

WTMA 2016: Dubai Tourism to host African travel trade to experience Dubai

Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) announced that they will host 500 African travel trade delegates to experience Dubai. 150 of the delegates will be from Southern Africa.



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Taking place from 2 June through 7 June 2016, Dubai Tourism will host Africa's top travel trade for a four-day, five-night stay so that they can effectively communicate the one-of-a-kind holiday experience Dubai offers to their customers. The professionals will receive first-hand experience of Dubai's extensive retail, gastronomic and family offering while also visiting the country during its summer months of June, July and August, when Southern Africans will likely be looking for an escape from the winter cold and can take advantage of the numerous deals on offer.

"We're pleased to announce this initiative on the first day of WTM Africa, which is designed to further our commitment to the African travel trade," said Stella Obinwa, regional director for Dubai Tourism. "This trip is a great chance for African travel trade professionals to see all Dubai has to offer, and use this knowledge to further their own businesses."

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