



Meetings Africa on a growth path



Business tourism provides every reason to feel optimistic about growth - South African Tourism CEO Moeketsi Mosola.

Meetings Africa opened at the Sandton Convention Centre yesterday morning with a significant increase in exhibitors compared to last year, and with a strong message that business tourism is set to grow in the medium to short term.

There are 15 percent more exhibitors at Meetings Africa this year. In total, 211 businesses are offering their products or services to the global travel trade – 50 of these are at Meetings Africa for the first time.

"It is enormously encouraging to see this strong growth," said South African Tourism CEO Moeketsi Mosola in his welcome address. "This sector of the industry has every reason to feel optimistic about growth. We enjoy this year, for the first time, partnerships with bid parties that are worth millions of Rands invested in growing not only Meetings Africa, but also business tourism arrivals to our destination."

Mosola said he was encouraged by the number of high caliber global meetings and conferences South Africa had recently won the right to host. They include the 2009 International Near-infrared Spectroscopy Conference with 500 delegates, the 2009 International Congress on Occupational Health with 4 000 delegates and the 2013 International Geological Congress with 6 000 delegates.

International business tourism trends expert Daniel Levine told delegates at the opening ceremony that if destinations were to grow robustly, they needed to provide meaningful and braggable experiences for visitors.

"The world of travel is changing," he said. "The global financial downturn has forced people to extract as much value as possible from their travels. People no longer travel to be hedonistic. They now seek core values from their travel spend, they look for responsibility in destinations, they want to see that the environment is cared for and they want to learn and grow through travel."

"South Africa is ideally positioned to maximise on this trend. Your people, your natural beauty and your cultural heritage are naturally given to working well with business models and strategies. South Africa needs to embrace social trends to continue its already impressive business tourism growth."

Business Tourism presently comprises four percent of South Africa's total travel industry. However, South African Tourism is determined to grow its share of the business tourism market and it is the organisation's stated ambition to have South Africa as a top 10 business tourism destination by 2014.

Bronwen Shaw, Co-Brands Manager at Avis says the first day at Meetings Africa was fantastic. "This is a sales person's dream! Over and above our scheduled appointments, we secured 34 serious sales leads in the first two hours only."

Meetings Africa is open for business until 13:00 tomorrow.

Breaking news!

South African Tourism and Thebe Exhibitions & Projects announced at Meetings Africa yesterday that they have joined forces to stage a sports tourism exhibition to showcase South Africa's ability to host major sporting events. It will involve industry stakeholders, venues, sponsors and the hospitality and tourism industries.

Sugen Pillay, Global Manager: Events at South African Tourism says the event will go out to provinces to tender within the next two weeks and the winning city will be announced in June.

The inaugural exhibition will be held in June/July 2011.

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Joburg a proud host

The City of Joburg is proudly hosting Meetings Africa, the top business tourism exhibition on the continent.

Chief Executive Officer of the Joburg Tourism Company, Lindiwe Mahlangu, says Meetings Africa is one of many upcoming events that will showcase Joburg's capabilities once and for all.

The hosting of Meetings Africa is in line with the strategy of the Joburg Convention Bureau, which is to attract and host high calibre events that profile Johannesburg as the ideal business tourism destination.

"This year promises to be a very busy one for Joburg. We have numerous world class events billed to be hosted here, including the upcoming Lions Tour and Confederation Cup, and for me this is indicative of the city's capabilities. We are living up to our reputation of being among the best of the best cities in the world," says Mahlangu.

For more information visit stand 54.

East London's convention centre to open in June

The International Convention Centre East London (ICC EL), managed by Premier Hotels & Resorts International is scheduled to open its doors in June 2009.

Southern Africa's only beachfront convention centre, this complex will also be the only conference and exhibition venue of its magnitude in the Eastern Cape.

The unique positioning of the ICC EL allows it to become a central convergence point between all the major centres of South Africa. This private sector initiative will not only raise the profile of Premier Hotels and Resorts International as a leading role player in the province, but it will also stimulate economic growth in the city of East London.

Located on the esplanade and incorporating the 254 roomed Premier Hotel Cascades as well as the adjacent 175 rooms of the Premier Hotel Regent, the complex offers a range of accommodation options to complement the ICC EL.

The entire complex features a 600-seater auditorium, a 2 200m² exhibition hall, three conference rooms with a combined floor space of 800m², multiple breakaway and boardrooms, and various restaurants.

