



WTM Africa welcomes leading travel and tourism professionals



En route to World Travel Market Africa 2018.

It is all systems go for WTM Africa 2018 to deliver an exhibition dedicated to furthering the potential of tourism on the continent and elsewhere in the world.

“We have more buyers, exhibitors and registered travel trade than ever before, proving there is great demand for a quality travel trade exhibition focused on Africa and further afield,” says Chardonay Marchesi, South Africa Portfolio Director for Reed Exhibitions’ Travel, Tourism and Sports Portfolio.

“With over 700 exhibitors and a host of quality influential buyers from key source markets around the globe, WTM Africa 2018 has exceeded all previous years’ records.

“The team has responded to industry requests and is presenting new initiatives this year, including the Sports and Events Tourism Exchange, the e-Tourism Summit Africa and the all-new WTM Africa Festivals.

“It has always been important to represent current trends, topics and developments in Africa throughout our exhibitor presence, speaker programme and events. This year we are offering a diverse and exciting line-up to provide new insights for the travel trade,” says Marchesi.

A first for WTM Africa is the Investment Forum

“A number of high-profile tourism representatives from countries in Africa is attending this highly engaging forum,” says Marchesi.

“We are providing them with an opportunity to meet with a number of local and international investors in search of investment opportunities in the travel and tourism sector in various countries in Africa.

“The speakers will contribute their learnings and expertise and unpack various investment opportunities Africa has to offer, not just in the travel and tourism sector, but also in lateral sectors that contribute to the industry.”

Themed ‘Unlocking the tourism potential of Africa’, the forum will take place in the WTM Africa Conference Theatre at 10:30 today. Speakers include Lance Greyling, City of Cape Town’s Director of Trade and Investment, Akwasi Agyeman, Ghana Tourism Authority Chief Executive Officer, Assita Kone, Mangalis Hotel Group Director of Sales and Marketing and Adrian Gardiner, the Mantis Collection, Chief Executive Officer and Chairman.

10 Reasons to visit WTM Africa

WTM Africa is a vibrant, culturally diverse, must attend business-to-business travel and tourism event, offering a diverse range of destinations and industry sectors to African and international travel professionals.

1. Make the right contacts – WTM Africa is the meeting place for the African travel industry. In 2017 it facilitated over 8 900 pre-scheduled meetings and US\$ 365,950,813 business.
2. WTM Africa 2018 focuses on both inbound and outbound travel within Africa, offering attendees a comprehensive exhibition that brings together both aspects of the travel industry.
3. WTM Africa 2018 takes place in Cape Town in April. Research conducted with stakeholders within the travel sector, proved that this is the best time in the annual buying cycle for both buyers searching for new and exciting products to offer their clients.
4. The Buyer insights programme assists exhibitors to present and position their products to international and local buyers.
5. A host of international speakers from across the globe will focus on pertinent topics and travel trends affecting the modern travel industry.
6. The all-new WTM Africa Festivals will give everyone the opportunity to socialise after the traditional working hours in a fun and vibrant atmosphere.

Those attending will experience the culture, hospitality and cuisine with each hosting exhibitor offering something unique.

7. Enjoy a world-class diary system with the functionality to request meetings with fellow exhibitors and the ability to block out times in the diary.
8. Trending bolt-on events with international and local speakers:
 - a. Business Events Conference brought to you by IBTM Africa
 - b. Women in Travel Meet Up

- c. Sports and Events Tourism Exchange
- d. Digital Tourism Summit in partnership with eTourism Frontiers
9. Local and international digital influencers will be on hand to help you learn more about how to further your marketing objectives through online platforms and partnerships.
10. The world-renowned WTM Buyers’ Club is a core part of WTM Africa. Members have purchasing power and are primarily tour operators, travel agents, wholesalers and private travel arrangers with a reputation for generating business.



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African Responsible Tourism awards – who will take the top spot?

“This year’s finalists are worthy examples of change makers who bravely use tourism to create positive change for Africa’s people and environments.”

