

## SA Tourism to exhibit at WTM London

As part of its global strategy to double international tourist arrivals to 21 million by 2030, South Africa Tourism will be exhibiting at World Travel Market (WTM) in London from 4-6 November 2019.



Image via [South Africa Tourism](#)

As a leading global event for the travel industry with an unrivalled global reach, WTM provides the ideal platform for South African tourism products owners to meet and interact with the greater global tourism industry professionals.

South Africa delegation will include deputy minister of tourism Amos Mahlalela and acting chief executive officer, Sthembiso Dlamini and regional general manager for Europe, Ian Utermohlen; they will share their expert insights on various panel sessions around safety and security, sustainability and using tourism to stimulate women empowerment and gender equality on the African continent.

Joining SA Tourism will be just over 30 industry partners including South African Airways, Radisson Hotel Group, Hilton, Durban Tourism. Some of the SMMEs attending this include Tsheola Dinare Tour and Transport, Ezemvelo KZN Wildlife and Shishangeni By Bon Hotels, all showcasing various products that make South Africa the breath-taking tourism destination that it is.

In promoting South Africa's rich offering, South African Tourism will host numerous on-stand initiatives to excite and engage visitors. The team will also welcome two of the guides from its *Meet Your South Africa* campaign. Visitors will have

the opportunity to interact with Abigail Mbalo, a township chef, founder of 4Roomed eKasi Culture restaurant and former MasterChef contestant, and Charles Ncube, a Johannesburg and Soweto tour guide.

**The South Africa stand promises to be the centre of engagement with activations including:**

- Baobab tree installation to cement South Africa's position as one of the leading Responsible Tourism destinations

A Baobab tree installation will take center stage on the South African Tourism stand, made of re-usable materials: timber, aluminium and fabric. Baobab trees are one of the oldest tree species in existence native to the African savannah and a symbol of life and positivity. The characteristics of the tree are aligned to the tourism industry and all that it encompasses; an industry impacting millions of lives across the world but especially in South Africa.

- The South African Tourism graffiti wall

As street art represents an important part of South African culture, South African Tourism will invite visitors to test out their artistic skills on WTM's first interactive graffiti wall. Soweto local guide, Charles Ncube will be on hand to assist and guide participants.

- Engaging networking events

South African Tourism will be hosting two on-stand networking events promoting South Africa's delicious food and drink with a wine event on Monday, 4 November and a gin and bunny chow event on Tuesday, 5 November, hosted by chef Abigail Mbalo.

In addition, South African Tourism has been shortlisted for two categories in WTM's International Travel and Tourism Awards on Tuesday, 5 November for its Discover Your South Africa UK campaign: Best Destination Campaign – Country and Best Digital Campaign in Tourism.

Dlamini comments: "We're delighted to be returning to World Travel Market this year. It is a fantastic opportunity to network and strengthen our relationships with global trade and media contacts as we drive our global strategy forward. We thrive on partnerships. We are also excited to be affording our valued entrepreneurs an opportunity to showcase their unique products and experiences on the global stage.

"We also look forward to hosting some of our key tourism partners on our exhibition platform and celebrating all the authentic experiences that South Africa has to offer through the initiatives we will be implementing at the show."

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