



**ASATA members qualify for a reduced rate on their exhibition space for the opening year.
There are a range of options available.**

DON'T MISS OUT! Book your stand now...

Dear Industry partner,

World Holiday and Travel Fair proudly presented by International Banking from Absa and endorsed by ASATA will be taking place from 16 – 18 April 2010 at the Coca Cola Dome in Johannesburg. It is a truly global consumer travel fair hosted in South Africa offering visitors a world travel experience all under one roof over 3 days.

A range of exciting activities and events will be featured over the 3 days ensuring the attraction of key A & B income group visitors such as:

- ❖ Travel Trade workshops hosted by TNW on Friday 16 April
- ❖ Consumer workshops hosted on Saturday 17 and Sunday 18 April
- ❖ Key travel tips presented daily by Carol Lazar in association with The Saturday Star and the Star Travel Club
- ❖ Hot travel destinations and topics presented by ASATA in the ASATA Travel Agents Corner
- ❖ Cooking demonstrations in the Angela Day Theatre of Food featuring celebrity and well know chefs tantalizing the taste buds with International cuisine
- ❖ SAB Taverns of the World food court
- ❖ STA Youth Travel pavilion incorporating Youth Travel destinations, services and entertainment
- ❖ Royal Caribbean Kidz Zone ensuring a hassle free and entertaining exhibition experience for the whole family
- ❖ Cultural dance demonstrations
- ❖ Great travel prizes to be won

A strategic and well planned marketing roll out to ensure quality visitor attendance includes above the line elements such as an ATM promotion in association with Absa, radio, street pole ads and the like as well as below the line elements such as publication ads, direct mailers, promotion through schools and post offices, mall activations, promotional flyer distribution and the like.

Drop me a mail and I will ensure that visitors get to touch, feel and taste the splendor of your product of offering by being represented on this ideal marketing platform. I am also happy to come through to your offices to discuss further.

I look forward to hearing from you.

Thanks and regards,

Glynis Anderson

General Manager
Tourism Portfolio

Tel: +27 (0) 11 549 8300
Fax: +27 (0) 11 549 8502

PO Box 1597, Kelvin, 2054
South Africa
glynis@tepg.co.za
www.tepg.co.za



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THEBE
EXHIBITIONS & PROJECTS



Member of the Thebe Tourism Group