Heidi van der Watt, Managing Director, Better Tourism Africa

A luxury island in the Seychelles, a cultural experience among the Maasai in Kenya and a township experience in Namibia are among the finalists for the 2018 African Responsible Tourism Awards.

Sponsored by Wesgro and organised by Better Tourism Africa, the winners will be announced at World Travel Market Africa this afternoon.

The nine finalists are Abang Africa Travel, South Africa, All Out Africa, Swaziland, Basecamp Explorer Kenya, Marine Dynamics Tours, South Africa, Nande Junias Explorer Cultural Tours, Namibia, North Island, Seychelles, Peak East Africa, Kenya, Spier, South Africa and Wilderness Safaris in Botswana, Namibia, Seychelles, South Africa, Zambia, Zimbabwe, Kenya and Rwanda.

“We applaud the forward-thinking and innovative organisations that made it to the last round,” said Tim Harris, Chief Executive Officer of Wesgro.

“They are true examples of how the tourism industry can reach new heights – in a sustainable way.”

The supporters of the awards are Wesgro as the headline sponsor, Bulk SMS and Responsible Traveller as the category sponsors for respectively the best global goals reporting and the best marine habitat and species conservation, Cape Whale Coast as the function sponsor, the Singer Group as the

accommodation sponsor and MLT Corp as the car hire sponsor.

The judging draws on the expertise of carefully chosen professionals from throughout the tourism industry in Africa. These judges are Prof Harold Goodwin, Emeritus Professor Responsible Tourism at Manchester Metropolitan University and Founder of the International Centre for Responsible Tourism, Darryl Erasmus, Chief Quality Assurance Officer at South African Tourism, Dr Alison Kock, Marine Biologist at SANParks, Thembi Kunene-Msimang, Acting Chief Executive Officer and Executive of Marketing and Communications at RETOSA and Chardonnay Marchesi, Portfolio Director of the Travel, Tourism and Sports Portfolio at Reed Exhibitions.

Other judges are Greg McManus of the Heritage Environmental Management Company and Event Greening Forum, Sadia Nanabhay, Operations Manager at African Responsible Tourism Awards, Dawn Robertson, Chief Executive Officer at the Constitution Hill Human Rights Precinct and Heidi van der Watt, Managing Director, Better Tourism Africa and Institute of Development Studies at the Massey University.

Who will take the top spots?

Find out in tomorrow’s edition of the WTM Africa Daily.

TODAY’S PROGRAMME, 18 APRIL 2018

Time	Event/ Topic	Venue
10:30 – 11:15	Nelson Mandela Foundation Event	Destination Theatre
10:30 – 11:15	Investors’ Forum: Unlocking the tourism potential of Africa	Conference Theatre
11:30 – 13:30	SATSA: Unblocking obstacles and maximising opportunities	AGM Theatre
11:30 – 12:15	10 things a travel tech company doesn’t want you to know	Travel Tech Theatre
11:30 – 12:15	Business events conference powered by IBTM	Inspire Theatre
11:30 – 12:15	Disruption / Digitisation / Disintermediation	Destination Theatre
11:30 – 12:15	Selling luxury on a shoestring budget	Conference Theatre
12:30 – 13:15	Empowering ground transportation companies & travel operators worldwide	Travel Tech Theatre
12:30 – 13:15	Shaping South Africa’s economic policy to boost tourism business performance	Destination Theatre
12:30 – 13:15	Business events conference powered by IBTM	Inspire Theatre
12:30 – 13:15	Farm to Fork tourism	Conference Theatre
13:30 – 15:30	FEDHASA: hospitality outlook & trends	AGM Theatre
13:30 – 14:15	Introducing the next generation software	Travel Tech Theatre
13:30 – 14:15	What the SANCB does and how you can work with them to secure more bids	Inspire Theatre
13:30 – 14:15	Marketing cultural, heritage sites and authentic travel experiences	Conference Theatre
13:30 – 14:15	Marketing for small tourism and travel companies	Destination Theatre
14:30 – 15:15	“New” New York City	Destination Theatre
14:30 – 15:15	GlocalMe – The Travel Buddy	Travel Tech Theatre
14:30 – 15:15	New business models and sustainable development	Conference Theatre
14:30 – 15:30	Women in Travel	Inspire Theatre
15:30 – 16:15	How to correctly interpret blog and social media data	Travel Tech Theatre
15:40 – 16:40	Women in Travel – group mentoring sessions	Inspire Theatre
16:00 – 19:00	Festivals Evening (City of Cape Town)	Hall4B
16:30 – 17:15	African Responsible Tourism Awards	Conference Theatre
16:45 – 17:15	Women in Travel – group networking	Inspire Theatre

