

INDABA launches Premium Lounge

INDABA is the single biggest and best opportunity on the African continent for everybody who does business with the African travel and tourism industry, and this year, for the first time, will introduce a new format by launching a new Premium Lounge.



Based on international trade show best practice, INDABA will this year, for the first time, introduce an exciting new format by launching a new Premium Lounge. INDABA is set to migrate over the next few years from double-storey stands to a beautifully appointed studio configuration.

South African Tourism is directing additional efforts towards the top international travel trade buyers who have expressed or demonstrated their eagerness to make Africa an important and valuable component of their businesses. These influential travel trade buyers have direct responsibility of uncovering products from Africa. The purpose of the new Premium Lounge zone will be to fast-track the focus of INDABA back to deal-making, giving premium exhibitors an area perfectly equipped to accommodate their meetings with buyers.

"Think of the Premium Lounge as your office away from the office," says South African Tourism Chief Executive Officer, Thulani Nzima. "We're locating the lounge in the heart of the International Convention Centre. It will comprise 52 professionally managed office studios that will come equipped with modern furnishings, access to plug points, uncapped high-speed Wi-Fi and regulated branding panels. All these will be designed to make it easy for buyers to find the space of the exhibitor they are scheduled to meet with."

A meeting place

Exhibitors who make use of the Premium Lounge are guaranteed up to 15 meetings with quality, hosted buyers every day. Entry to this zone will be carefully managed to make sure that only people who (literally) mean business are granted access. Hostesses (one per four studio hubs) will be assigned to assist with refreshment requirements. Optimised, managed diaries will give Premium Lounge exhibitors maximum business value and face-to-face meeting time with the best hosted buyers.

Premium Lounge studios will only be available to exhibitors who have already taken up INDABA stands of at least 18 square

metres, and therefore already meet the product exhibitor qualification criteria.

Applications for the 52 studios will be processed on a first-come-first-served basis. South African Tourism anticipates strong demand for the spaces. To manage this, the application will be available only for 72 hours after it goes live online today at midday (GMT+2).

The cost of a Premium Lounge studio is at a premium as benchmarked against global trade show studio rates. However, in the spirit of partnership, recognizing the transition of INDABA in 2014, and to illustrate tangible support of the trade, South African Tourism will be sponsoring the majority of this cost, for this year only. Premium Lounge exhibitors whose applications are successful will only have to pay the cost of R10,000 ex vat.

Apply now

To apply for a Premium Lounge studio, go to www.indaba-southafrica.co.za and click on the 'exhibitor' tab to access the 'Premium Lounge' application form. Complete it, submit it, make payment and the space is yours - provided yours is one of the first 52 applications received, evaluated and verified. The website will give you all the info you need.

"It's that simple," Nzima says, "and it's that easy to secure a beautiful, professionally-equipped space for your INDABA meetings."

South African Tourism and the Indaba team have reaffirmed their commitment to the trade, to craft a revamped groundbreaking travel trade show for Africa. Indaba seeks to showcase best-in-class travel products throughout Africa that optimise the finest experiences that our beautiful continent can deliver, to captivate discerning international buyers. All African exhibitors and international buyer delegates come to INDABA each year to meet, close deals, network, strengthen relationships and plan future business. South African Tourism is dedicated to creating the best possible sales and marketing environment that results in short-term and long-term business to African suppliers.

For more, visit: <https://www.bizcommunity.com>