The ICC EL's multi functional conference venues, equipped with state-of-the-art technology are suitable for conferencing, breakaway sessions, presentations, workshops, exhibitions, concerts, cocktail and banqueting events which can accommodate from small meetings for groups of 10, school room style conferencing for up to 1 400 delegates, and the largest room able to accommodate 2150 delegates cinema style.

In addition to the ICC EL, the 11 conference rooms of the Premier Hotel Regent are able to host from 10 – 800 delegates and is currently the largest conference facility in a hotel environment in the Eastern Cape.

For more information visit stand 72.



Meetings Africa stand awards!

The best exhibition stands at Meetings Africa will be named at 17:15 this afternoon, in the restaurant area in the centre of the exhibition.

The award categories are:

- Best small stand
- Best medium stand
- Best large stand
- Best Business Unusual stand
- Best overall stand

Meetings Africa Daily wishes all exhibitors the best of luck!

Meetings Africa Daily

The Meetings Africa Daily is produced by Junxion Communications and Eye 2 Design. Find us in the media room next to the association pavilion – we look forward to receiving your news!

Alternatively e-mail us on martin@junxionpr.co.za or heidiv@global.co.za.

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Five-star convention bureau for five-star destination

"Any destination's meetings, incentives and conferences offering must be a holistic one," says Calvyn Gilfellan, Chief Executive Officer of Cape Town Routes Unlimited.

"We are proud that the Cape Town and Western Cape Convention Bureau is Africa's representative on the BestCities Global Alliance. This alliance's goal is to deliver the best professional practices to the world's conference, conventions and meetings industry."

The bureau is one of eight on five continents that has been successfully assessed by Lloyds' Register Quality Assurance. It complies with the BestCities Global Alliance service standards. The other BestCities partners are Copenhagen, Dubai, Edinburgh, Melbourne, San Juan, Singapore and Vancouver.

Cape Town and the Western Cape is the number one convention destination in Africa. It is currently in the 37th position on the International Congress and Convention Association's Global Ranking Report.

It will host at least 19 major international conferences and congresses this year, expected to bring some 26 000 delegates and an estimated R300 million to the destination. For 2010 and 2011, Cape Town and the Western Cape has already secured 21 international conferences and congresses, with an expected 32 000 delegates and an estimated economic impact of nearly R325 million.

Cape Town and the Western Cape will also be hosting some of the world's top association buyers with the BestCities sales mission in June. In December 2010, it is the turn of the world leaders in the multi-billion dollar incentive travel industry to be charmed by the southernmost tip of Africa. This is when Cape Town and the Western Cape will be hosting the International Conference of the Society of Incentive Travel Executives (SITE).

"We work with our city and province's venues, hospitality sector, destination management companies and professional conference planners to create more joint marketing platforms for our destination's products. We are leading the way in ensuring service excellence – not only in our destination, but also in South Africa and Africa."



Beyond Tshwane's borders

"We have been extremely busy since the exhibition opened yesterday morning – with enquiries as far afield as Asia," says Ricky DA Costa, Marketing Manager at the Tshwane Events Centre.

"It is certainly worth our while being here and we are looking forward to entertaining business that stems from Meetings Africa."

A relative new kid on the conference, exhibitions and meetings block, the Tshwane Events Centre has certainly made its mark in this highly competitive market.

The centre boasts eight purpose built well-appointed conference rooms ideal for speaker conventions, training sessions, banquets and product launches as well as an executive boardroom for top-level meetings. Configured in various

ways, the facilities can host intimate conferences of 10 delegates to international conventions of 15 000 delegates. All facilities are equipped with conference equipment and internet connections, while a secretarial service is optional.

This year the centre will host the 70th Pretoria Show - the biggest show in the northern provinces of South Africa. An expected 700 exhibitors will showcase agricultural and commercial products to meet many visitors' needs.

The centre recently hosted the first-ever Tshwane International Trade and Investment and Tshwane Tourism Conferences.

For more information visit stand 6.



A new face for tourism in Tshwane - the recent first-ever tourism conference in the city was hosted at the Tshwane Events Centre.

Gauteng ETEYA finalists announced

Gauteng Tourism Authority Chairperson Khehla Mthembu will announce the ETEYA finalists for 2009 this afternoon.

The awards honour, recognise and celebrate the achievements of Gauteng's Small, Medium and Micro Entrepreneurs who have shown outstanding business management skills in running their tourism products.

Attend the announcement @ 16:00 on stand 34.



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The codes of good practice will soon be promulgated and the industry will be called upon to report on its compliance status.

Come visit us at stand number 46.

