

INDABA to be held over four days in 2013

Following constructive discussions with INDABA bid parties and the broader tourism industry in KwaZulu-Natal, South African Tourism has decided to revert back to a four-day INDABA taking place from 11-14 May 2013.

For all stakeholders, it made business sense to continue to have the show over four days at Durban's Inkosi Albert Luthuli International Convention Centre. However, SA Tourism continuously reviews INDABA and will make fundamental changes to the show from 2014 onwards, which they hope to announce shortly.

As for INDABA 2013, SA Tourism is working on ensuring a positive INDABA experience for all delegates and on improving the strong product mix. They are confident the show will retain its important status in generating business for South Africa's travel trade and providing considerable value for local and international buyers.

Increase in hire cost

The costs for the hire of the INDABA venue has gone up an average of 20% over the last three years and while SA Tourism has tried to shield exhibitors from these increased costs, they will have to implement the 6% inflation increase for INDABA 2013. They have, however, provided a 10% discount to TOMSA levy collectors, who are the main stand holders at INDABA. They advise all tourism products to check that they are in good standing with TOMSA by the end of November, so as to be able to benefit from this discount.

In order to enhance the quality and business environment at INDABA, SA Tourism has made the criteria for visitors to INDABA stricter and will allow local trade visitors access to the show on 12, 13 and 14 May and to students only on 14 May.

For more information, go to www.indaba-southafrica.co.za.