

# What to expect from WTM Africa 2019

World Travel Market Africa (WTM Africa) 2019 kicks off today at the Cape Town International Convention Centre in Cape Town. Doors open at 10am to one of the continent's largest inbound and outbound business-to-business travel trade shows, which will welcome thousands of buyers, media and VIP guests.



The first leg of WTM Africa will see attendees take part in a press conference, where key industry leaders will address pertinent points currently affecting travel and tourism on the African continent. Panelists include City of Cape Town Mayor, Dan Plato; Special Advisor to the Tourism Minister, Gillian Saunders; Southern Africa Tourism Services Association (SATSA) CEO, David Frost; Tourism Business Council of South Africa (TBCSA) CEO, Tshifhiwa Tshivhengwa and Ghana Tourism Development Company CEO, Kwadwo Antwi, who will be available for Q&A after the session. Carol Weaving, Managing Director of Reed Exhibitions South Africa will then close the session, highlighting *What to expect from #WTMA19*.

On the agenda for the three days are various content sessions, pre-scheduled meetings, after-hours networking events, experiences, activations, festivals and debates which will encompass the full spectrum topics of relevance to the travel and tourism industries not just in Africa, but around the world.

The continent is responsible for 5% of global tourism numbers and just 3% of global tourism receipts – WTM Africa is setting out to aid the growth of those numbers while focussing on sustainability, responsibility and ethical practices, and showcasing the mesmerising beauty of Africa and all she has to offer.

Carol Weaving, managing director of Reed Exhibitions South Africa, says that Africa is primed for a tourism explosion. "The continent's leaders are seeing the light in terms of relaxing visa laws, opening our airspace and improving trade relations between not just countries, but entire regions," she says. "WTM Africa 2019 is going to see thousands of eager guests harnessing each and every opportunity to drive growth in the African travel & tourism market, and we're expecting some great news to emerge from this year's market."

Onsite registration is still possible, at an additional fee.

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