

# Africa Showcase

UK Roadshow



## Exhibitor feedback



'From a participant's point of view, it is always a pleasure dealing with On Show Solutions. They are engaged, completely focused and highly dedicated. The end result is meaningful interactions which are achieved with potential clients in an organised and relaxed environment. The 2013 UK Roadshow without exception, turned out to be yet another successful endeavour'

**Katherine Whelan, Airlink**



'I'm impressed with the knowledge of the buyers that attended last night, it feels like it's the right time to focus on this market and offer one on one presentations. We will definitely consider visiting the Scottish market again soon to expand on our existing support base.'

**Ruth Bassett, An African Anthology**



'It's the first time that we have joined On Show on the UK roadshow. We usually do exhibitions but really like this new style of marketing, it's refreshing and interactive and gives you direct access to the buyers. Most agents have good knowledge about the Garden Route & Little Karoo so it makes my job easy to sell Cango Caves.'

**Alison Moos, Cango Caves**



'Very creative and productive format that involved all the audience and was very educational. As a participant, I felt your organizational skills were very attentive and very professional. The Brighton audience was good. The evening offered a brief opportunity for good networking with them all in one place, good for my clients brand profile.'

**Renette Hartridge, Exclusive Retreats**

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'As a UK representative, it's great to include Scotland on a roadshow as we don't often get time to visit agents and operators so far north. This Edinburgh workshop gave us an opportunity to meet and educate a new market on our individual properties and attractions.'

**Sue Ricketts, Peermont Hotels Casinos Resorts**



'It was impressive to see how knowledgeable the audience had become on all of the supplier products that were showcased and great to see the enthusiasm they had for selling Southern Africa.'

**Matt Parr, South African Airways**

'The Africa Showcase was a great opportunity to engage with our travel agents and offer them a taste of Southern Africa. SAA were delighted to attend the series of shows this year to remind our agents of our strong and convenient connections to Southern Africa from the UK.'

**Lucy D'Silva, South African Airways**



'I like the format which includes free flow as well as an interactive quiz evening, offering education and a fun element to the evening. We do so many roadshows but what really helps is that we receive a full database of all attendees timeously after each workshop for follow ups. Travel and venues are planned well in advance and the On Show team focus more on quality visitors rather than quantity. These visitors have a good knowledge about Southern Africa and direct enquiries have already been received while on the road this week.'

**Nthabiseng Moeletsi, SANParks**



'Happy to see the great attendance and good variety of agents and operators.'

**Elke Menz, Tsogo Sun**