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South African Airways Sets Dates for 2014 Africa Showcase Trade Tour

David Cogswell | January 27, 2014

South African Airways set Sept. 9-17 as the dates of its 2014 Africa Showcase trade tour. The show will be held in four cities: San Francisco, Denver, Miami and Greenwich/Stamford, Conn. The dates for the series are Sept. 9, 10, 15 and 17 respectively. Each year the showcase cities are alternated to widen the overall coverage.

“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.”

The show is targeted to travel agents who book clients on trips to Africa, or who are interested in learning the ropes so they can do so in the future. The purpose of the series of events is to provide information on the destinations, the travel products and trends in the marketplace.

The airline is collaborating with On Show Solutions, a South African event organizer to stage the series of showcases for the travel trade. In its sixth year, the road show will feature more than 20 representatives from safari lodges, hotel properties and tourist boards in Southern and East Africa. SAA believes the show is one of the largest travel trade events that exclusively feature African tourism suppliers.

This year SAA is introducing a new component to the show, VIP buyer encounters in Florida and California in which U.S.-based tour operators can meet with South African suppliers in scheduled meetings.

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