



WEAREAFRICA LOCAL

FRIDAY 9 MAY 2025

There is more

an event by | **This is
Beyond.**

WHAT IS **WE ARE AFRICA LOCAL?**

We are thrilled to celebrate the 10th edition of We Are Africa - the continent's most vibrant travel trade show. Since 2014, We Are Africa has brought together visionary travel brands, industry leaders and passionate professionals from across the globe. As we celebrate more than a decade of growth and momentum, We Are Africa is thrilled to introduce the first ever We Are Africa Local.

Designed to include top Southern African based high-end inbound buyers. We Are Africa Local will take place on Friday, 9 May 2025 at DHL Stadium. Step on to the iconic show floor and up to 15 meetings with the extraordinary guest list of We Are Africa exhibitors.

With dedicated networking breaks, a delicious on-site lunch and Stadium Sundowners, you're assured of many opportunities to connect with industry heavyweights right here in Cape Town and be part of the We Are Africa tribe.

ENCOUNTER THE EXTRAORDINARY AT WE ARE AFRICA.



WHY ATTEND **WE ARE AFRICA LOCAL?**

With over 1000 travel trailblazers set to gather in Cape Town in May for the 10th edition of We Are Africa, this is the perfect opportunity to build relationships and take your business to new heights.

We Are Africa Local is your all-access pass to meet the best of African travel. The 10th anniversary We Are Africa guestlist consists of a curated selection of the best high-end travel brands on the continent, united by the ambition to showcase a contemporary vision of Africa to the world... If you want to be at the spectacular showcase that African travel deserves, get in touch with the team and confirm your place for We Are Africa Local.

APPLY NOW



DISCOVER **OUR TRIBE**

CAREFULLY CURATED

Our delegation is hand-selected from hundreds of applicants.

