



WE ARE
AFRICA

18 - 21 MAY 2020

Join the tribe

Partnership Opportunities



#NotOneStory

Contents

3/ About the tribe

4/ Buyers who attend WAA

5/ Media who attend WAA

6/ I am a tourism board

8/ I am an exhibitor

10/ I am a supplier to the tourism industry

11/ Contact details

About the *Tribe*

We Are Africa is an innovative meeting place of over 950 of the leading minds in high-end African travel. As influencers not only within the high-end travel industry, but of high-end travellers worldwide, the We Are Africa tribe is a receptive and captive audience worth exposing your brand to.



Carefully curated

Our 950 strong delegation is hand-selected from hundreds of applicants.

Diverse

Our tribe is made up of the best names in high-end hospitality and unique experiential travel operators in Africa, as well as over 350 of the world's leading global buyers and international travel press.

High-end

Only the finest exhibitors representing Africa's high-end travel-market are invited to attend.

Our 2019 tribe

Exhibitors

494

Delegates from 347 high-end African & Indian Ocean

Buyers

388

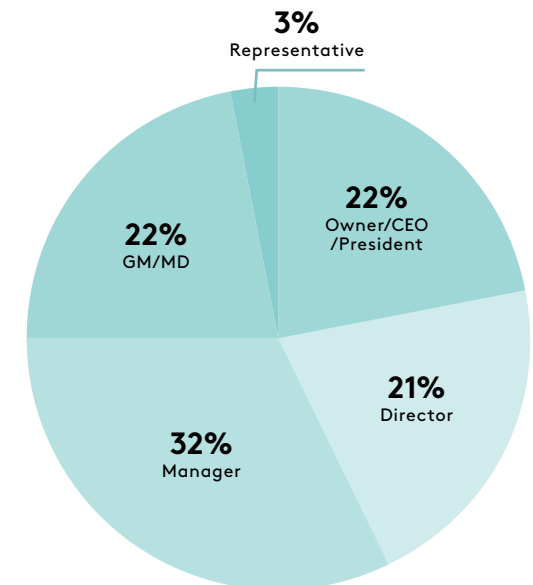
Delegates from 287 high-end international private travel designers

Press

27

Leading international travel editors & journalists

Seniority of delegates



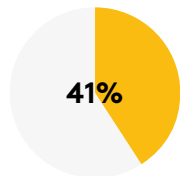
Buyers who *attend*

388
BUYERS

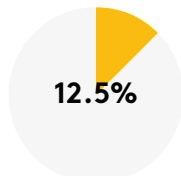
40
COUNTRIES

76
HUB CITIES

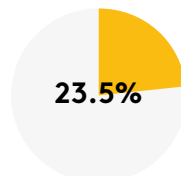
Our 2019 buyers represented **230,000** high-end travellers who visited Africa & the Indian Ocean Islands, each spending an average of **US\$1,350** per night.



