

**PRESS RELEASE**

**ON SHOW SOLUTIONS**

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***ON SHOW SOLUTIONS AND SOUTH AFRICAN TOURISM  
ANNOUNCE DATES FOR AFRICA SHOWCASE 2013***

**South Africa-based roadshow organiser On Show Solutions, in association with South African Tourism, is pleased to announce the roadshow dates for the Africa Showcase in November this year.**

Over the past five years, the Africa Showcase - On Show Solutions' roadshows in key global markets - has evolved into one of the largest travel trade events featuring exclusively African products. The events provide travel sellers with the latest information and tools designed to boost their sales to Africa through one-on-one meetings with the finest products from Southern and East Africa.

South African Tourism has committed their support to sponsor the five trade evenings taking place in Perth, Melbourne, Brisbane, Sydney and Auckland. 'Partnering with On Show Solutions on this initiative is a great way for us to continue to achieve our objectives of creatively engaging with trade and highlighting that now is the best time to help travellers tick South Africa off their bucket lists. It is also a great addition to our already successful South African Tourism roadshow series that we run every two years in Australia and New Zealand,' said Lalie Ngozi, South African Tourism General Manager Australasia.

The showcase will be a reflection of the diverse range of tourism products that Africa has to offer the Australasian travel trade, featuring a number of representatives from hotel properties, game lodges and national tourist boards. Four VIP events have been scheduled for media and wholesalers who specialise in Africa to meet the exhibiting companies; five trade evenings in the major cities are an opportunity for exhibitors and agents to connect.

'We're proud to be bringing Africa to the travel trade this year', says Jacqui Reynolds, co-owner of On Show Solutions. 'We have been watching the arrival statistics from Australia and New Zealand increasing significantly, so we believe the timing right now is perfect.'

The dates for the Africa Showcase 2013, in association with South African Tourism, are:

<b>Perth</b>	VIP Lunch	18 November
	Trade Evening	18 November
<b>Melbourne</b>	Trade Evening	19 November
	VIP Breakfast	20 November
<b>Brisbane</b>	VIP Breakfast	21 November
	Trade Evening	21 November
<b>Sydney</b>	VIP Lunch	26 November
	Trade Evening	26 November
<b>Auckland</b>	Trade Evening	27 November

The Africa Showcase 2013 will feature a stellar line-up of exhibitors including African Sun Hotels, Africareps (Great Plains Conservation, Legacy Hotels, The Blue Train, Wilderness Safaris), Garonga Safari Camp, Hemingways Expeditions, Isibindi Africa Lodges, Luxury Travel Management (Cape Royale Hotel & Spa, Savanna Private Game Reserve, Dulini Private Game Reserve), Peermont Hotels Casinos Resorts, Protea Hotels, Rovos Rail Tours, Seasons in Africa, South African Airways, South African Tourism, Tswalu Kalahari Reserve, Zambia Tourism Board, Zulu Nyala Game Lodge.

Please contact Luxury Travel Management for more information: [lauren@luxurytravelmanagement.com](mailto:lauren@luxurytravelmanagement.com).

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#### About On Show Solutions

The Africa Showcase is produced by On Show Solutions based in Johannesburg, South Africa. On Show Solutions hosts exhibition and workshop platforms in key markets around the world in its quest to promote tourism to Africa. For information about the Africa Showcase, email [ideas@onshowsolutions.co.za](mailto:ideas@onshowsolutions.co.za) or visit [www.onshowsolutions.co.za](http://www.onshowsolutions.co.za).

### About South African Tourism

South African Tourism is the national tourism agency responsible for marketing South Africa as a destination internationally and domestically. South African Tourism promotes South Africa generically in terms of its unique selling points as an all-season, year-round preferred tourist destination.

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