

INTERNATIONAL TOURISM MARKETING

CALENDAR OF EVENTS 2011

Southern Africa On Show is a regional showcase for tourism companies to create a global awareness of their products through participation on our unique Southern African pavilion at select exhibitions and tailored roadshows. The travel trade identifies with the regional Southern Africa banner as an ideal way to establish and boost business relationships.

Additional platforms may be developed throughout the year as the needs in each market are constantly evolving, therefore please view the latest tourism calendar on our website www.onshowsolutions.co.za.

JANUARY

VAKANTIEBEURS

11 – 16 Jan 2011 | Utrecht, Netherlands

As the leading travel show in the Benelux, Vakantiebeurs attracts over 135 000 show visitors keen to plan their annual holidays. This is primarily a consumer event, however the opening day of the show – known as Travel Trade Show Benelux – is reserved for travel professionals, enabling you to target Dutch trade and consumers in one trip. ON SHOW is the official Southern African agent for VNU Exhibitions, tasked with enhancing the destination's presence through a custom built South Africa Village.

MARCH

ITB BERLIN

09 – 13 March 2011 | Berlin, Germany

'The World's Leading Travel Trade Show' (www.itb-berlin.com) brings together over 179 000 visitors from across the globe every year, combining trade days, public days and the biggest travel professional convention worldwide. If you are targeting the German market, this is the exhibition to attend. Our joint marketing stand in the heart of the Southern African hall offers a choice of participation options to suit your budget and meeting needs.

MAY

INDABA

07 – 10 May 2011 | Durban, South Africa

Our marketing platform on Africa's top travel trade show, offers Southern African companies a professional base for buyer meetings. Use our stand as a first-time participant at Indaba or as additional meeting space for your company in the ICC. As with all our international exhibition pavilions, we provide pre-show marketing, on-site visibility and support, plus post show follow up to assist you in maximising your participation.

AUGUST

RUSSIAN ROADSHOW

22 – 26 Aug 2011 | Russia & Ukraine

Following the successful inaugural event in 2010, we are again taking a group of Southern Africa suppliers into the challenging Russian-speaking market. Through trade workshops in Kiev, Moscow and St Petersburg, you will be introduced to targeted tour operators and travel agents who are keen to sell Southern Africa and looking for ideas for their high-end clientele. Full travel arrangements, city tours and visa support are co-ordinated for you to get the most out of the trip.

SEPTEMBER

NORTH AMERICAN ROADSHOW

September 2011 | USA

Now in its third year, the 'SOUTHERN AFRICA SHOWCASE' offers you an easy and productive way to tap into potential business from the vast North American continent. All travel arrangements and buyer introductions are co-ordinated for you to maximise your participation. South African Airways has once again committed their support as our partner sponsor. Choose between the West or East Coast Roadshows or a combination of both markets.

West Coast: Seattle, San Francisco, Los Angeles

East Coast : Fort Lauderdale/Miami, Chicago, Washington

OCTOBER

ITB ASIA

19 – 21 Oct 2011 | Singapore

Positioned as 'The Trade Show for the Asian Travel Market' (www.itb-asia.com), ITB Asia attracts over 6000 highly qualified hosted buyers and travel delegates in the leisure, corporate and MICE markets. The trade exhibition is based on pre-scheduled appointments, attracting key buyers from India, China, Australia and across the Pan-Pacific rim. We manage the Southern African pavilion providing high visibility destination branding, co-ordination of your show diary and complete on-site management.

NOVEMBER

WORLD TRAVEL MARKET

07 – 10 Nov 2011 | London, UK

'Staged annually in London, World Travel Market is a vibrant must attend four day business-to-business event presenting a diverse range of destinations and industry sectors to UK and international travel professionals.' (www.wtmlondon.com) WTM attracts over 48 000 travel trade visitors from almost 200 countries. The Southern Africa On Show stand is situated directly at the entrance of the Meridian Buyers Lounge at the front of the Africa Hall, offering a range of package options to suit your budget and marketing needs.

South African Tourism has appointed SCAN ON SHOW to manage their business tourism exhibitions for the next three years, namely Meetings Africa and the national pavilion at IMEX. Exhibition organiser ON SHOW has partnered with infrastructure provider Scan Display and Tau Management Consulting to create a dynamic unit for execution of the contract.

FEBRUARY

MEETINGS AFRICA

21 – 23 Feb 2011 | Johannesburg, South Africa

Known as '*Africa's business tourism lekgotla*', Meetings Africa is a business tourism marketing platform which aims to expose local and international buyers to the range of services and products in Southern Africa's MICE (Meetings, Incentives, Conference, Exhibitions) industry. The visitor target market is anyone who travels for business or who books business travel as well as organisers of events, conferences, meetings, team incentive trips or teambuilding activities.

MAY

IMEX

24 – 26 May 2011 | Frankfurt, Germany

This annual business tourism event is fast becoming the 'most significant show in the worldwide meetings industry calendar' (www.imex-frankfurt.com). In 2010, the show attracted over 3,800 hosted buyers from more than 60 countries, over 8,900 total visitors from 90 countries and 3,500 exhibitors from 157 countries. South African Tourism has identified this exhibition as *the* platform for participation on the international arena. The South African pavilion provides dedicated meeting tables, destination branding, buyer presentations and complete on-site management.

For more info on these opportunities, please contact ON SHOW:

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ON SHOW is a dynamic exhibition and events consultancy, providing strategic direction for tourism marketing, exhibition co-ordination and event management.