

Speed Marketing Sessions return to Indaba 2014

South African Tourism's Speed Marketing Sessions, the engine for brokering business at Indaba, are kicking into high gear again this year, introducing an array of South African tourism products to 200 top-quality hosted buyers from around the world.



"The Speed Marketing Sessions are specifically designed to facilitate as many fruitful trading contacts as possible and, given that South Africa is currently among the fastest growing inbound regions in the world - arrivals to the country rose by 10.2% in 2012 and the 2013 figures are showing a similar growth trajectory, so we are expecting that international travel buyers will be keener than ever to plug into South Africa's tourism offering," said South African Tourism's CEO, Thulani Nzima.

The Speed Marketing Sessions will take place at Room 22 at the Inkosi Albert Luthuli Convention Centre in Durban. In the sessions, global buyer delegates will be introduced to a wide variety of South African products, including everything from action-packed adventure and unique experiences to cosmopolitan hot spots.

Three types of tourist experiences have been identified for this year's Speed Marketing Sessions: Hidden Treasures (Saturday, 10 May from 12.30pm to 2pm), Urban Vibe (Sunday, 11 May from 12.30pm to 2pm) and Action Adventure (Monday, 12 May from 12.30pm to 2pm). Twenty products will be represented for each theme, and each will have four to five minutes to make their sales pitch to the buyers.

Hidden Treasures

Hidden Treasures is a collection of unique countrywide innovative products collated by the Tourism Enterprise Partnership including heritage tours and attractions that offer insight into the people of South Africa.

These are high quality, value-for-money products that authentically represent the people and stories of South Africa. "Market research has shown that global inbound tourists are increasingly seeking these experiences, so an enticing spread of these products will definitely be good for buyers attending the Speed Marketing Sessions," said Nzima.

For the Urban Vibe session, South Africa's most popular urban hubs will have the opportunity to showcase their attractions and experiences, while for Action Adventure, the most sought-after adventure experiences have been chosen, including hot air ballooning, shark diving, river rafting, horse riding and hiking.

"We are committed to showcasing the best of South Africa to buyers in innovative, relevant ways at Indaba 2014, and this is what Speed Marketing is all about. Above all, these sessions are about doing business, and generating robust profits for the tourism industry over the next year," said Nzima.

Indaba 2014 opens on 10 May.

For more, go to www.indaba-southafrica.net

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