

WTM Africa 2017 numbers are up

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With just three weeks until the opening of an even bigger and better WTM Africa, the team is extremely thrilled to have seen a significant increase in both buyers set to attend the show, as well as pre-registered visitors.



“WTM Africa’s pre-registered travel professionals are currently up by 26% compared to this time last year and our buyers are up by approximately 10% in numbers too. This is growing daily and will result in a further increase in onsite arrivals,” says Chardonay Marchesi, General Manager of Africa Travel Week.

In 2016, WTM Africa confirmed 850 buyers, while 4,850 industry professionals were in attendance.

Building on the \$333m generated in business at WTM Africa in previous years, 2017 will see over 50% of buyers in attendance from major source markets in Europe, while 28% will attend from African countries.

Key developed and emerging source markets will also be represented in buyers and travel professionals from the Americas, Asia Pacific and Middle Eastern regions including countries such as United Arab Emirates, Saudi Arabia, Australia, China, India, Brazil, Canada and Argentina.

If you haven’t registered already, make sure that you do so today at www.wtmafrica.com and take a look through the exciting line-up of events. WTM Africa means business!

For more, visit: <https://www.bizcommunity.com>