

The countdown to Africa Travel Week Virtual has begun

This year's Africa Travel Week, which takes place virtually this week from 7-9 April, will feature trends, insights and speakers from across the globe. The event is being run using a blended approach with a face-to-face industry event later this year.



Image Supplied.

Attendees can look forward to the following offerings:

1. One-on-one contact with Africa exhibitors

Connect with exhibitors – lodges, hotels, tour operators, experiences, etc – from across the continent on a virtual event platform called ConnectMe.

A powerful portal with robust search capabilities where buyers, exhibitors, trade partners and media can find and connect with peers to schedule one-on-one meetings from 6am to 7pm CAT across the three days to accommodate different time zones.

2. A suite of virtual shows

Headlining Africa Travel Week Virtual are World Travel Market Africa and International Luxury Travel Market Africa, however, visitors will also enjoy insights from ATW's full suite of virtual shows, including International Business Tourism Market Africa (IBTMA), The Sports & Tourism Exchange (SETE), Africa Tourism Investment Summit (ATIS), Travel Forward and EQUAL Africa. That means insights about trends in business travel, responsible tourism, travel technology and LGBTQ+ travel.

3. Content programme

Some highlights of the 2021 ATW Speaker Programme include a series of Responsible Tourism panels

hosted by Professor Harold Goodwin, a panel discussing trends in destination marketing and influencer roles in shaping the new tourism landscape led by iambassador CEO and founder Keith Jenkins, and a ministerial roundtable and full content programme hosted by the African Tourism Investment Summit in partnership with the International Tourism & Investment Conference.

4. Making travel happen again

Beyond the virtual show, Africa Travel Week provides a platform for tourism stakeholders in Africa to connect, engage and learn from each other throughout the year with the spirit of #MakingTravelHappenAgain.

In addition to the virtual show in April, ATW has lined up a collection of events throughout the year, which include Educational content webinars from May to August; Connect in the City Live from 1-3 September, and a series of virtual masterclasses from September to November.

To register, visit [Africa Travel Week Connect](#).

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