



# 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 10<sup>th</sup> 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 10<sup>th</sup> 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 10<sup>th</sup> 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.

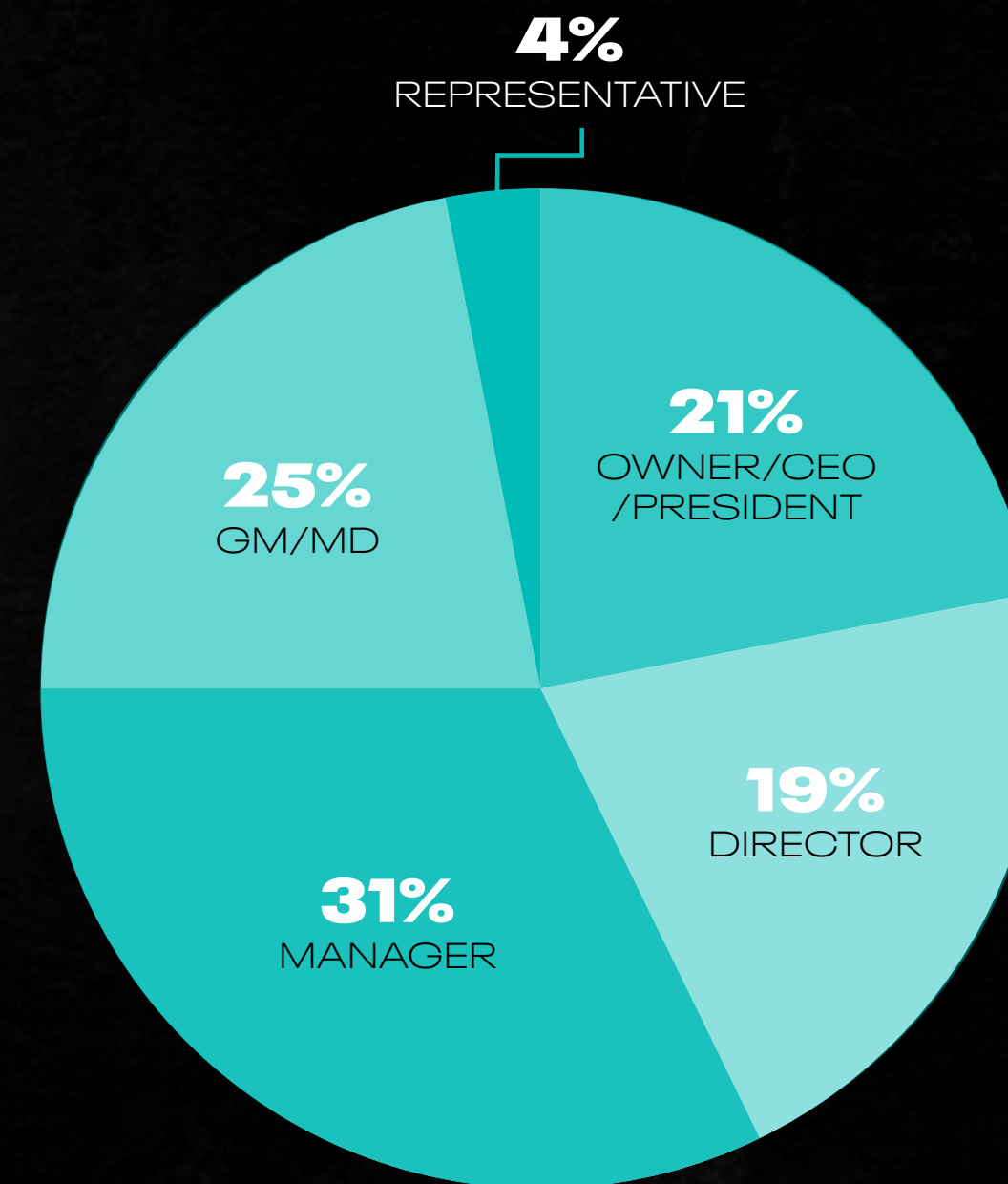
## **HIGH-END**

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**

