

# Travel trade partners invited to register for inaugural Sho't Left Travel Week

South African Tourism's Sho't Left Travel Week initiative which takes place between 24 and 30 September 2018 will see a host of trade partners, airlines, hotel groups and tour operators offering generous discounts for all South Africans in a bid to promote domestic travel.



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"The Sho't Left Travel Week is a robust and aggressive response to the challenges highlighted by South Africans as to why they don't travel or explore South Africa often or at all," says Sisa Ntshona, CEO of South African Tourism.

Under its campaign positioning: *Everything Must Go, Everyone Must Go*, the Sho't Left Travel Week will provide tourism trade partners with a platform to showcase their product with marketing support to further promote their business.

## Participation benefits include:

- A toolkit and collateral support designed to offer important elements to promote their business and discounted deal packages

- Increased provincial visibility to showcase their offerings and affordability to a much wider audience
- Showcasing select product deals on a dedicated website during the Sho't Left Travel Week.

The closing date for [registration](#) is on 21 September 2018.

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