

WTM Africa 2018 to highlight investment in Africa

Issued by [World Travel Market Africa](#)

12 Mar 2018

WTM Africa 2018 is excited to announce its inaugural WTM Africa Tourism Investors' Forum, a platform dedicated to connecting ministers of tourism from countries across the continent, with eager investors.

The Tourism Investors' Forum will take place on Wednesday, 18 April in the WTM Africa Conference Theatre from 10.30 – 11.15am. The theme for the 2018 WTM Africa Tourism Investors' Forum will be 'Unlocking the Tourism Potential of Africa'.

Chardonnay Marchesi, South Africa Portfolio Director for Reed Exhibitions' Travel, Tourism & Sports Portfolio, says of the Investment Forum: "We are expecting a number of high-profile tourism representatives, from a number of countries in Africa, to attend this highly engaging forum. We hope to provide 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."



Thembi Kunene-Msimang, Executive: Marketing and Communications for The Regional Tourism Organisation of Southern Africa (RETOSA)

The launch WTM Africa Investors' Forum will host keynote speakers who will contribute their learnings, 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. Speakers for the session include:

- Lance Greyling – City of Cape Town's Director of Trade and Investment
- Akwasi Agyeman – Ghana Tourism Authority CEO
- Assita Kone – Mangalis Hotel Group: Director of Sales and Marketing
- Adrian Gardiner - The Mantis Collection, CEO and Chairman

The session will be moderated by industry stalwart, Thembi Kunene-Msimang, Executive: Marketing and Communications for The Regional Tourism Organisation of Southern Africa (RETOSA).

Kunene has over 18 years executive management experience in the tourism sector. Prior to her current position at RETOSA, she was responsible for Tourism Services at Cape Town Tourism. Before that, Thembi was the CEO and Chief Quality Assurance Officer for the Tourism Grading Council of South Africa (TGCSA) and a member of Exco at South African Tourism (SAT).

As a continent, Africa has shown phenomenal potential in the tourism and travel sector with increased investment in infrastructure from both the public and private sectors. WTM Africa, too, has seen this growth through the considerable increase, particularly in sub-Saharan exhibitors.

WTM Africa has confirmed a range of first-time exhibitors to its floor from Madagascar, Botswana, Ghana, Tanzania, Namibia, Ethiopia and Zimbabwe.

Managing Director for the Tanzania Tourism Board (TTB), Devota Mdachi, explains that in light of the World Bank's recommendation for a new tourism strategy for Tanzania, TTB has opted to increase its presence and participation at various trade shows around the world with the view of promoting the country's tourism sector, boost its image as a welcoming tourism destination on the continent, and thereby by attract investment opportunities in the sector.

Mdachi says: "Some of the goals for this greater participation of Tanzanian public and private sectors in WTM Africa include among others: exploring new markets (discovering market niches), assessing the overall competitiveness of the African tourism sector, increasing brand awareness, forging successful partnerships with local and international markets, spotting new trends and increasing visitor volume to Tanzania. And with many predictions forecasting even higher tourism growth for Tanzania in the coming years, the country's participation in WTM Africa is definitely set to reach even greater heights in the years to come."

WTM Africa, now in its fifth year, is on track to deliver another outstanding travel trade show at the Cape Town International Convention Centre (CTICC) from 18 – 20 April 2018. In addition to travel trade in attendance, WTM Africa will see representation from major tourism associations and industry bodies from across the continent including:

- Southern Africa Tourism Services Association (SATSA)
- The Federated Hospitality Association of South Africa (FEDHASA)
- Kenya Association of Tour Operators (KATO)
- Southern African Association for Conference Industry (SAACI)
- Association of Southern African Travel Agents (ASATA)
- Regional Tourism Organisation of Southern Africa (RETOSA)
- Tanzania Association of Tour Operators (TATO) and Kilifair
- Africa Travel Association (ATA)

Don't miss out on all the latest details and the opportunity to attend this year's show in Cape Town: Register free of charge online for WTM Africa 2018 by visiting africa.wtm.com!

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