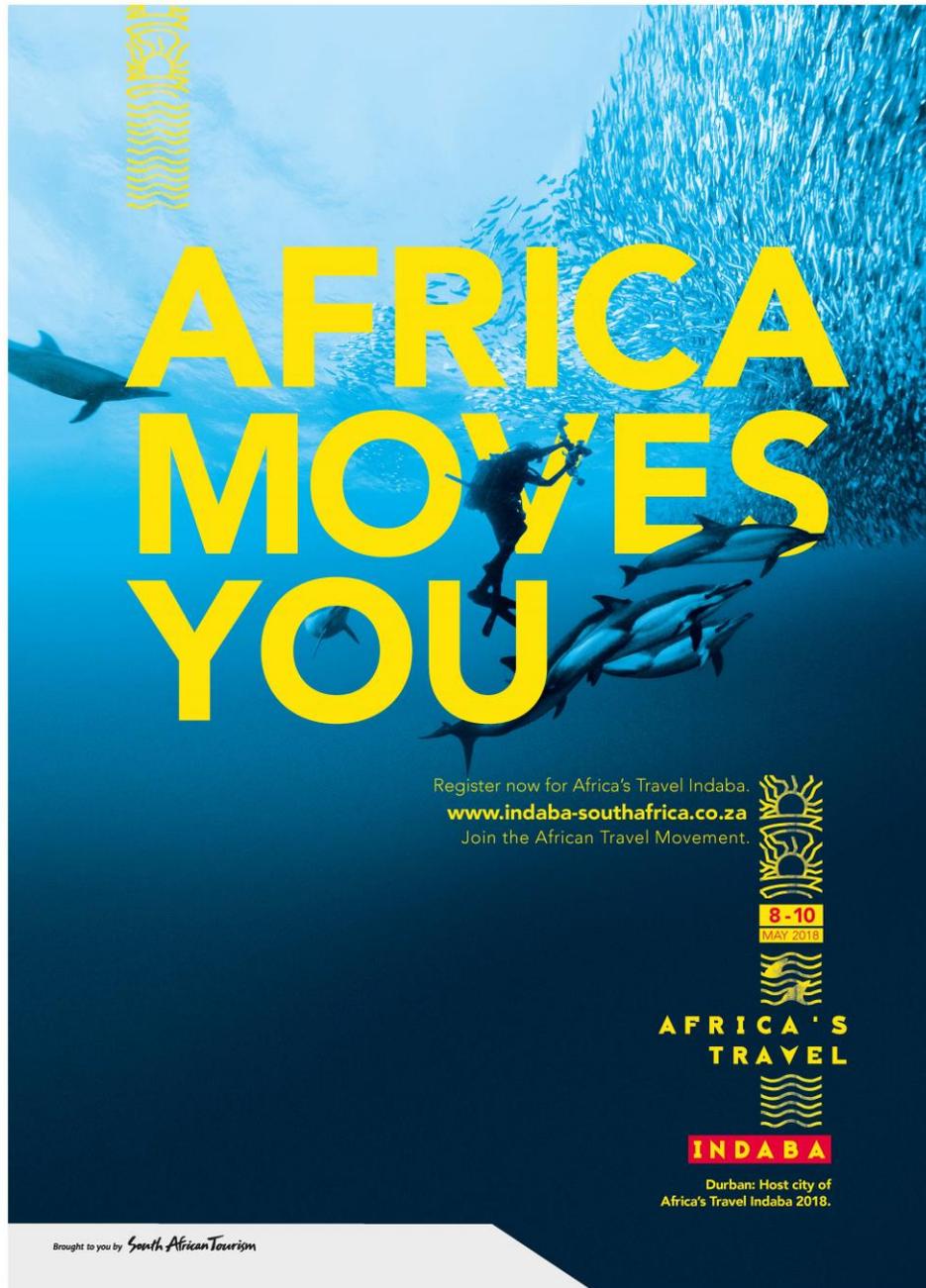
Exhibitors, buyers and members of the media are invited to register now and be part of Africa's rising tourism story by visiting www.indaba-southafrica.co.za.

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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 over the past 37 years 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 BONDAY for exhibitor business networking and engagement.



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Register now for Africa's Travel Indaba.
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8-10
MAY 2018

**AFRICA'S
TRAVEL
INDABA**

Durban: Host city of
Africa's Travel Indaba 2018.

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