For more information on how tourism empowerment can benefit your business, contact us at Tel +27 11 384 7630 or email; info@tourismbeecharter.co.za

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Business tourism meets “cool”



We have to market “braggable” experiences - Daniel Levine.

International trend expert Daniel Levine, or “cool hunter” as he has come to be known, yesterday opened Meetings Africa with a keynote speech entitled “Tomorrow Today”.

His talk addressed key trends that will propel South African business travel through a struggling economy.

In cash strapped times he pointed out the importance of identifying key trends that will affect business tourism and finding innovative ways to put these trends into action. Trends are about answering what your customers want – the ‘pull factor’ as such that can propel you to business success.

Two key trends Daniel identified that are most pertinent when marketing a destination are firstly “braggable” experiences. This is about creating truly unique experiences for visitors that they can tell their friends about, are out of the ordinary and value packed. He urged the industry to create

experiences that will ‘surprise and delight’ visitors to create that all important bragability factor.

In the light of the current global economic instability South Africa needs to put into action his second trend in creating ‘meaningful’ experiences. Gone are the hedonistic days of business travel but rather people are seeking out experiences that bring value to their travels. They are seeking out core values from their value spend - looking for responsibility in destinations – they want to learn as they travel as well as see that the environment is cared for.

Daniel was quick to note that South Africa is ideally positioned to maximise on this trend. Our natural beauty and cultural heritage are naturally given to working well with business models and strategies.

In closing he encouraged the industry to work together to embrace social trends to continue its already impressive business tourism growth.

Local professional conference organiser spreads into Africa

Many donor organisations, corporates and nongovernmental organisations have meetings rotating around various African countries and we are handling repeat projects without having to re-invent the wheel every time,” says Global Conferences Africa’s Brian McDonald.

“Over the last eighteen months we have been involved with a number of conferences in Sub-Saharan Africa. As a result we are expanding operations to neighbouring states and other Sub-Saharan countries.

Planning and co-ordination is driven from Johannesburg with the assistance of a local ‘on the ground representative’ in each country. All marketing, registration processing and financial controls are handled by the company’s head office in Johannesburg.

Visit stand 36 for more information.



Global Conferences’ Brian McDonald and Jim McIntosh venturing into Africa.

Forget the downturn, it’s time to get looney!

No more talking about putting the fun back into travel. What better way to do it than taking part in this year’s Looney Games, to be held at Riverstone Lodge in Muldersdrift on 18 April.

It’s a day to get silly and do crazy things you never imagined you would do, like impersonate an amoeba while tied to a team member or making chicken sounds as you attempt to pop balloons.

Travel companies will compete against each other in teams of nine colleagues. Are you looney enough to win?

The day is sponsored by teambuilding specialist HiSide and Now Media’s Travel News Weekly and TravelHub. For further details, visit the On Show Events stand at Meetings Africa.

Leading to a healthy 2010 FIFA World Cup

With 469 days to go to the FIFA 2010 World Cup tournament, all eyes are on South Africa to ensure that fans enjoy a healthy stay.

To set visitors’ minds at ease that South Africa will be able to handle health needs during the tournament, the country’s first-ever health tourism congress will be hosted at the Sandton Convention Centre in July.

Organised by Sebilo Business Tourism Specialists the congress will showcase the preparedness for team and spectator medical requirements for the biggest sports show on earth. Other issues that will be highlighted are economic opportunities and medical and other controls being put in place. Tapping into the American market – an expected \$80 billion revenue stream – will also be on the agenda.

A vast array of stakeholders comes to play in the world’s fastest growing healthcare industry - health tourism. Industries like international medical insurers, tourism agencies and health care analysts should therefore be represented. Other role players include official suppliers to the local organising committee, medical volunteers, stadium management, fan park and public viewing organisers, host city staff and accommodation managers for team hotels.

The keynote speaker is the President of the Global Medical Tourism Association, Jonathan Edelheit. Collaboration between the association and local industry players is already on-stream to present an event that will feature the latest information.

For more information visit stand 56a.



The South African
HEALTH
Tourism Congress

29-30 July 09
Sandton Convention Centre



THE INAUGURAL SA HEALTH TOURISM CONGRESS

SPOTLIGHT ON PROGRESS OF MEDICAL PREPARATIONS FOR TRAVEL TOURISM FOR THE 2010 FIFA WORLD CUP

CONGRESS DETAILS

Medical or Health Tourism is one of the fastest growing healthcare industries in the world today. More and more patients are starting to travel overseas in search of the best quality and the most affordable medical care and more and more Health Insurance Companies, Employers, Claims Payors, and Health Insurance Agents are looking at Medical Tourism as the creative solution to this healthcare crisis. South Africa is much more than a destination for a great safari or an exotic getaway. This destination of choice is now growing in popularity for those patients that are seeking medical treatment abroad.

