



## PRESS RELEASE

### Green light for WTM Africa 2021 live/hybrid event in April

- *First-of-its-kind hybrid event set for WTM Africa from 07-09 April 2021.*
- *Plan B will be to run WTM Africa as a fully virtual event on these dates.*

**Cape Town, 17 November 2020** – WTM Africa will go ahead from 07-09 April 2021 in the format of a hybrid event, delivering a significant ROI for exhibitors and providing a much-needed platform for live and virtual connection between tourism industry stakeholders engaged in bringing business to Africa.

**Carol Weaving**, MD Reed Exhibitions Africa, unpacked the decision taken following a robust study amongst exhibitors and buyers which indicated strong support for holding a live event in April 2021. This was followed by a virtual round table discussion with key stakeholders earlier today.

“We are delighted to be able to inform our industry partners that we will be going ahead with WTM Africa as a hybrid event, incorporating the best characteristics of a live and virtual showcase of Africa.

“Our sentiment survey revealed that 88% of buyers confirmed they wanted to attend WTM Africa in 2021 and within this, a further 96% confirmed they would travel provided the regulations allowed them to do so. I’m pleased to say our king buyers have also confirmed their attendance, so it’s full steam ahead as far we are concerned,” says Weaving.

During the virtual discussion, the Reed Exhibitions South Africa team provided two scenarios for WTM Africa, both relevant to a hosting date of 07-09 April 2021.

Plan A will see meetings take place over three days, face-to-face, at the Cape Town Convention Centre (CTICC), with a fourth day dedicated to virtual meetings, explains **Megan Oberholzer**, Portfolio Director – Travel Tourism & Sports for Reed Exhibitions South Africa.

“With an extra virtual event day, we will cater for any international buyers who may not be able to attend the physical element of the show. The benefit to buyers and exhibitors is a greater ROI of connecting exhibitors and additional international buyers that would not have been able to attend the live event, meaning that even more meetings will be set to take place” says Oberholzer.

In the event of a COVID resurgence, the Reed Exhibitions Africa team presented a Plan B which will see the event go fully virtual over three days on the same dates, with an adjusted offer of various tailor-made event packages for exhibitors.

Thorough research and preparation has been made to ensure that the live/hybrid event adheres to all stringent safety protocols and regulations. The venue will be able to accommodate 5000 visitors per day in order to allow the necessary physical distancing.



“The live/hybrid WTM Africa be the first of its kind in Africa. We are looking forward to welcoming everyone back to the show after a tough year. The time is ripe for us to make travel happen together and WTM Africa is just the platform to reignite it,” Oberholzer concludes.

A full recording of the virtual discussion will be available on [www.atwconnect.com](http://www.atwconnect.com)

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**About World Travel Market**

[World Travel Market](#) (WTM) Portfolio comprises six leading travel events and two virtual platforms across four continents, generating more than \$7.5 billion of industry deals. The events are:

**WTM Global Hub**, is the new WTM Portfolio online portal, created to connect and support travel industry professionals around the world. The resource hub offers the latest guidance and knowledge to help exhibitors, buyers and others in the travel industry face the challenges of the global coronavirus pandemic. WTM Portfolio is tapping into its global network of experts to create content for the hub.

<https://hub.wtm.com/>

**WTM Virtual**, is the new WTM Portfolio virtual platform, created to offer global delegates the chance to arrange one-to-one virtual meetings to do business, attend conference sessions and roundtables, take part in speed networking and more. WTM Virtual will embrace the global leading travel shows in one platform.

Taking place: Monday 9 to Wednesday 11 November 2020 – Virtual

**London Travel Week**, brought to you by WTM London, is the one-stop-shop for event hosts and visitors to be able to shape the next 12 months of travel together. The festival of events supports the global travel and tourism industry through capturing invaluable news and enhancing industry connections.

Next event: Friday 30 October to Thursday 5 November 2020

<https://londontravelweek.wtm.com/>

**WTM London**, the leading global event for the travel industry, is the must-attend three-day exhibition for the worldwide travel and tourism industry. Around 50,000 senior travel industry professionals, government ministers and international media visit ExCeL London every November, generating over £3.71 billion in travel industry contracts.

Next event: Monday 2 to Wednesday 4 November 2020 – London

<http://london.wtm.com/>



**Travel Forward London** is the leading travel technology event, co-located with WTM London. Travel Forward is renowned for showcasing the next-generation technologies for the travel, tourism and hospitality industry. Over 19,000 travel officials and 150+ innovative solution providers attend for 3 days of cutting-edge insights, open debate and unrivalled networking opportunities. The combination of a 2-day conference, interactive exhibition and Startup showcase makes Travel Forward truly unique.

Next event: Monday 2 to Wednesday 4 November 2020 – London

<http://travelforward.wtm.com/>

**Arabian Travel Market (ATM)**, now on its 27<sup>th</sup> year, continues to be the focal point for the Middle East's resilient and ever-changing travel and tourism landscape and prides itself on being the hub of all travel and tourism ideas – providing a platform to discuss insights on the ever-changing industry, share innovations and unlock endless business opportunities.

Next event: Sunday 16 to Wednesday 19 May 2021

[www.arabiantravelmarket.wtm.com](http://www.arabiantravelmarket.wtm.com)

**WTM Latin America** attracts around 19,000 participants – 11,586 unique. The trade show, which takes place in São Paulo, has a worldwide audience that meets to establish the direction of the travel industry. The event is recognised for attracting a high level of professionals from the segment, including buyers and travel agents. It also offers programmes with qualified content and plenty of opportunities for networking and generating business that is relevant to the travel industry

Next event: Tuesday 6 to Thursday 8 April 2021 – Expo Center Norte, São Paulo

<http://latinamerica.wtm.com/>

**WTM Africa** launched in 2014 in Cape Town, South Africa. More than 6,000 travel industry professionals attend Africa's leading inbound and outbound travel and tourism market. WTM Africa delivers a proven mix of hosted buyers, media, pre-scheduled appointments, on-site networking, evening functions and invited travel trade visitors.

Next event: Wednesday 7 to Friday 9 April 2021 – Cape Town International Convention Centre

<http://africa.wtm.com/>

**Reed Exhibitions** is a leading global events business. It combines face-to-face with data and digital tools to help customers learn about markets, source products and complete transactions at over 500 events in almost 30 countries across 43 industry sectors, attracting more than 7 million participants. Our events, organised by 35 global offices, leverage industry expertise, large data sets and technology to enable our customers to generate billions of dollars of revenues for the economic development of local markets and national economies around the world. Reed Exhibitions is part of RELX, a global provider of information and analytics for professional and business customers across industries.

[www.reedexhibitions.com](http://www.reedexhibitions.com)

**Reed Travel Exhibitions** is the world's leading travel and tourism event's organiser with a growing portfolio of more than 20 international travel and tourism trade events in Europe, the Americas, Asia, the Middle East and Africa. Our events are market leaders in their sectors, whether it is global and regional leisure travel trade events, or specialist events for meetings, incentives, conference, events (MICE) industry, business travel, LGBTQ+ travel, luxury travel,



travel technology as well as golf and spa travel. We have over 35 years' experience in organising world-leading travel exhibitions.  
<https://www.reedtravelexhibitions.com/>