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WTM[®] Africa
Means business

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WTM Africa 2017 celebrates multiple successes

From increased visitor numbers, to more media and even greater attendance by trade specialists, World Travel Market Africa 2017 closed with praise from both local and international travel professionals.

“While we are still awaiting the audited figures for WTM Africa 2017, we can report that we have recorded a total increase in travel professionals of 17%,” says Chardonay Marchesi, General Manager of Africa Travel Week, which incorporates WTM Africa.

Marchesi furthered that increases across the board indicate that WTM Africa is fast becoming one of the most popular B2B platforms for travel professionals on the African continent. “Media attendance increased by an incredible 17% in 2017, while the number of travel professionals in attendance increased too. The number of registered travel agents also grew, increasing by 9%.”



Image 1: Exhibitors queuing to meet with Buyers at one of the highly sought-after speed networking sessions that grew from 110 to 165 tables this year.

In 2017, 21 different African countries were represented across the exhibition, while the total number of countries represented grew to 38, a total increase of 5,2%.

WTM Africa 2017 opened with over 8 900 self-scheduled and pre-scheduled appointments on record between buyers and exhibitors, and 140 first-time Hosted Buyers from key and emerging source markets. For the first time, hosted buyers from Zambia, Ethiopia and Namibia were also present.

Positive feedback from buyers and exhibitors alike has started to trickle in, while social media indicated a massive interest in WTM Africa 2017, with over 7 000 mentions of the hashtag (#WTMA17) alone.

Highlights of WTM Africa 2017 include the large-scale exhibition with over 650 exhibitors, exciting speakers and panel discussions, and the announcement that from 2018, the Sports & Events Tourism Exchange will be incorporated into Africa Travel Week.

For more information or any media related questions relating to WTM Africa, please contact RedLip PR:

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Notes to editors

About Reed Exhibitions Reed Exhibitions is a leading global player in the world of exhibitions and part of [RELX Group](#), one of South Africa's largest and most successful business events companies. Reed Exhibitions brings over 50 years of experience in developing, marketing, selling and organising exhibitions, events, conferences and meetings.

About World Travel Market

World Travel Market (WTM) portfolio comprises of six leading B2B events across four continents generating more than \$7bn of industry deals. The six events are: WTM London; Arabian Travel Market (ATM); World Travel Market Latin America; World Travel Market Africa; WTM Connect Asia and International Golf Travel Market (IGTM).

About Africa Travel Week

Africa Travel Week comprises three co-located shows – WTM Africa, ibtm africa and ILTM Africa - encompassing Africa's inbound and outbound markets for general leisure travel, luxury tourism, and the MICE/business travel sector under RTE's established portfolios of WTM (World Travel Market), ILTM (International Luxury Travel Market) and IBTM (Incentives, Business Travel & Meetings).

About World Travel Market Africa

World Travel Market Africa launched in 2014 in Cape Town, South Africa. Nearly 5,000 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. <http://africa.wtm.com/> Next event: 19-21 April 2017.

About ibtm africa: www.ibtm africa.com

A key highlight of Africa Travel Week, ibtm africa has evolved from a table top event to a high quality content driven education programme which focuses on content that includes technology, future trends, procurement and consolidation, expert thought leadership, leveraging off the benefit of Foreign Exchange and the convergence of the travel and meetings industry.

About ILTM Africa: www.itlm.com/africa

ILTM Africa is a specialist invitation-only event, where the very best travel agents and advisors from across the world meet Africa's most spectacular luxury travel experience providers.



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