

SA Tourism appoints Scan On Show

South African Tourism appoints Scan On Show to manage their business tourism exhibitions. After an extensive tender process, Scan On Show has been selected for the exhibition management of Meetings Africa - 'Africa's business tourism lekgotla' - and the national pavilion at IMEX in Frankfurt.

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Left to right: Amanda Margison, Justin Hawes, Tiiisetso Tau, Jacqui Reynolds, Dichabe Lebotse.

“It is exciting to be working with South African Tourism again,” says On Show director Amanda Margison, “and we feel honoured to be part of the team growing the country’s global business tourism share.”

Exhibition organiser On Show has partnered with infrastructure provider Scan Display and Tau Management Consulting to create a dynamic unit for execution of the three year contract.

Justin Hawes, MD of Scan Display, adds: “We are absolutely delighted to be involved in this project. We've been involved in some other exciting trade exhibitions in the past - such as Design Indaba, where we brought a huge amount of creativity, flair and experience, changing the look of this show on a yearly basis.”

In contrast to traditional travel for holiday purposes, business tourism focuses on travel for the purpose of meetings, incentives, conferences and exhibitions. The national tourism authority has earmarked this smaller, niche sector of the travel trade as a key area of future growth.

Scan On Show strives to be an innovative industry leader, and has already proposed novel enhancements to develop the profile of these business tourism platforms.

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