

Innovative products showcased at WTM Africa

Held at the Cape Town Convention Centre from 2-3 May 2014, World Travel Market (WTM) Africa featured more than 350 exhibiting companies, including a host of responsible tourism suppliers in the Western Cape that presented their products to buyers and the press at the first Responsible Tourism Speed Marketing session ever held in South Africa.



From guided cycle tours of the Cape Winelands and running tours through Gugulethu, to green cabs and tour operators assisting travellers with disabilities, the entrepreneurs were given five minutes each to present their unique product offering.

Tourism entrepreneur Ian Harris, from Coffeebeans Routes, said: "Travellers are on the lookout for stories and we have an opportunity to share everyone's story in the mainstream environment, from the former Spier chef who cooks for our travellers and educates them about the iShack project, to the Khayelitsha fashion designer and the Beer Route, where visitors get to see traditional micro-brewing."

"We approached Reed Exhibitions and Reed Thebe Exhibitions to provide a platform for these 14 entrepreneurs to access buyers and press at WTM Africa. Not only have they given us an opportunity to present their products, the exhibitors were also registered as exhibitors giving them much wider exposure to the events attendees. WTM Africa has sustainability as its foundation and this is the perfect event for this type of product to showcase itself," said Heidi Keyser, international sustainable tourism advisor.

A tree planted on behalf of each exhibitor

"Responsibility is high on the agenda for WTM Africa," said WTM Africa Exhibitions director Polly Magraw, "and especially in Cape Town where we have so many wonderful responsible tourism products that can be showcased. We have also worked with Greenpop so that a tree is planted on behalf of each exhibitor to help offset the carbon emission generated as a result of the show."

Although the tourism entrepreneurs received free entry to the show, they did raise funds for WTM Africa's official charities, Tusk and The Code. "Nearly R3000 was raised for WTM Africa's two official charities and we are extremely grateful for their generosity," concluded Magraw.

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