The congress also aims to showcase the progress on health and medical preparations for the 2010 FIFA World Cup. The evident synergy of having a gathering of those interested in selling South Africa as a Health Tourism destination and those with a vested interest in the medical preparations for the biggest sporting event in South Africa is key to our objectives for this event. We encourage the companies, associations, stakeholders and tourism industry to make use of this valuable platform positioned at a critical time to forge solutions and show preparedness and initiatives in a sustainable congress format.

CONGRESS SPEAKERS AND TOPICS

The Keynote address will be presented by

Jonathan Edelheit the President of the Global Medical Tourism Association Inc and topics will include Strategic Opportunities in Medical Tourism and Opportunities for the American Patient - tapping into an expected \$80 billion dollar patient revenue stream.

Other topics include:

- Economic opportunities available for the dissemination of information
- The controls that are being put in place for the 2010 FIFA World Cup
- The preparedness for spectator medical requirements.

A collaboration is already well underway between the International Medical Tourism Association Inc and local industry players to present an event that features the very latest information and cannot be missed!

WHO SHOULD ATTEND?

- International medical insurance companies
- International medical tourism agencies
- International health care analysts
- Self funded health plans
- US Employers offering medical tourism
- Medical volunteers for 2010
- Official suppliers to LOC
- Stadia management
- Fan Park and Public Viewing Area Organisers

- Host city staff
- Accommodation managers for team hotels

WHY SHOULD YOU ATTEND?

- Business opportunities
- Networks and business contacts
- Forging partnerships
- Concluding deals
- Best practice collaboration
- Idea sharing
- Information and knowledge flow between countries
- Work shopping of latest trends
- Case study conferencing

Global players in the medical tourism industry will converge to participate, exhibit, attend, conference and collaborate in a conducive environment in the Sandton precinct. The organizers will also be hosting healthcare buyers from emerging markets as more patients travel to and from these countries for medical care. Prearranged networking meetings to assist in the development of new relationships and discussions around valuable new contracts will be arranged for exhibitors.

Sebilo



If you are interested in attending the congress, exhibiting or would like any further information, please contact:

NICOLE LORD | 079 517 6042 | nicole@sahealthtourismcongress.co.za

Let SAACI take you to task



Whatever the side attraction - keep your eyes on the ball. This is SAACI's goal for its upcoming national conference.

The 2009 national conference of the Southern African Association for the Conference Industry (SAACI) will be held at the CSIR International Convention Centre in Pretoria from 26 to 28 July.

Themed TASK – short for Tenacity, Accountability, Sustainability and Knowledge – it is visually represented by the juggler's balls in the logo, symbolising the energy and multitasking required in the conference industry.

Conference chairman Nigel Walker says: "We usually have to balance a number of balls in the air at the same time and our aim is for conference delegates to walk away with fresh knowledge and renewed vigour, equipped to manage their dynamic environment more effectively. It will truly be an occasion where the industry takes itself to task, shaping its future."

"The conference sector – and indeed SAACI - is already at the forefront of the business tourism industry in South Africa and through this conference we will further strengthen this position."

The conference is open to anyone with an interest in the conference industry – including venue owners and managers, Professional Conference Organisers, corporate marketing and event professionals, event planners, public relations practitioners and suppliers of products and services.

Registration for SAACI 2009 is open and delegates can register online on www.saaciconf.co.za.

For more information visit SAACI at the association pavilion at Meetings Africa.

Hydro Executive Apartments offers long term value

Set in the heart of Sandton, Hydro Executive Apartments provides unrivalled hospitality and excellence, and exceptional value for money.

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More than 60 units are available, consisting of one and two bedroom apartments and one bedroom penthouses to suit individuals, as well as families coming to Johannesburg for business, leisure or both.

Business travelers who spend a number of days, weeks or even months in Johannesburg will find the Hydro Executive Apartments a home away from home. Prices are far more reasonable than at any upmarket business hotel, specifically with longer stays in mind, often for guests from Cape Town and Durban.

However, the greater majority of Hydro Executive Apartments clients are international and the property will house a number of media delegates at next year's soccer world cup tournament.