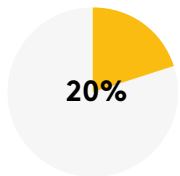
AFRICA SPECIALIST
TOUR OPERATORS



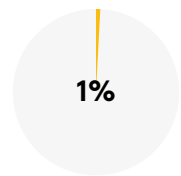
AFRICA SPECIALIST
TRAVEL AGENTS



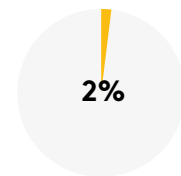
GENERAL TOUR
OPERATOR FOR
HIGH NET WORTH
INDIVIDUALS



GENERAL TRAVEL
AGENCY FOR
HIGH NET WORTH
INDIVIDUALS

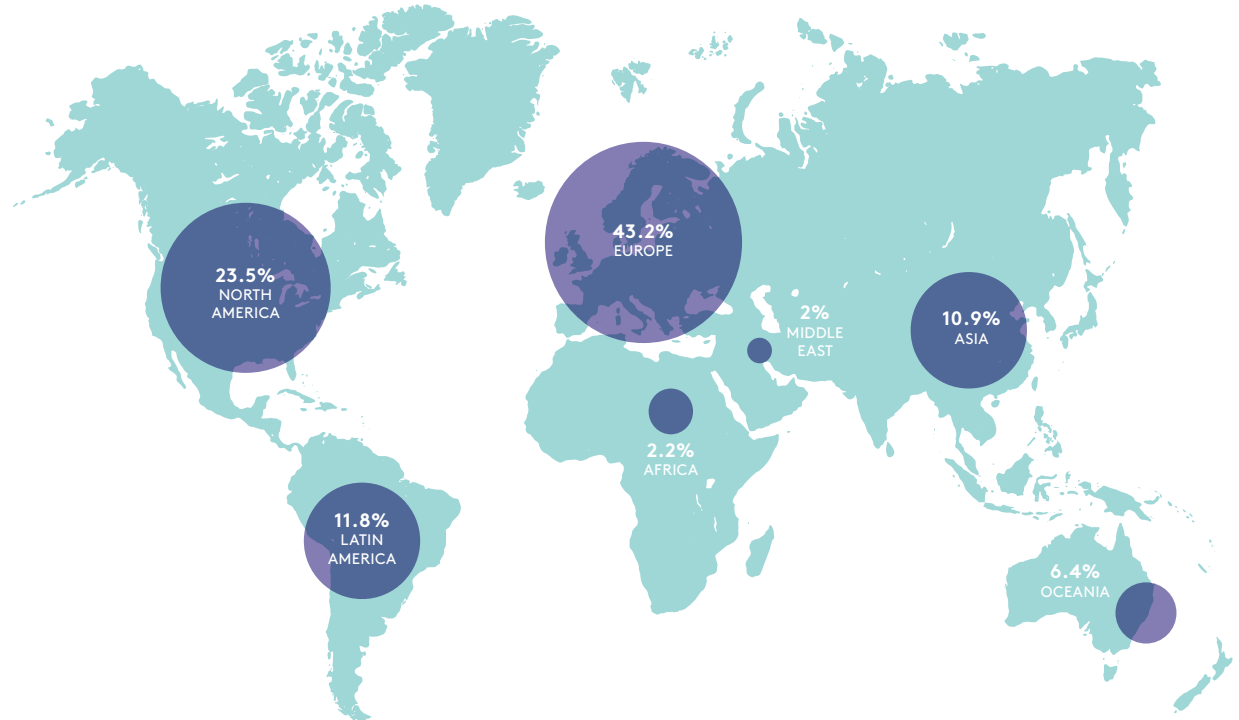


BUSINESS TRAVEL
& MICE AGENCIES



INDEPENDENT
CONSULTANTS

Global spread (2019)



Media who *attend*

We Are Africa 2019 hosted 23 top global editors and journalists, representing an array of prestigious publications. Check out our sample list below...

Condé Nast Traveller United Kingdom

Condé Nast Traveller Spain

Condé Nast Traveler United States Departures

Especially Africa

Financial Times (How To Spend It)

Getaway Magazine

Matador Network

Newsweek

Tatler

The Times LUXX

Travesías Media



I am a *tourism board*

Africa is often painted with broad, reductive brushstrokes: either a place of war, famine and disease, or simply 'safari country'. We Are Africa's vision is to unlock the continent from these tired, outdated tropes; to ensure it takes a fair share of the luxury travel market; and to bring in new business and visitors from around the globe.

We are committed to telling the stories of Africa's 54 countries and diverse peoples through partnerships with various tourism boards. These are designed to give you the opportunity to meet extraordinary businesses within the industry, including international buyers, press, lodges, hotels and more.

Below are just a few of the immersive opportunities we have for tourism boards to get involved with:

FUSE **ZAR 540,000 + VAT (GBP 30,000 + VAT)***

FUSE is a one-day un-conference, featuring a diverse line-up of inspirational speakers from within and outside the tourism industry, as well as informal peer-to-peer discussions and hand-on workshops. Open to all registered delegates, it's a popular and productive way to kick off We Are Africa, with the aim of igniting a new vision for the future of high-end African travel and hospitality. This is your brand's opportunity to be named the official partner of FUSE and to be strategically integrated into the show's content, branding and aesthetic.

Please note: All companies outside of South Africa will receive their invoice in GBP with VAT added at the prevailing rate of 15%.



Package 1

Lounge ZAR 149,500 + VAT (GBP 8,299 + VAT)*

This package provides the perfect space for a tourism board to conduct their own pre-scheduled appointments, as well as provide a casual space for other delegates to network, meet and grab a coffee in between appointments. Each lounge will have a prominent position on the showfloor.

