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SOUTH AFRICAN AIRWAYS AND ON SHOW SOLUTIONS ANNOUNCE 2014 DATES FOR AFRICA SHOWCASE

EDUCATIONAL TRAVEL TRADE SHOW WILL VISIT FOUR NEW CITIES WITH EXHIBITORS FROM SOUTHERN AND EAST AFRICA

Fort Lauderdale, FL (Jan. 27, 2014) – South African Airways (SAA), Africa’s most awarded airline, and South Africa-based event organizer, On Show Solutions, have announced the 2014 dates and cities for their popular Africa Showcase trade tour. The tour that features travel exhibitors from throughout Southern and East Africa will take place Sept. 9-17 in four new cities: San Francisco, Calif.; Denver, Col., Miami, Fla.; and Greenwich/Stamford, Conn.

The Africa Showcase is geared toward travel specialists who book vacations to Africa, so that they may benefit by learning new trends in how to market the region to travelers, and increase sales to this lucrative travel segment. The show is designed to be both educational and entertaining, with attendees being immersed in the food, culture and experiences that they will be selling.

The dates and venues for the 2014 Africa Showcase are:

Sept. 9: San Francisco
Sept. 11: Denver
Sept. 15: Miami
Sept. 17: Connecticut

“We’ve begun planning for the 2014 Africa Showcase with an eye toward helping travel professionals in the new cities to power up their sales of the increasingly popular African market,” said Stroebel Bekker, vice president of sales for South African Airways in North America. *“Each year we strive to raise the bar on what is already a well-received and popular trade show. We look forward to meeting with the many travel professionals who sell travel to the African continent, and to providing them with an enriching event.”*

“For the 2014 edition of the Africa Showcase in the US, the roadshow returns to areas that have not been visited for a couple of years, providing a good opportunity for suppliers and buyers to reconnect,” said Jacqui Reynolds, co-owner of On Show Solutions. *“San Francisco, Denver, Florida, and Connecticut offer large hubs of African specialists who regularly support these events. “*

In addition to its successful trade evening format, SAA and On Show Solutions have added an exciting enhancement with the VIP buyer encounter in San Francisco and Florida. This dedicated event will enable US tour operators to meet suppliers through scheduled appointments, including pre-profiling to ensure the quality of the business interaction. This enhancement is an essential development for the Africa Showcase as the market matures and knowledge of Africa deepens.

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. Now in its 6th year in the US, the Africa Showcase features more than 20 representatives from safari lodges, hotel properties, and tourist boards.

About SAA

South African Airways (SAA), Africa's most awarded airline, operates to 42 destinations worldwide, including daily nonstop flights from New York, and daily direct flights from Washington, DC (via Dakar) to Johannesburg. In its domestic market SAA has an extensive schedule operating 660 flights in total per week between Johannesburg – Cape Town, Durban, East London and Port Elizabeth, from its Johannesburg hub, as well as code-shared flights between Lanseria – Cape Town and Durban. SAA offers more frequencies than any other airline in South Africa. Regionally, SAA offers 26 destinations across the African continent including Abidjan, Accra, Blantyre, Brazzaville, Cotonou, Dakar, Dar es Salaam, Douala, Entebbe, Harare, Kinshasa, Lagos, Libreville, Lilongwe, Livingstone, Luanda, Lusaka, Maputo, Mauritius, Nairobi, Ndola, Pointe Noire, Victoria Falls and Windhoek. SAA's international network creates links to all major continents from South Africa through 11 direct routes and code shares, with daily flights from Johannesburg to London (Heathrow), Frankfurt, Munich, Mumbai, Perth, Hong Kong, Beijing, New York, Washington, Sao Paulo and Buenos Aires. SAA has codes share agreements with 27 other airlines across the markets it serves, including partnerships with United, US Airways, Air Canada and JetBlue in North America, which offer convenient connections from more than 30 cities to SAA's flights. SAA's core business is the provision of passenger airline and cargo transport services together with related services, which are provided through SAA and its four wholly owned subsidiaries: SAA Technical; Mango its low cost carrier; Air Chefs, the catering entity of SAA and South African Travel Centre (SATC). SAA is a Star Alliance member which offers more than 21,900 daily flights to 1,328 airports in 195 countries. SAA is the winner of the 'Best Airline in Africa' Award in the regional category for eleven consecutive years. Mango and SAA hold the number one and number two successive spots as South Africa's most on-time airlines. For more information, call 1-800-722-9675, or visit www.flysaa.com.

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.