For more information visit africa.wtm.com

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Contributions can be sent to martin@thejcs.co.za

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Western Cape tourism a billion-rand business



Tourism in the Western Cape has shown significant growth, making the sector a billion-rand business, despite drawbacks such as the ongoing water impediment.

Tourism Update reports that Western Cape tourism has grown by 7,5 percent between the fourth quarter of 2016 and the fourth quarter of 2017, bringing R6,6 billion (€445,6m) into the provincial economy and creating 25 758 jobs since 2013.

This was revealed by the Department of Economic Development and Tourism, Wesgro, South African Tourism and Airbnb in last week's Standing Committee on Economic Opportunities, Tourism, and Agriculture at the Western Cape Provincial Parliament.

Furthermore, Airbnb brought increased economic activity to the value of R5 billion (€337 million) into

the Western Cape in 2017, recording an 86 percent increase in annual growth in the province, boosting economic activity in the region, with almost 15 000 hosts across the province welcoming 540 000 guest arrivals.

In addition, Airbnb recorded growth of 110 percent in rural towns outside Cape Town, while Cape Town accounts for 25 percent of Airbnb's revenue on the African continent.

Airbnb Country Manager for South Africa, Velma Corcoran said: "Last year saw a record number of guests visiting the Western Cape on Airbnb and we're delighted to help spread the benefits of tourism beyond the typical tourist hot spots to lesser known towns and neighbourhoods. We look forward to seeing guests discover more unique, diverse and welcoming

communities across the region throughout the year."

The Western Cape tourism sector is responsible for 24 direct international air connections to Cape Town, bringing in 700 000 inbound seats from 20 countries. As a result, the South African government is also investing R3,2 billion (€216 million) into the expansion of Cape Town International Airport.

"Tourism is no longer a burgeoning industry but a big business in the Western Cape, worth billions of rand, and presenting immense job-creation potential," said Beverley Schäfer, Western Cape spokesperson on Economic Opportunities, Tourism and Agriculture.

"Tourism is big business in South Africa, and the Western Cape has set the benchmark nationally for effective tourism management," she said.

International tourism results highest in seven years



International tourist arrivals grew by seven percent in 2017 to 1 322 million. This momentum is expected to continue in 2018 at a rate of four to five percent.

This is according to the latest United Nations World Travel Organization (UNWTO) world tourism barometer. Based on data reported by destinations around the world, this estimated international tourist arrivals (overnight visitors) worldwide increase is well above the consistent trend of four percent or higher growth since 2010. It represents the strongest results in seven years.

Led by Mediterranean destinations, Europe recorded extraordinary results for such a large and mature region, with eight percent more international arrivals than in 2016. Africa consolidated its 2016 rebound with an eight percent increase. Asia and the Pacific recorded six percent growth, the Middle East five percent and the Americas three percent.

2017 was characterised by sustained growth in many destinations and a firm recovery in those that suffered decreases in previous years. Results were partly shaped by the global economic upswing and the robust outbound demand from many traditional and emerging source markets. This was particularly characterised by a rebound in tourism spending from Brazil and the Russian Federation after a few years of declines.

