
ALL SYSTEMS GO FOR AFRICA'S TRAVEL INDABA 2022

DURBAN, 30 April 2022: It is a few days to go until Africa's Travel Indaba. Taking place at the Inkosi Albert Luthuli Convention Centre & Durban Exhibition Centre from 2 to 5 May 2022, the trade show will once again bring the continent's finest tourism products and experiences under one roof for the world to experience.

Under the theme, *Africa's stories, your success*, Africa's Travel Indaba 2022, boasts no less than 126 authentic and uniquely African products and experiences. Over 539 buyers will also travel from across the world to come and interact with these products and experiences.

To date, over 19 000 meetings have been confirmed on the matchmaking diary system, to ensure that the right buyers are matched with the right exhibitors for mutually beneficial business engagements.

South African Tourism Acting CEO, Themba Khumalo, says he is delighted by the interest that the rest of Africa and the world has once again shown in Africa's Travel Indaba, especially since the show had to take a break due to the COVID-19 pandemic.

"I cannot wait for delegates from all over the world to descend upon Durban this coming week, for us as the continent to tell our stories of resilience and beauty while we partner and collaborate in order to move Africa forward," says Khumalo

Khumalo is confident that the diversity of Africa's Travel Indaba programme ensures that there is something for everyone, and that the programme is designed to guarantee maximum value for all delegates attending.

"The programme is filled with opportunities to provide invaluable outcomes for all the delegates, from the *Business Talks* focusing on a plethora of tourism related topics for the advancement of the sector, to the speed marketing sessions aimed at showcasing an array of small business from across South Africa. The programme also provides ample networking opportunities," he says.

Acting CEO of Tourism KwaZulu-Natal, Phindile Makwakwa says that KwaZulu-Natal is ready and excited to once again be the host province for Africa's Travel Indaba.

"The show will contribute immensely to the KZN's tourism recovery. This translates to a much needed economic boost for the province.



SOUTH AFRICAN TOURISM

“Tourism KZN, working together with our partners Durban Tourism and the Durban ICC, will ensure that international buyers, media and all delegates know that our destination is definitely ready to host our international visitors, with an overabundance of diverse and unique tourism offerings,” she says.

Phillip Sithole, Deputy City Manager for Economic Development and Planning Cluster in eThekweni Municipality, says the city is ready to host Africa’s Travel Indaba. He said most of the city’s key tourism infrastructure affected during the recent floods are now fully functional. He said Durban is open for business and it is now safe to visit the city. “Hosting Indaba will give the City of Durban an opportunity to rebuild the tourism sector following many challenges such as the outbreak of COVID-19 pandemic, 2021 July civil unrest and the recent floods natural disaster. During the COVID-19 outbreak we were unable to host this largest tourism marketing event on the African calendar.”

BONDay (2 May)

Africa’s Travel Indaba opens up with Business Opportunities and Networking Day (BONDay) on 2 May 2022, a with a workshop for small to medium-sized enterprises and youth taking centre stage. Peak performance coach and consultant, Joshua Awesome will look to inspire delegates at BONDay, by looking at ways of unlocking uncommon experiences through personal leadership for peak performance. BONDay will also feature Hidden Gems Training which educates delegates on the opportunities that lie in the lesser known destinations in Africa.

Digital transformation takes centre stage at Africa’s Travel Indaba

The much anticipated plenary discussions at Africa’s Travel Indaba 2022 will fall under four educational streams, namely, best practice for Brand Africa, sectoral transformation, leisure opportunities and strengthening and enabling economic opportunities. These streams are a continuation of the conversations held at the African Travel & Tourism Summit hosted by South African Tourism in September 2021.

Digital transformation will feature prominently at Indaba, with two plenaries discussing its role in the future of tourism, as a sector operating in the digital age.

Indaba headliner Elcia Grandcourt, Regional Director of Africa, at the United Nations World Tourism Organisation (UNWTO), will be one of four panelists discussing digital transformation as a driver of value creation across Africa’s travel and tourism ecosystem. Other plenary discussions will include Bleisure travel, intra-African travel, connectivity and market access and niche tourism business opportunities.



SOUTH AFRICAN TOURISM

The perennial Sustainability Village will recreate a market atmosphere unlike any other, with South African vendors selling locally crafted goods ranging from ladies wear to African-inspired crockery.

To ensure a safe environment for all, Africa's Travel Indaba organisers have in place strict COVID-19 protocols and these include ensuring that delegates keep their masks on, sanitise regularly and keep a safe physical distance from each other.

For more on COVID-19 protocols at Africa's Travel Indaba, visit the [official website](#).

Download the Africa's Travel Indaba app from the Apple or Google Play stores. Visit the official Africa's Travel Indaba [website](#) for more information. You can follow Africa's Travel Indaba on the following platforms with the hashtag #TravelIndaba2022:

- Facebook: SA Travel Trade
- Twitter: @SATravelTrade and @Travel_Indaba #TravelIndaba2022
- Flickr: www.flickr.com/photos/south-african-tourism/albums
- LinkedIn: Africa's Travel Indaba

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