

WTM Africa 2018 records 18% increase in attendees

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After a successful three days in the host city of Cape Town, WTM Africa is pleased to report that its pre-audited statistics show an 18% increase in visitor numbers in comparison to 2017, with over 600 companies exhibiting at this prestigious travel trade exhibition.

“We have had an overwhelming amount of positive feedback from exhibitors, buyers and attendees of this year’s WTM Africa,” explains Chardonnay Marchesi, South Africa Portfolio Director for Reed Exhibitions’ Travel, Tourism & Sports Portfolio. “We saw an increase in exhibitors, visitor numbers, media and countries represented and are eagerly awaiting the release of the audited numbers for WTM Africa 2018!”



Speed Networking was a highlight for exhibitors and buyers at WTM Africa 2018

Hosted buyers for WTM Africa 2018 represented a cross-section of over 50 different countries from across the world, with an increase in buyers from Africa in particular who are looking to grow tourism on the continent.

2018 also saw buyers from a range of new markets present, including Mexico, Greece, Romania, Spain, Argentina, Hong Kong, Zimbabwe, Senegal, Rwanda, Algeria and Ivory Coast.

There was a total of 37 African countries represented at WTM Africa across a variety of exhibitors and tourism boards says Marchesi. “We continue to strengthen our presence as the penultimate African travel trade exhibition, and the trust of these exhibitors is testament to that.”



The GOLD Restaurant team at WTM Africa 2018

Marchesi also reported that media attendance was up by 8% at WTM Africa 2018 when compared to the previous year, indicating a high interest for the exhibition from local and international media.

Looking to book your stand for #WTMA19? Remember that if you book before the end of July, you'll qualify for the Early Bird discount! Visit africa.wtm.com or call +2711 549 8300 for more detail.

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