

## WTM Africa launches dedicated hosted buyer programme for international exhibitors

WTM Africa will be launching an International Exhibitors' Dedicated Hosted Buyer Programme in 2019 which will see a collective of buyers that are involved in outbound travel from the South African market for international exhibitors. "This programme will ensure that our outbound international exhibitors can arrange appointments with potential hosted buyers in advance that are actively selling travel, accommodation and experiences to the African market," says Megan Oberholzer, portfolio general manager - travel, tourism and sports at Reed Exhibitions.



Oberholzer adds that the unique strength of WTM Africa as a trade exhibition has always been its quality hosted buyers: "We make sure that every hosted buyer application goes through a stringent vetting process in order to ensure they are legitimate and ready to do business with our exhibitors. Our matching process between buyers and exhibitors is a testament to the quality of the buyers we have hosted in previous years, with \$365m worth of business having been written in 2017 alone."

For the first time, international exhibitors will be able to have dedicated one-on-one meetings that will form part of their exhibitor package.

### The programme will include:

- Buyers will commit to a minimum of 20 out of their 30 pre-scheduled appointments specifically with international exhibitors.

- WTM Africa will cover flight contributions and accommodation for these buyers.
- Part of the programme will include additional networking opportunities where exhibitors and outbound hosted buyers can socialise in a relaxed setting after show hours.
- Exhibitors will also have the opportunity to share destination information in 45-minute presentation slots in the Destination Theatre.

"WTM Africa is the only in- and outbound show of its kind on the African continent. We are excited to grow our outbound footprint on the show floor, whilst enhancing the value for our international exhibitors0," concludes Oberholzer.

*[WTM Africa 2019](#) will be held at the Cape Town International Conference Centre from 10-12 April 2019.*

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