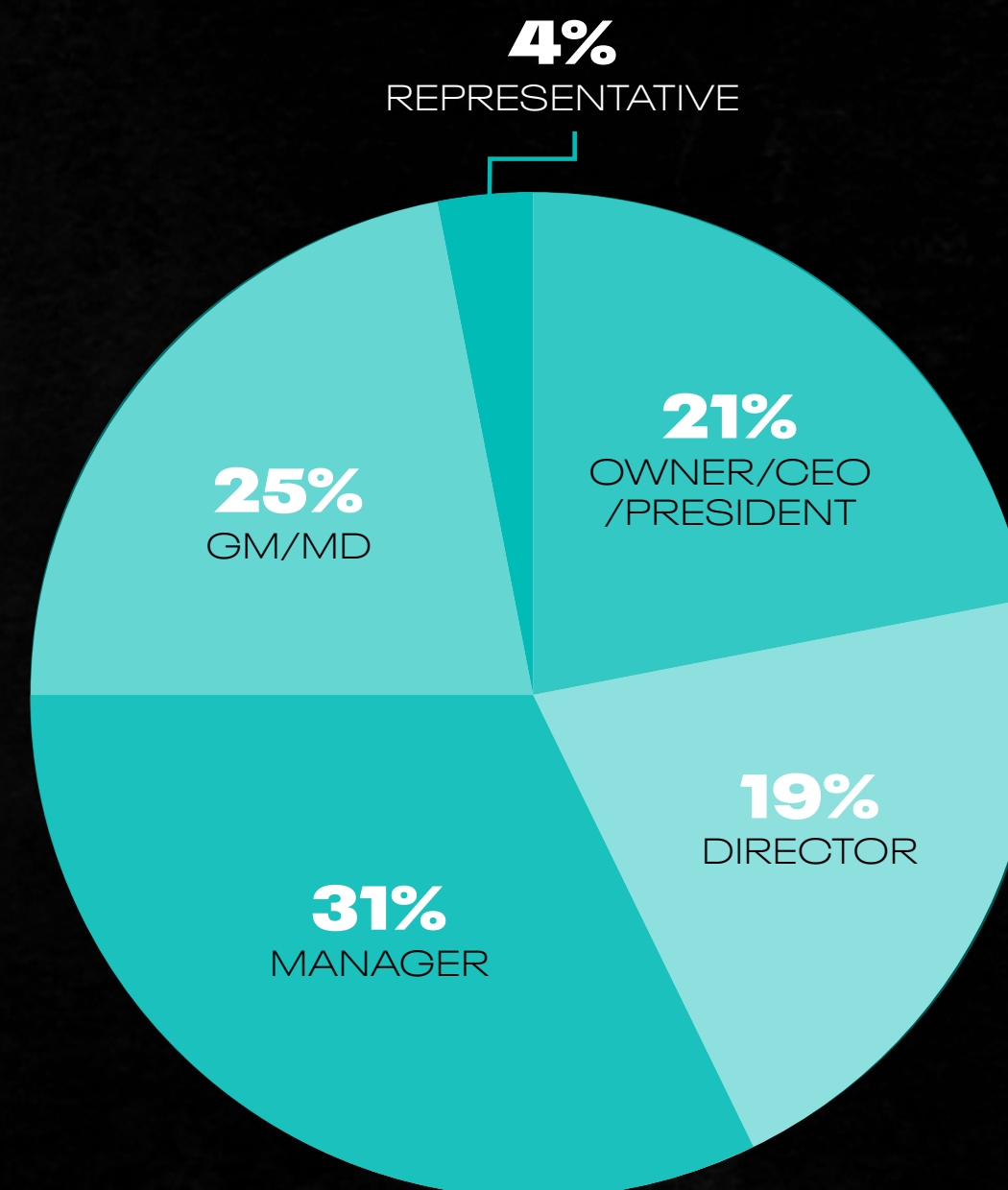
HIGH-END

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

DIVERSE

Our tribe is made up of the most exclusive brands in high-end hospitality and bespoke travel operators in Africa, as well as the world's leading global buyers and international travel press.

