WTM Africa celebrates an impressive second day

Reporting over 8,000 pre-scheduled appointments between local and international buyers and exhibitors for the duration of the show, WTM Africa celebrated an impressive second day. On the second day, WTM Africa 2017 showcased the extraordinary potential of Africa as a destination for travellers, while also equipping outbound specialists with tools to better sell to the South African market. Speed Networking sessions for both Buyers and Media were naturally popular, with travel trade eager to expand the reach of their product.



WTM Africa 2017 saw over 700 exhibitors present, with over 8,000 pre-scheduled appointments for the duration of the show

“While we had anticipated a great response from our attendees, we’re pleased to report we have had an overwhelmingly confident response around WTM Africa 2017. This year, we looked to innovate on popular events such as Speed Networking, but also enticed visitors with new additions such as the Outbound Theatre, an expanded ibtm africa programme, and a dedicated media speed networking session,” says Chardonnay Marchesi, general manager of Africa Travel Week.

The exciting announcement that the Sports & Events Tourism Exchange is to form an integral part of Africa Travel Week in 2018, was a highlight on day two of WTM Africa. This collaboration will bring together travel professionals and potential sports tourism events, in a bid to increase the number of events hosted on the African continent.

The best stands awarded

Exhibitors were rewarded for their efforts in creating engaging and productive stands at WTM Africa 2017, with congratulations going out to the following WTM Africa 2017 Stand Award Winners:

• Most Responsible Stand – Hotel Verde
• Best Stand Personnel – Tourism Authority of Thailand
• Best Stand Feature – Quiver Tree Apartments
• Most Innovative Stand – City of Cape Town
• Best Stand Design – Reunion Island
• Best Stand for Doing Business – Zambia Tourism Board

The third day of WTM Africa 2017 will see discussions on technology and digital marketing's influence on travel at the E-Tourism Africa Summit (eTAS) as part of the ibtm africa programme, how to make your way through the maze of digital influencers out there as a business and an investigation into ethical volunteering in Africa.

Visit WTM Africa 2017 on Facebook, Instagram, and Twitter. Join in the conversation online using the hashtag #WTMA17.

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