

## OurAfrica.Travel virtual trade show launched

Launched on 9 July 2020, OurAfrica.Travel 2020, a meeting platform which will connect Africa's travel trade with global buyers will serve as a replacement for the industry's traditional exhibitions experience. The 'travel show' will connect African suppliers such as hotels, lodges, activity operators and inbound operators with global buyers, via pre-scheduled one-on-one, face-to-face virtual meetings.



OurAfrica.Travel will take place over 16 days in August and is scheduled within geographical regions to accommodate time zones.

Co-founder, Storm Napier says the team has been overwhelmed by the response from exhibitors and buyers alike: "OurAfrica.Travel is a new, affordable way to reignite and reunite Africa with the world – and the reaction has been incredible.

"Some of the first supporters of OurAfrica.Travel 2020 included recognised names such as New Frontiers, Escape & Explore, Wilderness Safaris, Triumph Travel, Singita, Red Carnation Hotels, Jamala Madikwe, Mosaic Lagoon Lodge, Onguma, Chiwani Safari Camps, Time+Tide, Rovos Rail, and we now have over 150 exhibitors registered from countries across Africa."

All participating exhibitors have invited their local and international buyer partners, including tour operators, travel agencies

and MICE organisers who sell Africa.

The virtual travel show will accommodate buyers across different geographic regions and time zones.

## Meeting dates

- 11 – 13 August: Australia, New Zealand & Asia Pacific (three days)

02:00 am – 10:00 am CAT

- 17 – 21 August: North America, South America & Canada (five days)

16:00 pm – 01:00 am CAT

- 24–28 August: Europe, United Kingdom, Ireland & Africa (five days)

9am–6pm CAT

- Global Saturdays - 15, 22 and 29 August

9am–6pm CAT

**Global Saturdays** are open days that allow for the overflow of appointments that could not be accommodated within the exhibition schedule, and any buyer from anywhere may meet with any exhibitor, based on CAT.

Online diaries will open on 1 August 2020 to begin scheduling 15-minute meetings.

Buyers participation in OurAfrica.Travel 2020 is free, easy and convenient. A buyer registers via a dedicated link, and once signed up they are admitted to the virtual platform and can begin networking with exhibitors. Attendance on the platform is monitored by organisers to ensure that confirmed meetings are honoured by both exhibitors and buyers. In addition, buyers can earn points, based on their interaction within the system, which allows them to win Golden Ticket experiences in Africa.

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