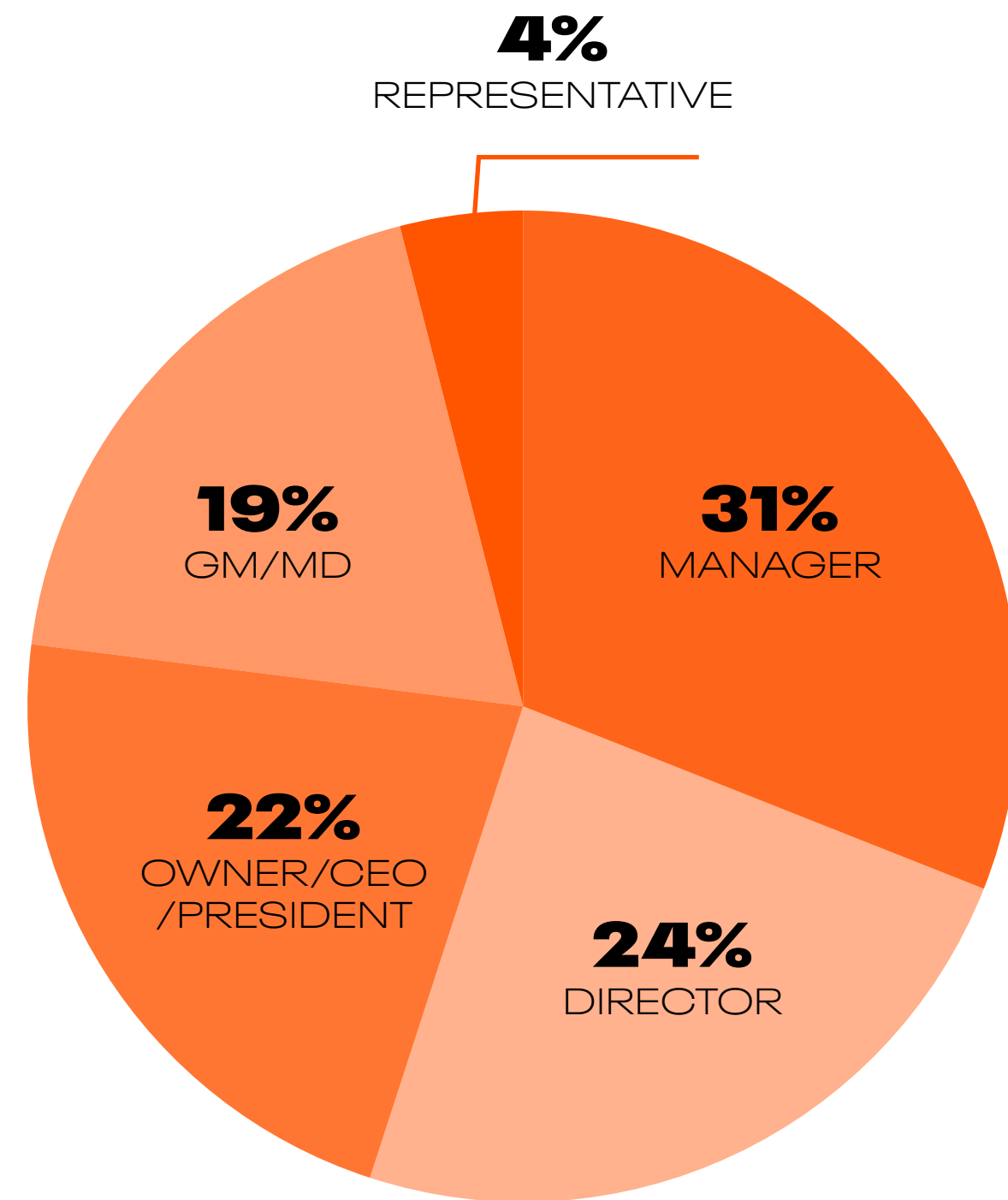
DELEGATES FROM HIGH-END INTERNATIONAL PRIVATE TRAVEL DESIGNERS

### **PRESS**

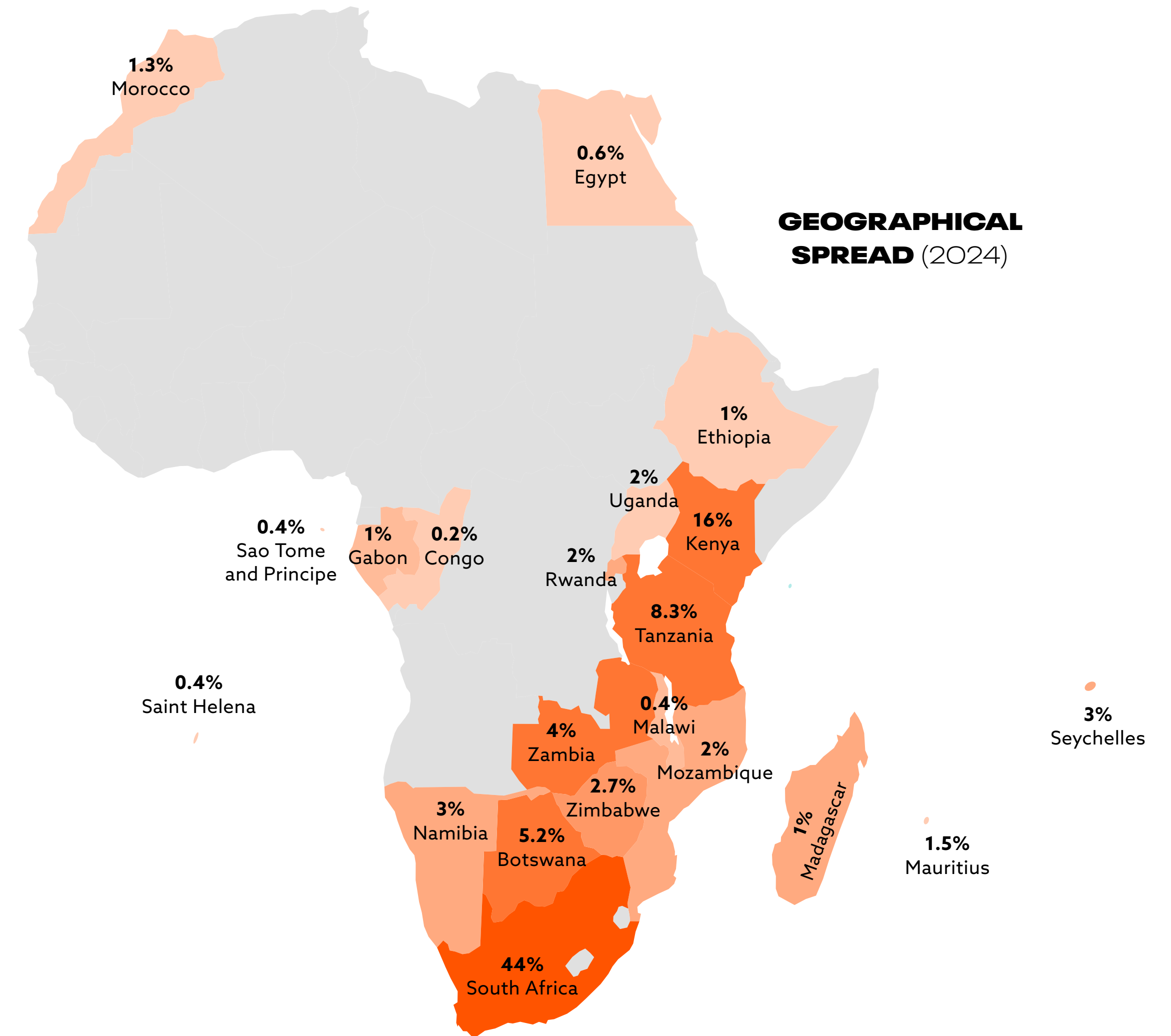
**29**

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

+27 (0) 72 307 1818  
[mary-kate@thisisbeyond.com](mailto:mary-kate@thisisbeyond.com)



**KEENAN SMITH**  
SENIOR  
SALES EXECUTIVE

+27 (0)21 201 6991  
[keenan@thisisbeyond.com](mailto:keenan@thisisbeyond.com)



**LILY SAYRE**  
BUYER  
COORDINATOR

+44 (0)759 871 3706  
[lily@thisisbeyond.com](mailto:lily@thisisbeyond.com)



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

---



*Click  
to play!*



*There is more*



**WEARE  
AFRICA**

**WEAREAFRICA  
LOCAL**