

ILTM, WTMA 2020 trade shows to go-ahead

While several major international events have confirmed cancellation amidst fears of the global spread of the COVID-19 virus, Reed Exhibitions South Africa would like to advise that there are no plans to cancel ILTM or WTM Africa in Cape Town, running from 2-8 April 2020.



Image Supplied.

"WTM Africa 2020 has the best interests of the industry at heart whilst the health and safety of our attendees remain our highest priority. WTM Africa monitors the World Health Organisation's (WHO) report on a daily basis," says Carol Weaving, MD of Reed Exhibitions Africa.

"While ITB Berlin was cancelled, we have based our decision on the fact that our exhibitors fall outside of high-risk COVID-19 areas," says Megan Oberholzer, Portfolio Director: Travel, Tourism & Sports Portfolio for Reed Exhibitions South Africa.

"That being said, in terms of international buyers, attendees from China, Korea, Iran, and Italy will no longer be visiting ILTM or WTM Africa 2020, in the interests of health and safety."

While attendees from these four countries will no longer be attending ILTM and WTMA 2020, Reed Exhibitions South Africa is replacing these attendees to waitlisted buyers from other countries, who have subsequently taken them up. This will help ensure that exhibitors at the event will still enjoy a successful show.

"All buyers have been personally contacted by WTM Africa and we look forward to welcoming them to the show at the beginning of April. Furthermore, we have taken additional measures to ensure the safety of our participants," says Oberholzer.

Tourism industry to remain resilient

Following the official notice from African Association of Exhibition Organisers (AAXO), as well as the

measures that the South African Government and City of Cape Town have in place, Reed Exhibitions has announced that all buyers are welcome to attend WTM Africa barring those from countries where they are unable to travel due to their own government restrictions.

"We will continue to monitor all areas and the relative buyer origins on a daily basis. Additional hygiene precautions have been put in place, including the placement of alcohol-based hand sanitisers and tissues throughout the venue," says Oberholzer.

Chris Mears, CEO of African Travel & Tourism Association (ATTA) commented: "At present, we are in uncharted waters, however, the tourism industry is notoriously resilient. Now more than ever it is important that we work together in a calm and realistic way to meet the challenges ahead as the situation evolves. As always, the safety and security of our community who promote tourism to Africa is our prime consideration. We are all in this together and we will be giving our full support to WTM Africa and City of Cape Town as they work to deliver the forthcoming events."

Enver Duminy, CEO of Cape Town Tourism adds: "Since tourism - and events tourism in particular - plays such an important role in the South African economy, we are playing our part and working together as an industry and offer our full support to WTM Africa."

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