"International travel continues to grow strongly, consolidating the tourism sector as a key driver in economic development," said UNWTO Secretary-General, Zurab Pololikashvili.

The current strong momentum is expected to continue in 2018, though at a more sustainable pace after eight years of steady expansion, following the 2009 economic and financial crisis. Based on current trends, economic prospects and the outlook by the UNWTO Panel of Experts, international tourist arrivals worldwide are expected to grow at a rate of four to five percent in 2018.

Based on available data for Africa, growth in 2017 is estimated at eight percent. The region consolidated its 2016 rebound and reached a record 62 million international arrivals. North Africa enjoyed a strong recovery with arrivals growing by 13 percent, while in Sub-Saharan Africa arrivals increased by five percent.

The World Travel and Tourism Council (WTTC) forecasts that the tourism sector will contribute R424,5bn to the overall South African economy in 2018 - about three percent more than in 2017.

"Travel and tourism is forecast to contribute more to the South African economy in 2018 than in any other year," says Gloria Guevara, President and CEO of WTTC.

"This makes it the perfect partner for the new administration to put at the heart of the country's long-term economic plans."

Travel and tourism supported 1,5 million jobs in South Africa in 2017 - 9,5 percent of total employment in the country. In constant 2017 prices and exchange rates, the direct contribution of travel and tourism to the country's GDP was R136,1bn or 2,9 percent of total GDP. The WTTC forecasts this will rise by 2,4 percent in 2018 and by 3,6 percent per year between 2018 to 2028.

Nominations open for International Travel & Tourism Awards

A new awards scheme which celebrates the best of travel and tourism around the world is open for nominations.

The International Travel & Tourism Awards, presented by WTM London, will recognise the success of national, regional and city tourist boards as well as outstanding private sector companies and individuals.

There will be 13 categories, with 12 judged by an independent panel of leading experts and senior figures in each sector. The final award for outstanding contribution to the industry will be made based on a nomination by WTM London Media Partners.

The awards will be the first to celebrate travel and tourism success on such a global scale and will showcase the best tourist boards, marketing campaigns, individuals and companies.

More than 500 senior industry executives, including government ministers, will attend the awards ceremony on 6 November at Tobacco Dock near WTM London's ExCeL venue.

The awards are co-chaired by UNWTO Chief of Communications and Publications Sandra Carvao and

Reed Travel Exhibitions Director Nick Pilbeam.

Judges will be from top tourism and industry bodies and organisations including Euromonitor International and public relations body PRCA.

"The UNWTO is pleased to partner with WTM in this new initiative. An award is recognition of value and an incentive to do better and we trust the International Travel & Tourism Awards will inspire the tourism sector to aim higher in order to become ever more competitive and sustainable," says Carvao.

The award categories are:

- Best national tourism board campaign/DMO campaign
- Best tourism marketing agency
- Best regional/city campaign
- Outstanding contribution to the industry
- Best food destination
- Most innovative use of technology within a destination
- Best digital campaign in tourism
- Best digital influencer in the industry



- Best wellness destination
- Best responsible tourism destination
- Best adventure tourism destination
- Best LGBT destination
- Best PR campaign

For more information visit awards.wtm.com.

Mauritius celebrates, more visitors come

As Mauritius celebrates its 50th anniversary of independence this year, more visitors are flocking to this Indian Ocean island paradise.

January and February arrivals from South Africa reached 13 272, an increase of 17,7 percent over the same period in 2016.

South Africa remains among the top six source markets to Mauritius, contributing 5,3 percent of total market share.

A seven percent increase in arrivals from South Africa in 2017 is further evidence that Mauritius is a favourite holiday destination for South African travellers, with total annual arrivals at 112 129 compared to 104 834 in 2016.

Mauritius has also been listed by Lonely Planet as among the top ten countries to visit this year, in its *Best in Travel 2018*.

The island is just a short, four-hour flight from Johannesburg, Durban or Cape Town, with no visa requirements for South African travellers.



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