

Global internet innovators at Africa's first international E-Tourism conference

Johannesburg: World leading online experts will be speaking at Africa's first international e-tourism conference next month, giving presentations at the two-day conference from 1-2 September, on how Southern Africa's tourism sector can harness the potential of the web, especially in the lead up to the 2010 FIFA World Cup.

Lindiwe Mahlangu, CEO of Johannesburg Tourism Company said, "We want to show the world that Johannesburg will be ICT prepared for the FIFA 2010 World Cup. We want to be seen as a world class city not only in terms of our infrastructure but also in terms of how tourists and business travellers can book and use the internet for all their Southern African travel."

The conference will bring together global online and digital experts, from companies such as Google, Expedia, Digital Visitor, Microsoft, New Mind, Prebook, WAYN (Where Are You Now?) the world's largest social network for travellers with over 13 million members and many more.

The international experts will address conference delegates on new technologies available, as well as highlighting marketing and commerce solutions, the best use of social networking, the implications of blogging and the importance of consumer-generated content and online video for the travel trade.

First National Bank (FNB), is the title sponsor of the Southern African conference, with Microsoft, Visa International and Johannesburg Tourism Company, as lead sponsors.

The E-Tourism Southern Africa conference will be held in Johannesburg at the FNB Building at Fairland from 1-2 September, followed by three days of special training seminars for the tourist trade from 3-5 September at the FNB Conference and Learning Centre - Sandown, Sandton. Following the Southern Africa event, conferences will be held in Nairobi in October, with additional conferences planned for Cairo and Ghana in early 2009, culminating with a Pan African event mid 2009.

For conference registration go to www.e-tourismafrica.com.