



# wtm<sup>®</sup>

AFRICA

**ILTM<sup>®</sup>**  
INTERNATIONAL LUXURY TRAVEL MARKET

AFRICA

**AFRICA  
TRAVEL  
WEEK**

**WELCOME TO  
AFRICA TRAVEL WEEK 365**

# WHAT YOU NEED TO KNOW

HOST CITY:



CITY OF CAPE TOWN

BUILT BY:



In the business of  
building businesses

PART OF:



MEMBER OF:



PROUDLY AFFILIATED WITH:





# GOING HYBRID — for a bigger and better Africa Travel Week

## AFRICA TRAVEL WEEK

A nexus for travel professionals across the continent and the globe, Africa Travel Week comprises several shows, conferences and awards ceremonies focusing on leisure tourism and luxury travel.

Headline shows include **World Travel Market Africa** (WTM Africa) and the **International Luxury Travel Market** (ILTM Africa), in addition to such subsidiary events as **International Business Travel Market** (IBTM Africa), **Sports and Events Tourism Exchange** (SETE), **Travel Forward**, **EQUAL Africa** and the **African Tourism Invest Summit** (ATIS).

## WHY HYBRID

Our new hybrid format **delivers significant return on investment, with buyers and exhibitors benefiting from 22% more meeting time slots** than before.

## WHY ATW 365

ATW 365 was born with a passion to **connect people** from all corners of the globe, **both virtually and face to face** beyond a few days, as the world adapts rapidly to our new reality.

We recognise the benefits of consistent networking and learning as travel and tourism patterns regularly evolve in the current reality that we face. Our suite of events now provides delegates with an **opportunity to connect consistently throughout the year**.

Following the April events, ATW 365 will include a year-round itinerary of podcasts, webinars, masterclasses and content to ensure that both inbound and outbound travel and tourism stakeholders worldwide remain connected.



# THE FUTURE IS NOW

## DATES



**4 – 5 April 2022**

**VIRTUAL** The virtual event is exclusive to exhibitors attending the in-person event and virtual buyers.

- 1-on-1 meetings
- speed networking

**11 – 13 April 2022**

**IN PERSON** Open to all travel trade professionals and visitors.

- 1-on-1 meetings
- Speed networking
- **Content sessions** will bolt-on conferences
  - **IBTM Africa** focussing on business event content
  - **Travel Forward** focussing on travel technology content
  - **EQUAL Africa** focussing on LGBTQ+ travel
  - **Sport Events Tourism Exchange** focussing on sport events and tourism
  - **Responsible Tourism**
  - **African Tourism Investment Summit**

Africa Travel Week's flagship shows, **WTM Africa** and **ILTM Africa**, will be held at the **Cape Town International Convention Centre** in the **Host City of Cape Town**. All **COVID protocols** will be observed.

# CONNECT WITH AFRICA AND THE WORLD

## OUR BUYERS

Different buyers will attend the physical & virtual events!

This means:

- You can connect with even more buyers
- There will be even more countries represented

They represent the following company types:

- Outbound Tour Operators
- Travel Agents
- Group Travel Organisers
- Wholesalers
- Online Travel Agents
- Private Travel Designers
- Corporate/ MICE Buyers

## OUR EXHIBITORS

Our exhibitors are both inbound & outbound and come to the event to not only to conduct business as they showcase their products and services but also to network with their travel trade partners.

- **ILTM Africa Exhibitors** are by invite only and represent Pan-African luxury products.
- **WTM Africa Exhibitors** represent the leisure and MICE markets.

## WHO ALSO ATTENDS

**Travel Trade Professionals** encompasses anyone from the B2B tourism sector who are dedicated to reigniting travel into and out of the African continent. Such individuals range from travel consultants to destination marketers and tour guides. The tourism sector's distribution chain incorporates a vast range of specialists – each of them playing pivotal roles.

**International Luxury Hosted Media** are carefully selected based on their audience reach, industry impact and companies that they represent.



## WHAT IS IN STORE

ATW 2022 will enable education and content sharing as well as networking, providing the opportunity to meet and discuss business, leading to contracts being signed whilst expanding connections. **ATW 365 offers travel & trade professionals the following benefits:**

- A hybrid event
- Podcasts on demand
- Masterclasses
- Webinars & engagement sessions
- Industry insight reports
- Digital magazine
- Online product listings
- Exclusive content
- Monthly competitions
- Show exclusive offers & product launches
- Premium listings
- Social media features
- Targeted campaigns
- Extensive marketing & sponsorship opportunities

## ATW365 THEMES

Each month in 2022, ATW will have dedicated online content which includes podcasts, webinars, articles and more! **You can look forward to the following niche sector content each month:**

January	Trends	July	Tourism Investment
February	Inclusion and Diversity	August	Women in Tourism
March	SMMEs	September	Sports & Events Tourism
April	Reconnect, Recover & Reignite at ATW Hybrid	October	Business Events
May	Travel Technology	Nov	Responsible Tourism
June	LGBTQ+ Travel	Dec	The year that was

