



SOUTH AFRICAN TOURISM

Subject: Industry Update - Africa's Travel Indaba 2025 Advisory Panel Engagement

Dear Industry Partner,

The first **Advisory Panel Engagement** for **Africa's Travel Indaba 2025** took place recently, bringing together key industry representatives to discuss strategic priorities for the event. This session focused on strengthening stakeholder engagement, enhancing the hosted buyer program, and refining key elements to ensure a world-class trade show experience.

Key Outcomes:

- **Hosted Buyers & Pre/Post Tours:** Greater emphasis on attracting high-quality buyers and leveraging pre/post tours to showcase South Africa.
- **Local Buyers:** To note the value of local buyers to the show and prioritise their vetting and attendance.
- **Communication & Stakeholder Engagement:** A structured approach will be implemented to streamline industry feedback and enhance communication.
- **Sales Strategy & Event Growth:** The target is to secure **1,160 exhibitors** and increase hosted buyers to match exhibitor numbers. A thorough vetting process will be applied to ensure buyer quality.
- **Program Finalisation:** Urgency was highlighted in finalising the event program, with a focus on engaging content, international speakers, and promoting Durban's attractions.
- **Collaboration & Industry Involvement:** A **Meetings Africa advisory group** will be formed to ensure ongoing industry participation in shaping future events.

Next Steps:

The panel will continue to meet regularly to drive these initiatives forward. We encourage industry stakeholders to provide feedback and stay engaged as we work towards delivering an **exceptional Africa's Travel Indaba 2025**.

For more information or to share your input, please contact kim@satsa.co.za.

Thank you for your continued support!

South African Tourism Team

#AfricasTravelIndaba #ATi2025 #IndustryCollaboration #UnlimitedAfrica