

Day two tourism business highlights

WTM Africa 2018 has closed on a busy second day. Chardonnay Marchesi, South Africa Portfolio Director for Reed Exhibitions' Travel, Tourism & Sports Portfolio, says of the second day: "It's always fantastic to see how WTM Africa allows attendees the platform to write productive business and make genuine connections that will indeed further tourism."



Exhibitors line up to meet with Buyers from all over the world for a Speed Networking session today. (Image Supplied)

WTM Africa 2018's second day showcased the extraordinary potential of Africa as a destination for travellers through its popular **Speed Networking sessions**. Operating at full capacity, these sessions gave exhibitors the chance to expand the reach of their product through short appointments with potential buyers.

The City of Cape Town took some of the world's top tourism industry buyers on **tours of Langa and the Bo-Kaap**. Says Alderman Patricia De Lille, Executive Mayor City of Cape Town: "In Langa, buyers enjoyed a walking tour of the Langa Quarter – which includes 13 streets and a nucleus of 200 homes which have been transformed into restaurants, galleries, informal bars and craft stores – followed by lunch with the locals. The Bo-Kaap experience included a visit to the Auwal

Masjid, the oldest mosque in South Africa, a stop at the oldest spice shop in the area, a visit to the Bo-Kaap Museum and a Cape Malay cooking class.”

“ This year at [#WTMA18](#), the [@CityofCapeTown](#) took top tourism industry buyers on tours of Langa and the BoKaap! [#LoveCapeTown pic.twitter.com/2MTfZ5MFvR](#)— WTM Africa (@WTM_Africa) [April 19, 2018](#) ”

The **Sports and Events Tourism Exchange** (SETE) delved into the potential of large events tourism on the African continent and how this could exponentially grow tourism’s contribution to our economy. John Robbie, Master of Ceremonies for the event, said: “There was certainly a very positive feeling around the potential of events here, the challenge will be to better share information moving ahead. We have the infrastructure and investment, now it’s about maximising on that!”

Running concurrently with WTM Africa, the **African Business Travel Association (ABTA) Corporate Travel Forum** highlighted the key trends, challenges and opportunities within corporate travel and allowed corporate travel professionals the chance to relay the current landscape of travel in their sector.

Select media in attendance at WTM Africa were treated to a **media lunch at Maresol** restaurant at the V&A Waterfront. The media also got an exclusive look at the all-new Alba Restaurant, an elegant new dining experience on the water. This 72-seater restaurant operates in the Cape Town harbour, providing refined service and cuisine.

“ [#WTMA18](#) media were treated to an exceptional lunch at [@maresolcapetown](#) and an exclusive look at the new The Alba Floating Restaurant [pic.twitter.com/xucb0JmG8B](#)— WTM Africa (@WTM_Africa) [April 19, 2018](#) ”

2018 Stand Award Winners

Exhibitors were rewarded for their efforts in creating engaging and productive stands at WTM Africa 2018, with congratulations going out to the following WTM Africa 2018 Stand Award Winners:

- Most Responsible Stand: Wesgro
- Best Stand Personnel: Gold Restaurant
- Best Stand Feature: Mauritius Tourism Promotion Authority
- Most Innovative Stand: Dream Hotels
- Best Stand Design: Mauritius Tourism Promotion Authority
- Best Stand for Doing Business: Botswana Tourism Organisation
- Most Extraordinary Stand Festival Experience: CitySightseeing





Raj Bhujohory, Chairman of Mauritius Tourism Promotion Authority (MTPA), says of WTM Africa: “It is a privilege to be a part of this truly global travel expo. It has also been a real eye-opener for us to meet and interact with people from all across the world. We have met such interesting people and had really constructive meetings that we are confident will result in increased arrivals to our beautiful tropical island.”

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