

## WTM Africa 2023 registration opens

Africa Travel Week is calling on the inbound and outbound African travel community to attend WTM Africa 2023 from 3 to 5 April at the Cape Town International Convention Centre (CTICC). "Registration is already open for exhibitors, hosted buyers, Buyers' Club members, the media, and travel trade professionals," says Megan De Jager, portfolio director: travel, tourism & RX Africa Marketing.



Source: Supplied

Held annually as part of Africa Travel Week, the three-day event will see international and pan-African industry professionals connect under one roof to conduct business and continue recovery efforts for Africa tourism industry.

“As one of the leading B2B trade exhibitions for Africa’s inbound and outbound markets, we’ve been hard work ensuring this year’s show exceeds expectations. If you’re looking to expand your business, reconnect with your travel and tourism counterparts and get up to speed on the latest product developments and market trends, WTM Africa is the place to be.”

Along with a proven mix of pre-scheduled, the programme will provide attendees with informative content sessions led by industry experts from around the globe, such as Professor Harold Goodwin, Naledi Khabo, LoAnn Halden, and Kojo Bentum-Williams.

Guests can also register to attend the events various bolt-on events running concurrently at the CTICC at an extra charge. These include International Business Market Africa, EQUAL Africa powered by IGLTA, Travel Tech, Sports and Events Tourism Exchange (SETE), and the Africa Tourism Investment Summit (ATIS).

“As much as WTM Africa attracts those heavy-hitting high-profile brands, it also acts as a springboard for smaller tourism SMMEs. So, if you’re eager to bump elbows with the industry’s experts and get a foot in the door, this is your chance,” concludes De Jager.

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