

Praises for inaugural WTM Africa

Inspiring, well organised and impressed are among some of the words buyers, visitors and exhibitors have been using to describe the inaugural World Travel Market (WTM) Africa event that took place from 2-3 May 2014 at the Cape Town International Convention Centre (CTICC).



2 - 3 May 2014 • Cape Town

With over 350 exhibiting companies bringing the world to Africa and promoting Africa to the world's leading source markets and attendance meeting expectations, WTM Africa has been praised for the quality of its international buyers, superb organisation and excellent conference content.

"This has been the best show we've attended. We are networking with quality buyers and have over 500 appointments over the two days. We've even had a few go-shows already," says Mark Collins, CEO Dreams4Africa.

Sure Maritime's travel manager, Rachael Penaluna says the show has been inspiring from a professional and personal standpoint. "It has been so well structured, I knew who I need to meet and network with prior to the show and it's been great to touch base with destinations like Nigeria. The product on show has also been extremely relevant and the networking has been great."

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