

Africa Travel Week rolls out final phase of meetings, masterclasses

Launched during Tourism Month as a means to keep the industry connected, the series of Africa Travel Week's (ATW) educational meetings and masterclasses has collectively rallied a community of over 550 tourism professionals to learn alongside their peers and engage with 'tutor-hosts' consisting of both industry experts and experienced travellers.



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"Part one's masterclasses successfully explored the various market segments set to rebound as travel restrictions ease, with part two unpacking protocols and looking at how businesses can adapt to consumer demands," says Megan Oberholzer, Portfolio Director: Travel, Tourism and Creative Industries at Reed Exhibitions.



#TourismMonth: Africa Travel Week creates opportunity for businesses to rebuild market segments

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The third and final phase launching this month will focus on digital tools – covering accessible resources and practical tips for tourism stakeholders to best market themselves. The first session kicks off this Thursday, 08 October with Marketing guru, Suze Bouwer, focusing on social media.

Amy-Knight Dawson of Scribe Consulting and member of the South Africa is Travel Ready PR Collective will lead the following session on 15 October, examining email marketing. Rounding out the series and delving into all things website-related, digital expert Peter Fabricius, co-Founder of Springnest, will host the final masterclass on 22 October.

"At the heart of our efforts to keep our community connected through the virtual experience of Meetings & Masterclasses lies a common goal of #makingtravelhappenagain," explains Oberholzer.

"And as we gear up for our live shows in April 2021 we're going to keep offering tourism stakeholders and travel marketers every opportunity to not only rebuild their business but also elevate their confidence to keep moving forward," she concludes.

[Sign up for the final session here.](#)

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