

Africa's Travel Indaba 2024 set to showcase global tourism innovations, networking

Set against the vibrant backdrop of Durban, one of Africa's most cherished cities, this year's Africa's Travel Indaba is poised to unfold with the theme "Unlimited Africa." Owned by South African Tourism and co-hosted with the KwaZulu-Natal Province and the city of Durban, the event will run from 13 to 16 May.



Source: [Africa's Travel Indaba](#)

This well-established gathering in the tourism industry is not just an event but a celebration of Africa's warm, welcoming people and the continent's boundless experiences. The picturesque KwaZulu-Natal province, known for its rich culture, history, and stunning landscapes, including 600 kilometres of coastline, offers a perfect setting.

The province's acclaimed Inkosi Albert Luthuli Convention Centre (ICC Durban) serves as the primary venue, promising an experience that extends well beyond the conference rooms into the lively city with its historic buildings and vibrant township life. For further exploration, attendees can visit Durban Travel and Zulu Tourism.

Networking and business opportunities

The event kicks off with the Business Opportunity Networking Day (BONDay) on 13 May. BONDay is tailored to foster thought leadership and share global tourism insights under four streams: unlimited, discover, connect, and grow. This day is crucial for advancing knowledge and exploring new opportunities in the tourism sector.

With over 1,100 exhibitors from across the continent, Africa's Travel Indaba is a hub for high-quality buyers and a showcase of diverse leisure tourism products from across Africa. The event's sophisticated online diary and matchmaking system ensure that buyers from around the globe can easily connect with exceptional African products, enriching potential business opportunities.

A distinctive feature of the Indaba is its Speed Marketing Sessions. Organised by South African Tourism and the Tourism Grading Council of South Africa, these sessions provide a vital platform for both new and established tourism products.

This year, products will be highlighted under three themes: Kasi Flavour, Wet Adrenaline, and Visit the Wild, focusing on township and cultural heritage, adventure and coastal activities, and safari and camping experiences, respectively.

Strengthening community and business links

Networking is at the heart of the Indaba, with the official welcome event on May 14th designed to immerse attendees in an authentic Durban experience, promoting meaningful connections and business growth. The event also places a strong emphasis on supporting Small, Medium, and Micro Enterprises (SMMEs) through the Hidden Gems Zone.

This initiative is part of the Tourism Market Access Programme by the Department of Tourism, aimed at fostering growth and transformation within the South African tourism sector.



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Economically, the Indaba is a powerhouse. Last year, the event injected over R1bn into the national fiscus and sustained 2,295 jobs. The 2024 event is anticipated to make a similar, if not greater, economic impact, underscoring the significant role tourism plays in bolstering the South African economy.

Editorial sessions during the Indaba will provide media members with opportunities to delve into various aspects of tourism, from the impact of digital technology to the importance of cultural and historical preservation. These discussions aim to highlight tourism's role as a catalyst for positive change, offering fresh content and perspectives for media coverage.

As Africa's Travel Indaba coincides with Africa Month, it stands as a testament to the continent's resilient and dynamic tourism industry, proudly showcasing Africa's cultural heritage and natural beauty. Enhanced by digital innovations, including a newly upgraded mobile app with an integrated indoor navigation feature, this year's Indaba promises an enriched experience for all attendees.

In conclusion, Africa's Travel Indaba is more than just a trade show; it's a comprehensive, enriching experience that celebrates African tourism, provides substantial economic benefits, and offers a platform for cultural exchange and business growth. It's an event that truly offers high value for all delegates, living up to its promise of an "Unlimited Africa."

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