



Travel exhibition ready for take-off

January 28 2010

The World Holiday and Travel Fair (WHTF), the only outbound travel exhibition in South Africa will take place from April 16-18 at the Coca-Cola Dome in Joburg.

The WHTF will provide the ideal platform for the retail travel trade to interact with existing and potential customers, offer them valuable advice and secure bookings.

"WHTF has been designed to offer consumers the best deals in town and real value-for-money travel options, thus providing a cost-effective, high-impact marketing platform and we are delighted at the diverse range of exhibitors who have already reserved their space. These range from Tour operators, travel agents and other travel product and service providers to Tourism Boards and Destination Representation companies," says Glynis Anderson.

To ensure a great day out for visitors, the show will boast various value-adding activities for the family, including:

Trade related workshops hosted on Friday including "Money matters while abroad", hosted by Absa.

- Cuisines of the world at The Theatre of Food, hosted by The Star and Saturday Star in conjunction with the Angela Day Kitchen.
- World of Beer pubs hosted by South African Breweries in association with Tavern Promotions.
- Youth travel options on offer at the STA Travel Youth Pavilion and non-stop fun for the young, showcased by Royal Caribbean International at the Kids' Zone.
- ASATA (the Association of South African Travel Agents) will host the Travel Agents Corner with presentations aimed at sharing first-hand travel insights and tips by ASATA members
- ANTOR (Association of National Tourism Office Representatives) pavilion hosting destinations from as close as our neighbours and as far as the imagination can stretch

In addition to the show being a cost-effective, high-impact marketing and sales opportunity for the Travel Trade, there will also be great educational workshops with industry experts sharing their knowledge and insights on the latest outbound travel and tourism trends.