SENIORITY OF DELEGATES



OUR 2024 TRIBE

EXHIBITORS

300

DELEGATES FROM HIGH-END AFRICAN
& INDIAN OCEAN TRAVEL BRANDS

BUYERS

306

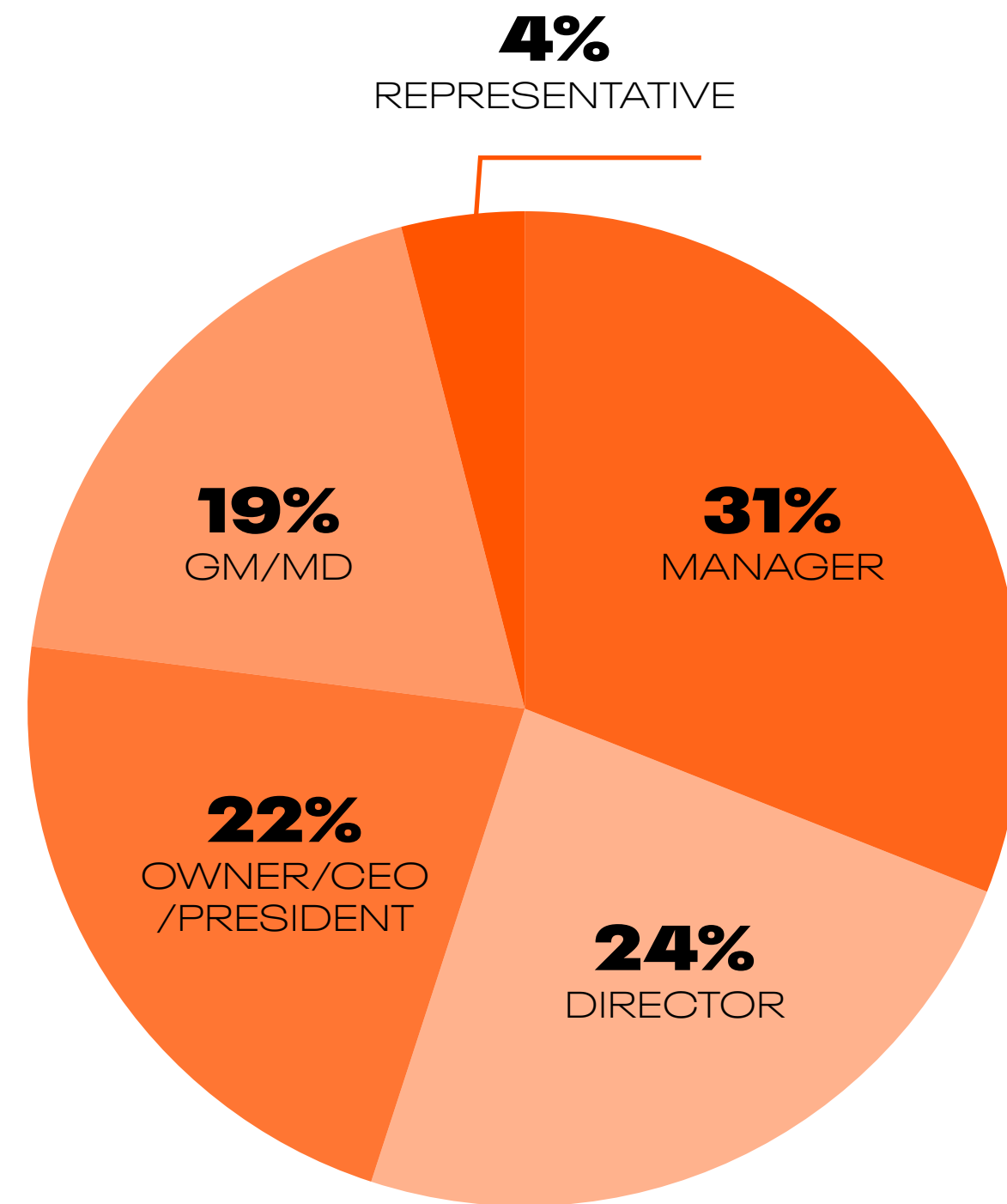
DELEGATES FROM HIGH-END
INTERNATIONAL PRIVATE TRAVEL
DESIGNERS

PRESS

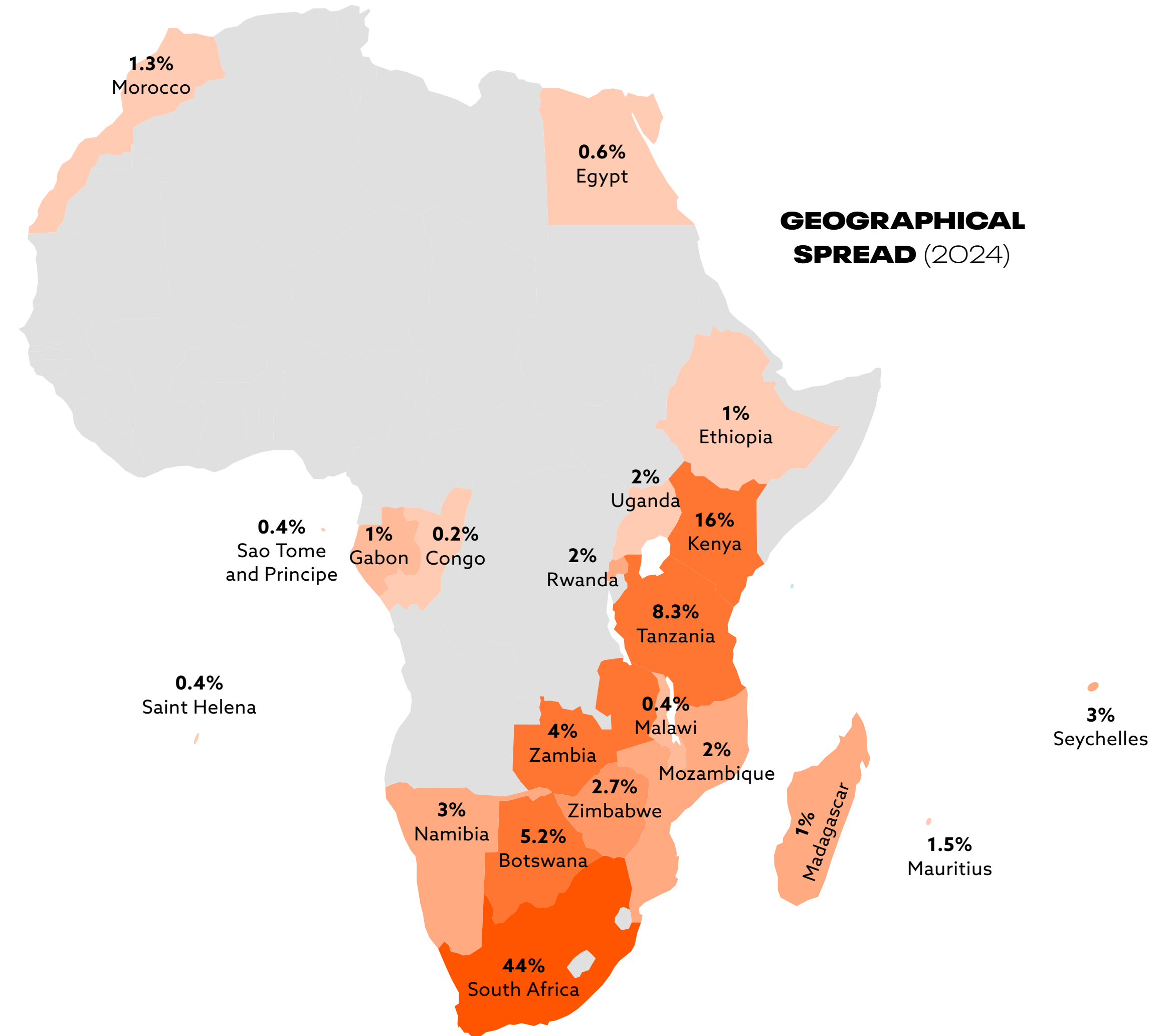
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LEADING INTERNATIONAL TRAVEL
EDITORS & JOURNALISTS

THE BIGGER STORY: **EXHIBITORS**



EXHIBITOR SENIORITY BREAKDOWN



**GEOGRAPHICAL
SPREAD (2024)**

WE ARE AFRICA LOCAL **PACKAGE OVERVIEW**

INCLUDES:

- One set of appointments with up to 15 meetings.
- One delegate badge per representative, with limited numbers of attendees per organisation.
- One official networking lunch at the iconic DHL Stadium.
- Extended networking at Stadium Sundowners with up to 500 members of the tribe after appointments.