Package 2

Lounge & Lanyards ZAR 280,000 + VAT (GBP 15,999 + VAT)*

This package provides the perfect space for a tourism board to conduct their own pre-scheduled appointments, as well as provide a casual space for other delegates to network, meet and grab a coffee in between appointments. Each lounge will have a prominent position on the showfloor.

The official We Are Africa lanyard is an essential fixture of the delegate badge that all attendees must wear to access the showfloor in and around Cape Town stadium and at FUSE, therefore providing maximum exposure on each day of the show.

Package 3

Lounge & The List ZAR 295,500 + VAT (GBP 16,999 + VAT)*

This package provides the perfect space for a tourism board to conduct their own pre-scheduled appointments, as well as provide a casual space for other delegates to network, meet and grab a coffee in between appointments. Each lounge will have a prominent position on the showfloor.

With over 350 exhibition stands and a variety of food and drink stations, our Way Finder is the official pocket map to help the tribe navigate their way around the showfloor. Having your brand name on this invaluable tool, complete with full exhibitor listings, show floor map and programme, offers daily and continuous exposure throughout the show and gets your brand name in front of 950 delegates.



I am an *exhibitor*

We Are Africa provides a number of creative opportunities to position your brand in a unique way to further engage your target market. From driving brand awareness and loyalty to building trade relationships, we can tailor a solution to best suit your brand requirements and goals.

These are listed below, but not limited to:

Customized activations *Cost dependent on request*

Our in-house design studio can create a bespoke activation across different marketing mediums, resulting in a specific consumer experience that is both brand-enhancing and leaves a lasting impression on your target audience.

Elevator branding *ZAR 95,000 + VAT (GBP 5,500 + VAT)**

Take your brand to new heights with this highly creative and innovative opportunity. An 'elevator pitch' like you've never seen before, your branding will feature for the duration of the show in and on all elevators and/or staircases in Cape Town stadium, all of which are in constant use by all delegates (particularly buyers, because of their need to move around) throughout the day.

Lanyards *ZAR 115,000 + VAT (GBP 6,500 + VAT)**

Take your brand to new heights with this high profile opportunity. Your branding will feature on the lanyards worn by all delegates for the duration of the show.



VIP tables ZAR 48,500 + VAT (GBP 2,700 + VAT)*

Maximise your networking opportunities and connect with delegates outside your appointment diary by hosting a private lunch table at our easy-to-access, on-site lunches. Booking a private table allows you to connect with specific people of your choice in a relaxed setting, over a delicious meal and with complementary wine and service. There are 3 private tables available per day on 19, 20 and 21 May 2020.



Lunch programme at MARKET ZAR 450,000 + VAT (GBP 25,500 + VAT)*

Perfectly nestled inside the stadium just moments from the action on the showfloor, We Are Africa's daily-hosted lunch provides a refreshing break from the morning's appointments. Partnering with us on the lunch programme gives your brand prime visibility to over 950 attending delegates each day of the show. This is your opportunity to have complete ownership and creatively integrate your brand in the indoor and outdoor space.



Talk the Talk ZAR 75,000 + VAT (GBP 4,500 + VAT)*

Engage the tribe with your brand on a truly meaningful level with branded speaker sessions. We will host 1 talk per day on each day of We Are Africa, taking place outside the lunch venue, MARKET. This is an invaluable opportunity to associate your brand with thought-provoking, high-quality content in an intimate setting.



I am a *supplier* to the tourism industry

We Are Africa provides a number of platforms for businesses supplying to or involved with the hospitality and tourism industry to increase their brand exposure and create unique opportunities to engage with current and potential customers. There is no gathering of businesses within the high-end tourism industry quite like this one. An opportunity to position your company centre stage with undoubtedly the most influential individuals and businesses within this space.

Customized activations Cost dependent on request

Our in-house design studio can create a bespoke activation across different marketing mediums, resulting in a specific consumer experience that is both brand-enhancing and leaves a lasting impression on your target audience.



Please note: All companies outside of South Africa will receive their invoice in GBP with VAT added at the prevailing rate of 15%.

Make your mark

Get in touch to discuss how to connect your brand with the tribe at We Are Africa 2020!



Paul Nel

Head of Sales

+27 (0) 21 201 6993

paul@weareafricatravel.com



Susanna Voysey

Sales Manager

+27 (0)21 204 4869

susanna@weareafricatravel.com