

Travel industry excited about upcoming Africa Travel Week

Excitement is building for the upcoming Africa Travel Week which will see three travel industry events - WTM Africa, ibtm africa, and ILTM Africa - being held at Cape Town International Convention Centre from 19 to 23 April 2017.



WTM Africa awarded Best Joint Trade Exhibition at AAXO ROAR awards

WTM Africa has been awarded the title of Best Joint Trade Exhibition in the 6,001 - 12,000 sqm category at the Association of African Exhibition Organisers (AAXO) ROAR awards in Johannesburg on 26 January 2017.

The AAXO ROAR awards, a showcase of excellence within the exhibitions industry, was established in 2016 with the aim of providing an inclusive and representative set of awards to recognise successful exhibition strategy incorporating marketing, public relations, operations, activation, social responsibility, and sustainability.

ibtm africa announces collaboration with industry bodies

Focusing on the meetings industry in Africa, ibtm africa has announced a collaboration with both the Southern African Association for the Conference Industry (SAACI), as well as Meetings magazine. The latter will aim to provide better quality information on the industry and how to improve your business dealing within it, while a new Career Progression Programme will aim to better skill those working in the meetings sector.

Both partnerships strive to enhance awareness around ibtm africa as an educational programme, but also further collaboration between industry bodies to facilitate growth within the meetings industry within, and outside of, the African continent.

ILTM Africa to host the finest luxury travel brands from the continent

Luxury travel exhibition, ILTM Africa has confirmed it will host up to 100 of the finest luxury travel brands from the continent in pre-scheduled meetings with international agents. Buyers confirmed include US-based Brownell Travel, Silktravel from the Netherlands and Brazilian luxury specialists PHD Travel. With around 90% of buyers new to ILTM Africa, and a third

completely new to the ILTM Portfolio, it promises to be an event of great new business connections and opportunities.

To find out more about each of these unique events, and to make sure you've registered, visit [Africa Travel Week](#).

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