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SOUTH AFRICAN AIRWAYS AND ON SHOW SOLUTIONS FINALIZING DETAILS FOR AFRICA SHOWCASE 2013

5TH ANNUAL TRAVEL TRADE SHOW TO VISIT MAJOR U.S. CITIES IN SEPTEMBER, AND NOW FEATURES NEW EXHIBITORS FROM SOUTHERN AND EAST AFRICA

Fort Lauderdale, FL (Aug. 20, 2013) – South African Airways (SAA), Africa's most awarded airline, and South Africa-based event organizer, On Show Solutions, are putting the finishing touches on their 5th annual Africa Showcase, the premier North American travel show for Africa travel specialists. The newly rebranded Africa Showcase, formerly known as the Southern Africa Showcase, will take place Sept. 16-19, 2013. It will feature a stellar line-up of hotel properties, game lodges, destination service providers, tourist boards and partner airlines at four stops in Boston, Chicago, Seattle and Los Angeles – all major markets with a large number of Africa travel specialists who will benefit by learning how to market the region to travelers and increase their sales to this lucrative travel market. Over its five years, the Africa Showcase has grown from its origins of exhibiting southern African products to adding products from east Africa, including Tanzania, Kenya and the Seychelles.

Invitations are being distributed now for a show that will be both educational and entertaining, with experiences being marketed by diverse suppliers, and performances from African artists. The Africa Showcase will set the stage for travel sellers to market life-changing vacations to their clients.

The dates for the 2013 Africa Showcase are:

Sept. 16:	Boston
Sept. 17:	Chicago

Sept. 18:	Seattle
Sept. 19:	Los Angeles

“This year, we’re pleased to introduce travel sellers to an array of new exhibitors from throughout the African continent. We’re also welcoming some of our airline partners, including Airlink and JetBlue, each of which recognizes the potential for growing travel to the African continent from North America,” said Stroebel Bekker, vice president of sales for South African Airways in North America. “The rebranding of the show reflects SAA’s expansion into more markets in Africa. We now look forward to presenting travel sellers with this information, as well as new tools and resources with which to grow their businesses in this rewarding travel sector.”

“Our guests are in for a real treat this year,” said Jacqui Reynolds, co-owner of On Show Solutions. “Aside from many new exhibitors, we also have professional performers joining us from an exciting new theatre venue in Cape Town - Richard’s Supper Stage and Bistro - owned by the producer of the internationally-acclaimed African Footprint. Attendees will even have an opportunity to learn how to do the Waka Waka or Pata Pata! The idea is to immerse travel sellers in the different experiences offered, so that they may communicate that diversity to their clients.”

This year’s list of exhibitors includes African Sun Hotels, Airlink, City Lodge, Durban Tourism, JetBlue, Kamili Safaris, Namibia Tourism Board, Newmark Hotels, One&Only Cape Town, Peermont Hotels Casinos and Resorts, Protea Hotels, Rainbow Tourism Group, Rani Resorts, Richard’s Supper Stage & Bistro, SAA Vacations, Seychelles Tourist Office, Shamwari Group, South African Airways, South African Tourism, Sun International, Taj Cape Town, Three Cities, Tourism KZN, Vineyard Hotel & Spa, Virgin Limited Group (Ulusaba & Mahali Mzuri) and the Zimbabwe Tourism Authority.

About SAA

[South African Airways](#) features daily nonstop service from the U.S. to South Africa with morning departures from New York JFK and afternoon direct service from Washington Dulles (with a stop in Dakar, Senegal) that offer travel convenience and award-winning service. Travelers in Premium Business Class enjoy 180° fully flat-bed seats, and in Economy Class enjoy the most legroom versus competitors. Every seat on board offers an individual on-demand entertainment system, plush pillow, warm blanket and amenity kit. SAA’s unrivaled network, featuring seamless connections to nearly 20 destinations within South Africa, and more than 25 cities across the rest of the continent, makes the airline the savvy traveler’s “gateway to Africa.” To complement this network, a world of privileges awaits those who join Voyager, [South African Airways’](#) premier mileage program. To sign up, visit www.flysaa.com, and link to the Voyager icon. As a Star Alliance member, South African Airways is able to offer its customers 1,328 destinations in 195 countries and more than 21,900 flights daily, including convenient connections from more than 25 cities in the U.S. through code share service with Star Alliance member United Airlines. Members of United’s, US Airways’ and Air Canada’s frequent traveler programs are able to earn and redeem miles on all SAA flights. For more information on South African Airways, please call (800) 722-

9675 or visit www.flysa.com, where travelers can sign up to be notified of other great travel deals and vacation packages. For information about South Africa, visit www.southafrica.net.

About On Show Solutions

The Africa Showcase is organized by On Show Solutions, based in Johannesburg, South Africa. On Solutions – a dynamic exhibition and events team with a personalized approach and clear vision for global marketing - hosts exhibition and product seminar platforms in key markets throughout the world in its quest to promote tourism to Africa. For further information, email ideas@onshowsolutions.co.za or visit www.onshowsolutions.co.za.

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