# IN NUMBERS

## THE POWER OF VIRTUAL (2021 STATS)



**83%**  
international  
buyers  
representing



**46**  
unique  
countries



**1,000**  
travel trade  
visitors



**4,000**  
views of the content  
sessions

**9**  
African Tourism  
Investment Summit  
speaker sessions

**169**  
Speakers  
over

**37**  
speaker sessions



**3,059**  
successful  
pre-scheduled meetings

**1,151**  
speed networking  
meetings

**1,103**  
ad hoc meetings

## THE POWER OF LIVE (2019)



**6,549**  
pre-scheduled  
appointments



**100**  
unique  
countries



**738**  
exhibiting  
companies



**6,263**  
industry  
professionals



**42%**  
increase on  
overall countries  
represented at  
the event



**400**  
speakers over  
**3**  
days



**6%**  
increase  
on industry  
professionals  
from 2018



**10%**  
increase on  
buyers from  
2018

## WHAT OUR TRAVEL COMMUNITY HAD TO SAY

### 2021 Virtual

“ The organisation and format was great. It's not replacing the face-to-face meetings happening during the travel fairs, but it's great to connect again and see the positiveness of all the people we can e-meet”.

- **Christophe Bazille, Managing Director, Hospitality Web Services**

“ I want to say a profound thank you for showcasing Seeza SMEs. They are so excited about the engagements they are having with buyers. We are receiving phenomenal feedback from them”.

- **Septi Bukula, SEEZA Tourism SME Network**

“ I had productive meetings last night and this morning. The show is going smoothly, and I got to connect with my vendor for Uganda who will be handling my very first group in June”.

- **Jalpa Satish Shah, Cloudsandsea/Iplantravel**

### 2019 in-person event

“ For three decades I have participated in travel fairs around the globe but the one organised by the WTM Africa team is without any doubt the most professional and rewarding one. I already look forward to next year's event!

- **Dov Kalmann, CEO, Noya Marketing Management Tourism Ltd.**

“ A most sincere thank you for an excellent WTM Africa. We were hosted like royalty, and nothing was too much trouble for the team. From my perspective a really worthwhile visit and invaluable for our business”.

- **Mike Yeoman, Sure Aquabay Travel**

**CONTACT** To discuss your participation at Africa Travel Week and WTM Africa 2022, contact: Penny Fraser: [Penny.Fraser@reedexpoafrika.co.za](mailto:Penny.Fraser@reedexpoafrika.co.za) or +27 (0)82 855 4377

[www.wtm.com/africa](http://www.wtm.com/africa) | [www.atwconnect.com](http://www.atwconnect.com)

No show in 2020 due to the pandemic.



# OUR SHOWS

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

## AFRICA TRAVEL WEEK



WTM Africa is Africa's leading and only B2B exhibition for both inbound and outbound travel and tourism markets, presenting a diverse range of destinations and industry sectors to South African, African and international travel professionals. Through its industry networks, global reach and regional focus, WTM Africa creates professional business opportunities providing our customers with quality contracts, content and communities.

[CLICK HERE TO EXPLORE](#)



As a major economic contributor for many African countries, the travel and tourism industry is pivotal in attracting, driving and enhancing the continent's economic prosperity. Through tourism, we facilitate cross-border collaboration throughout the deep value chain, and provide life-changing experiences to visitors from around the world. The summit brings together continental and global players to explore investment opportunities and continental policies that create an enabling environment for tourism development in Africa.

[CLICK HERE TO EXPLORE](#)



In 2013, ILTM launched the first luxury travel event for the African continent. ILTM Africa introduces global travel buyers to an unrivalled collection of African travel experiences. ILTM Africa only invites the world's very best luxury travel buyers; they are invited and qualified under strict criteria. Our customers make friends and business fast. With an array of social functions to choose from throughout the three days, guests can network beyond the traditional set show hours.

[CLICK HERE TO EXPLORE](#)



Travel has never been as inspiring, complex, nor as fast moving as it is today. As digital technologies enable customers to reach new places and have new experiences, they create new options for providers to deliver on business success goals. Travel Forward is the leading travel technology show and the exciting event in the World Travel Market portfolio (WTM). Travel executives and innovative solution providers attend for 3 days of cutting-edge insights, open debate and unrivalled networking opportunities.

[CLICK HERE TO EXPLORE](#)



South Africa is a leader in the global struggle for equality and LGBTQ+ civil rights. Though challenges still remain on the continent, the landscape is evolving and more countries have decriminalised same sex relationships and are proudly promoting LGBTQ+ adventurers whether they are seasoned or first-time visitors. EQUAL Africa is proud to partner with the IGLTA who will lead the thought provoking content discussions to help better understand and successfully reach the LGBTQ+ traveller.

[CLICK HERE TO EXPLORE](#)



The Sports and Events Tourism Exchange (SETE) brings together businesses from the sports, events and tourism industries. There is a gap in the market to provide local event organisers and sports industry stakeholders with a platform to showcase their services and network. Leveraging off the WTM Africa platform, we can further fill the gap to ensure we are maximising any tourism opportunities around sporting events. SETE aims to educate and create discussions around this ever-changing and growing sector.

[CLICK HERE TO EXPLORE](#)



ibtm AFRICA is set to become an even more important part of Africa Travel Week 2022 as the industry grapples with a future dictated by the COVID-19 pandemic. The 2022 event will see MICE exhibitors become part of the show floor at WTM Africa and the introduction of a dedicated corporate buyer programme. The ibtm AFRICA conference programme will tackle topics including professionalism, sustainability and transformation in the industry, within the context of addressing the devastating effects of COVID-19.

[CLICK HERE TO EXPLORE](#)