

Media Release



SOUTH AFRICAN TOURISM

Sunday, 11 December 2022

Registration for Africa's Travel Indaba 2023 is open!

South Africa's doors are open and ready to welcome delegates from all over the world!

Registration for Africa's Travel Indaba opens tomorrow Monday the 12th of December. Africa's Travel Indaba will once again see Durban's Inkosi Albert Luthuli Convention Centre turn into a lively hub of activity from 9 to 11 May 2023. This follows a momentous signing ceremony, once again confirming the province of Kwa Zulu-Natal as the home of Africa's Travel Indaba for the next three years.

Owned and managed by South African Tourism and hosted in partnership with Tourism Kwa-Zulu Natal, the eThekweni Municipality and Durban's Inkosi Albert Luthuli Convention Centre (ICC), Africa's Travel Indaba is a big economic contributor to the city of Durban and the greater Kwa Zulu-Natal (KZN) province.

"In 2022 we hosted Africa's Travel Indaba for the first time after a two-year absence due to the COVID-19 pandemic and we were excited to return with renewed energy and focus. Going into 2023, we are thrilled to have officially re-affirmed our journey for the next few years and beyond with our long-standing partners. Africa's Travel Indaba contributes to our country's economy and plays an important role in advancing the growth of our continent's tourism sector," said South African Tourism's Acting Chief Executive Officer, Mr. Themba Mzilikazi Khumalo.

"Africa's Travel Indaba brings thousands of travel buyers from across the world to our province and plays a pivotal role in helping us to implement our Tourism Sector Recovery Plan, particularly in reviving our international markets. This trade show is also key in the development of our tourism Small, Medium and Micro Enterprises (SMMEs) that are given the opportunity to showcase their products and forge deals that can grow their tourism businesses," said Acting Chief Executive Officer of Tourism KZN, Mr. Nhlanhla Khumalo

"We welcome the return of Africa's largest travel show to Durban. Africa's Travel Indaba is the perfect platform to promote South African products. As registration is now officially open, we invite businesses in the tourism sector not to miss this opportunity and register early in order to fully explore opportunities to meet new clients next year and expose their work." adds EThekweni Municipality Mayor, Councillor Mxolisi Kaunda.

"Our association with Africa's Travel Indaba dates back many years. We are excited and grateful for this opportunity to continue hosting one of Africa's largest trade shows for the next three years. This is an unequivocal vote of confidence in eThekweni as a premier travel eventing and business destination," said Mr. Musa Mbhele EThekweni City Manager.

The Board Chairperson of Inkosi Albert Luthuli ICC, Mr. Glen Mashinini and Chief Executive Officer Ms. Lindiwe Rakherebe expressed their excitement about hosting Africa's Travel Indaba again adding: "We are looking forward to welcoming delegates from across the world who are passionate about the business meetings and opportunities that Africa's Travel Indaba presents."



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Africa's Travel Indaba 2023 is anticipated to attract pre-COVID-19 numbers of over 8000 delegates from all over the world. The 2022 edition of the trade show bustled with more than 634 exhibiting businesses from 19 African countries, showcasing an array of travel and tourism offerings to almost 956 local and international buyers.

Furthermore, almost 282 local and international media representatives attended Africa's Travel Indaba in 2022, greatly elevating the global profile of tourism on the African continent.

The 2022 event also saw more than 13 804 confirmed business matchmaking meetings taking place between businesses and travel buyers.

“As the South African tourism sector, we cannot wait to connect with all our delegates over our shared passion for the African continent. Africa's Travel Indaba 2023 has more exciting news in store. We are looking forward to seeing, meeting, networking, and doing business with all partners and stakeholders from around the world,” concludes Mr. Themba Khumalo.

Exhibitors, buyers, and members of the media are invited to register and get accreditation online by visiting <https://www.indaba-southafrica.co.za/>

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South African Tourism is the national tourism agency responsible for marketing South Africa as a preferred leisure tourist and business events destination. It is headed by Acting Chief Executive Officer, Mr. Themba Khumalo.