



# AFRICA

**WELCOME TO  
AFRICA TRAVEL WEEK 365  
WHAT YOU NEED TO KNOW**



**wtm**  
AFRICA

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 **International Luxury Travel Market** (ILTM Africa) and the **World Travel Market Africa** (WTM Africa) and the , 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

## ILTM Africa

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

2022 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**

## 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

**11 – 13 April 2022**

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

- 1-on-1 meetings
- Networking events, lunches and evening functions
- Luxury Travel Masterclasses

Africa Travel Week's flagship shows, ILTM Africa and WTM 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

## WHO ARE OUR BUYERS?

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

## 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

## WHO ALSO ATTENDS

**WTM Africa** will be taking place alongside **ILTM Africa** at the CTICC and all ILTM Africa attendees are welcome to roam the WTM Africa floor where you can also meet **Travel Trade Professionals** who are those 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 Operators. 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.

**Craft Merchants** showcasing their traditionally African products on our Travel Market promenade.



**ILTM**  
AFRICA

## 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)** ATW Virtual comprising of  
ILTM Africa and WTM Africa



**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)



**3,727**  
pre-scheduled  
appointments



**25**  
countries were represented  
by International Buyers at  
ILTM Africa 2019



Average number  
of exhibitor  
appointments



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



of Buyers will be new  
to ILTM Africa 2020



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

## 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 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

**“** 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**

**“** Missing the productive days in Cape Town!  
Thanks again for the great time.”

- **Patricia Viana, Viana Turismo**

**“** It was really lovely going to the gardens. The  
overall organisation was superb, thank you  
very much for having me at the show. Until next time.”

- **Marie Wilcox, Tour d'Afrique**

**CONTACT** To discuss your participation at Africa Travel Week and ILTM Africa 2022,  
contact: Penny Fraser: 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](#)



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](#)



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](#)



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](#)



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](#)



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](#)



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](#)