

THINC Africa 2018 a boost in African tourism

Industry experts and corporate executives can look forward to engaging on and debating on opportunities and challenges facing tourism and the hospitality sector on the African continent at this year's THINC Africa 2018 conference, which takes place from 5 to 6 September at the Century City Conference Centre in Cape Town. According to Tim Smith, managing director of HVS and organiser of the [THINC Africa Conference](#), events like THINC Africa play an integral part in growing tourism in Africa by positioning the continent as the next frontier in global hospitality growth.



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"There's a consistently negative stigma around travelling in Africa which has been snowballing for years. It's time to change this false perception. Africa is full of authentic experiences and opportunities, both from a business and tourism point of view. We need to position ourselves correctly and draw attention to the positive experiences that can be had here. This kind of mindset is exactly what THINC Africa aims to do and we encourage industry players to attend and add their valuable insights to the conversation."

Smith explains that at this year's conference, attendees can look forward to a host of insightful discussions with high-level industry experts including John Rabie, Director of Signatura, Tim Harris, CEO of Wesgro, and James Vos, the Shadow Minister of Tourism. "The conference has been set up over two days with two main discussion formats including plenary sessions and focused panel discussions. During the plenary sessions, speakers will discuss major industry trending topics including business sustainability, growth and expansion issues, operational leaders discussing trends and challenges currently being overcome in the industry along with the role politicians need to play in boosting tourism on the continent while garnering investment interest to develop the tourism sector.

"The focused panel discussions are in-depth discussions between panellists and delegates who will cover topics including the rise of branded serviced apartments and which of the African safari experiences are better, the Masai Mara in Kenya or Kruger National Park here in South Africa.

Further discussions will be had on the role of technology development in the industry and alternative hotel development concepts that are on the rise – what's new, what's hot and what's trending – as well as how women are playing a more integral role in the many victories achieved in the African hospitality sector."

Smith concludes that through this conference HVS and THINK Africa aims to partner with the hospitality industry, developers and investors alike to assist in ushering this growth into the African hospitality development community together.

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