

SA Tourism takes delegation to ABAV

For the first time, South African Tourism will be taking a delegation of South African exhibitors to the ABAV travel tradeshow in Sao Paulo, Brazil, which will be held from 24-28 September 2014. ABAV is the largest travel trade fair in the Americas.



The 2013 edition of the show documented almost 39 000 delegates and an exhibition area of more than 58 000m² and gives exhibitors access to the Brazilian and Latin American market.

"We are delighted to announce that a South African Tourism platform will be at ABAV this year. This will give a greater number of our travel trade and stakeholders the opportunity to showcase their products and services in Brazil," said Thulani Nzima, CEO of South African Tourism.

Tourist arrivals from Brazil to South Africa grew by 44.7% year on year, from 54 183 tourists in 2011 to 78 376 tourists in 2012. By the end of October 2013, Brazilian arrivals were growing at almost 4% with overall arrivals out of Latin America showing 6.3% growth.

SAA creating awareness

Historically, South African Airways' marketing presence in South America has done much to create awareness for South Africa in that region. Their Explore SA Roadshows and SAA Workshops have traditionally taken place in August or September, and have over the years become a key date in the calendar for the Brazilian travel trade and South African product.

This year, in partnership with South African Tourism at ABAV, South African Airways is planning its Sao Paulo workshop on 23 September, the day before the official opening of ABAV, presenting an ideal opportunity for destination marketers to leverage the existing support of the SAA workshop and the excellent relationships that already exist between destination South Africa and the Latin American travel trade by exhibiting at ABAV.

South African trade, product and travel services that are interested in joining South African Tourism at ABAV may contact Pat Khubeka at Pure Grit (formerly Witch & Wizard Creative) for full details: pat@puregrit.co.za.

For more, visit: <https://www.bizcommunity.com>