Hydro Executive Apartments works closely with major in-house travel agencies and does not have standard booking systems, because of the unique nature of the property, as most quotes are based on length of stay and not necessarily per night.

Guest who arrive will find basic supplies in the apartment kitchenettes for the first evening and delivery of groceries can be arranged. A number of excellent restaurants on the apartments' doorstep are highly recommended.

The apartments all feature beautiful interior design with very convenient facilities and many have breathtaking views.

For more information visit stand 109.



Sensakhakona - Shaka's father, another tribute to the Zulu nation.



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Ovation opens office in Southern Africa

Ovation Global DMC, the world's leading destination management company, continues its global expansion with the announcement of its first office in Southern Africa, more specifically Cape Town and Johannesburg.

Launched today at Meetings Africa, Ovation South Africa is very excited to be part of such a highly successful global organisation.

Formed under the local name of Uwin Iwin Incentives 14 years ago, Ovation South Africa will be the inbound destination management company in this already well established and highly successful group of companies.

Ovation is also very proud to be the winners of two 2007 SITE Crystal Awards for the most outstanding incentive event as well as for the most sustainable incentive event.

Ovation South Africa's office consists of a team of eight dedicated hospitality experts.

Managing Director Huw Tuckett and Operations Director Neulah Mallinson have both held industry leadership roles, both locally and internationally. They are active members of SITE, the global association of incentive professionals and look forward to making an ongoing and significant contribution to the promotion of South Africa internationally.

Group CEO David Sand says: "This is an exciting moment in our business history and we have already seen early success with a 7 000 bed night contract secured for November 2009."

For more information visit stand 86.

A world in one village – Lesedi



Business tourists can learn about South Africa's multi-cultures in one go at the Lesedi African Lodge and Cultural village – literally a world in one village.

And what's more, Lesedi, situated in the Cradle of Humankind, a World Heritage Site in Gauteng, offers conference delegates that sophisticated conference or team-building offering with true African culture - right in this heart of Africa's multi-cultured melting pot.

An added bonus is that conference delegates sleep in any of the five well-appointed guest cottages, among real-life indigenous villages - Zulu, Xhosa, Pedi, Basotho and Ndebele.

The newest conference venue at Lesedi is Sensakhakona, named after the father of the Zulu King Shaka Zulu. This venue is perfect for small breakaway sessions for up to 25 delegates. Built around the theme of the great warrior, the venue is pictorially decorated with scenes from his life.

Four other conference venues, whilst equipped with state-of-the-art technology necessary for any world-class conference, provide a distinctively

different approach to conferencing. Each uniquely decorated, the venues offer all modern technology amenities on top of the distinctively different approach to hospitality and African professionalism. Apart from being welcomed with passionate song and dance, as standard practice each conference is blessed by the in-house traditional healer or sangoma.

After staging a gala dinner or launch in the Tshwana Letsatsi open-air lapa, no corporate event will ever be the same. Seating up to 120 people, the lit-up burning fire pots which surround the walls, a huge bon-fire in the middle and the floor of soft white river sand create an once-in-a-lifetime experience. The true African cuisine, enjoyed in an ambience of mystical cultures and traditions of the people of Africa, certainly leaves no delegate untouched.

For the discerning business tourist who wishes to be informed after every experience, Lesedi African Lodge and Cultural Village aims to please – leaving visitors with a life-long impression of why South Africa is truly a rainbow nation – a nation that speaks in 11 tongues, yet fly one flag.

For more information visit stand 63.

Introducing Events On Show

Look out for the new events company at Meetings Africa this year. Events On Show officially launched at Meetings Africa, offering a one-stop shop for complete project management and exhibition infrastructure.

Intended to facilitate ease of planning for both international and domestic event planners and confex organisers, Events On Show specialises in corporate events, event décor, conference co-ordination, confex logistics, exhibition infrastructure and exhibition stands.

Supported by Scan Display and On Show Solutions, clients can be assured of a personalised professional service. These two companies are well established in the exhibition industry with years of experience and knowledge, offering a well-rounded seamless approach for any client.

Penny Snodgrass heads up Events On Show. Penny's qualification and background in theatre production have given her an eye for detail and a passion for creating memorable functions. Experience in the hotel industry enables her to bring together all the elements needed to create and run a successful conference or event. Her relationships with various suppliers allow her to source venues, décor and quality gifts at competitive prices. She has worked with some of South Africa's largest companies, but is equally passionate about doing smaller functions with tighter budgets and still achieving outstanding results.

For more information visit stand 97.

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