

HOSTED BUYERS WILL REPRESENT KEY SOURCE MARKETS GLOBALLY

ILTM Africa provides the perfect opportunity to meet with the most spectacular luxury experiences from across the world!



One on one appointments



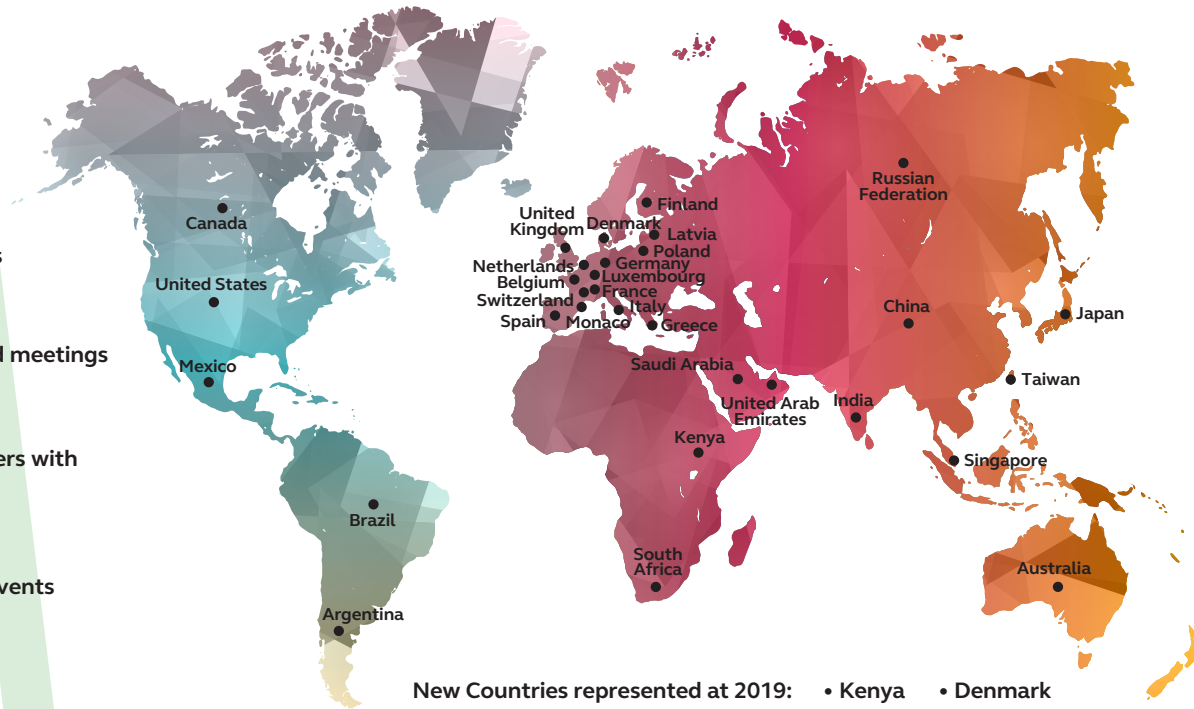
Pre-scheduled meetings



Decision makers with buying power



Networking events



New Countries represented at 2019: • Kenya • Denmark • Poland • France

CONTACT DETAILS

To book your stand or should you wish to discuss any participation at ILTM Africa, please contact:

Megan Oberholzer

South Africa
Portfolio Director

megan.oberholzer@reedexpoafrika.co.za

+27 (0) 11 549 8300
+27 (0) 82 575 6424

Papy Luzala

Sub-Saharan Africa
Sales Manager

papy.luzala@reedexpoafrika.co.za

+27 (0) 11 549 8300
+27 (0) 72 514 0968

Martin Hiller

South Africa
General Manager

martin.hiller@reedexpoafrika.co.za

+27 (0) 11 549 8300
+27 (0) 83 614 9892

Penny Fraser

South Africa
Sales Manager

penny.fraser@reedexpoafrika.co.za

+27 (0) 82 855 4377



AFRICA

2-4 APRIL 2020 | CAPE TOWN

Join us at ILTM Africa 2020

Moyo, Kirstenbosch National
Botanical Gardens

The first luxury travel B2B event on the African continent was pioneered by the Global ILTM brand.

2020 boasts ILTM Africa's' 8th invitation only event and we are looking forward to introducing your luxury establishment to the worlds' best travel planners.

#momentsthatmatter

HOST CITY



CITY OF CAPE TOWN

ORGANISED BY:

Reed Exhibitions*

Reed Travel Exhibitions*

PART OF:

AFRICA | TRAVEL | WEEK*

A MEMBER OF:



WHO ARE OUR INTERNATIONAL BUYERS?

- Luxury Outbound Tour Operators
- Private Travel Designers
- Retail Travel Agencies
- Concierge Companies
- Event Management Companies
- Corporate Travel Agencies



of Buyers will be new to ILTM Africa 2020



Over ¾ of Buyers that attend ILTM Africa have final purchasing decision

WHO SHOULD EXHIBIT?

- Luxury Hotels, Lodges and Resorts
- Boutique Hotels
- Exclusive Villas
- High End Safaris Camps
- Luxury DMC's
- Charter Aviation Companies
- Private Yachts and Luxury Cruise Liners
- Luxury Tour Operators
- Travel Specialists
- Specialised Luxury Experiential Product

REASONS TO ATTEND ILTM AFRICA 2020

- 1 Generate international sales leads
- 2 Keep up with industry trends as well as competitors
- 3 Promote your luxury brand to a group of targeted industry specific international buyers you cannot afford to miss this opportunity

IMMERSE YOURSELF IN THE 5 SENSES

- Experiential events
- Gastronomy experience
- Show casing African luxury at its best
- Incomparable business relationships



countries were represented by International Buyers at ILTM Africa 2019

ILTM 2019 QUICK FACTS



3727

pre-scheduled meetings @ ILTMA 2019



Average number of exhibitor appointments



Average number of buyer appointments (Maximum number of appointments is 56)

NETWORKING EVENTS

Numerous opportunities to make new connections

Our customers not only need, but want to be here. They 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.



Meetings

Host three days of pre-scheduled appointments with the highest calibre of international luxury Buyers



Networking

Interact with buyers and exclusive luxury media journalists during informal side events

HAND PICKED BUYERS FROM AROUND THE GLOBE

88%

NEW BUYERS TO ILTM AFRICA

49%

NEW BUYERS TO ILTM GLOBAL PORTFOLIO

"Thank you so much for such a wonderful experience! I personally had extremely good meetings and very good contacts for the future. Apart from that, I learnt a lot for selling Africa even better to my clients. And obviously, I had a lot of fun and found good new friends! Thank you so much for all this! I have to say that the organization was top. Everything was perfectly timed and controlled. I was really surprised at how good and useful ILTM has proved for me."

Borja Gutiérrez
SAPPHIRE Viajes, Spain

iltm.com/africa

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#ILTMA20

A moment that matters

is never far away in Africa

