

WTM Africa 2018 ready to welcome leading travel and tourism professionals in Cape Town

Issued by [World Travel Market Africa](#)

13 Apr 2018

Taking place in less than a week from today, WTM Africa 2018 is set to deliver another impactful and important exhibition dedicated to furthering the potential of tourism on the continent and even further afield.

With over 700 exhibitors and a host of quality influential buyers from key source markets around the globe, WTM Africa 2018 has exceeded all previous years' records. "We are thrilled to see that we have more buyers, exhibitors, and registered travel trade than ever before, proving there is great demand for a quality travel trade exhibition focused on not only the African continent, and further afield," says Chardonay Marchesi, South Africa Portfolio Director for Reed Exhibitions' Travel, Tourism & Sports Portfolio.



Western Cape Minister of Economic Opportunities, Alan Winde, alongside James Vos, MP Shadow Minister of Tourism at WTM Africa in 2017

Marchesi furthers that the WTM Africa team has worked hard to respond to industry requests and will present multiple new initiatives in 2018, including the inclusion of the Sports & Events Tourism Exchange (SETE), E-Tourism Summit Africa, and the all-new WTM Africa Festivals.

"It has always been important for WTM Africa to represent current trends, topics and developments in Africa throughout its exhibitor presence, speaker programme and events. This year WTM Africa will offer a diverse and exciting line-up that will give provide new insights for the travel trade."

Additional highlights at WTM Africa 2018 include:

- The inaugural WTM Africa Tourism Investors' Forum
- Women in Travel Meet Up at WTM Africa 2018
- Business Events Conference powered by ibtm Africa



WTM Africa offers a variety of networking opportunities, in addition to assisting in the arrangement of pre-scheduled meetings between exhibitors and buyers.

“What has also been an imperative for us this year, is that everybody that attends WTM Africa 2018 is actively engaged with water saving initiatives in the Western Cape,” explains Marchesi. “We have integrated messaging on responsible water usage in all of our communication to attendees and have a number of on-site initiatives to support our host city of Cape Town.”



Speed Networking is one of the highlights of WTM Africa, allowing travel product to showcase themselves to prospective buyers in a fun environment.

It's not too late to attend #WTMA18! Register to attend WTM Africa 2018 for free by visiting africa.wtm.com!

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