EARLY BIRD RATE

ZAR 1,999

STANDARD RATE

ZAR 2,999

LATE RATE

ZAR 3,999

All rates are excluding VAT. All Buyers will be charged 15% VAT on all packages.

APPLY NOW



GET IN TOUCH

Want to share the experience? If you would like to purchase additional delegate badges or have any questions, get in touch with Mary-Kate.



MARY-KATE HENDRIKS
HEAD OF BUYER
PROGRAMME

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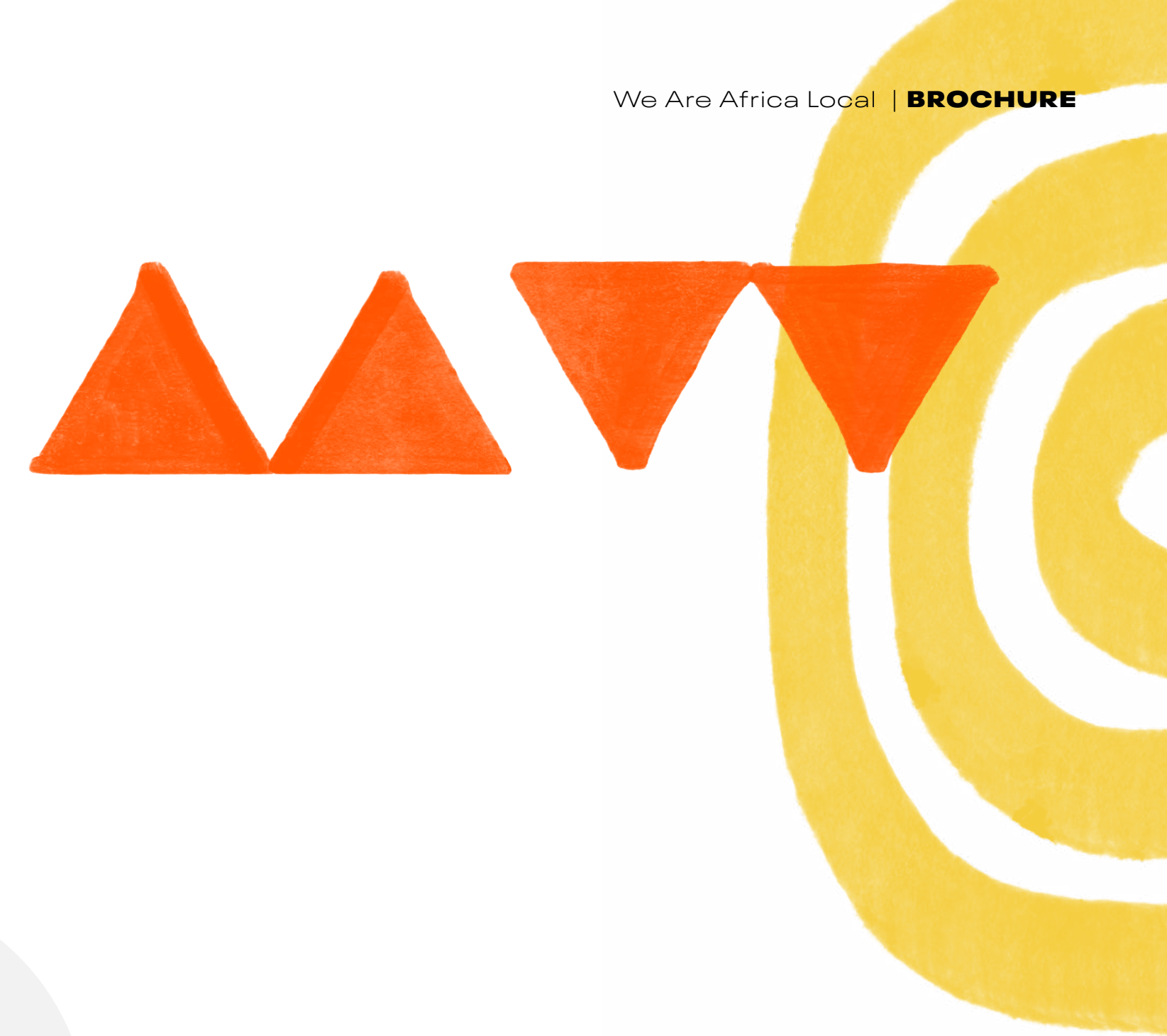
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HEAR WHAT THE **2024 TRIBE HAD TO SAY**



*Click
to play!*

There is more



**WEARE
AFRICA**

**WEAREAFRICA
LOCAL**