

OURAFRICA.TRAVEL RETURNS IN 2023



For Immediate Release – 14 September 2022

Dates for the fourth [OurAfrica.Travel](#) virtual trade show have been announced as 20 - 24 February 2023. Whilst in-person trade shows are thankfully back in full-force, the reality is that there is still a place for online alternatives which are affordable, accessible and inclusive to all - especially whilst the market is still in recovery. Watch the [Save The Date video](#) here.

The third OurAfrica.Travel which ran from 22 March to 1 April 2022 clocked up an impressive 9,794 one-to-one meetings across various time zones over two weeks - as well as over 51,000 networking chats and 128, 000 profile visits. The show connected over 500 buyers from around the globe with 240 exhibitors based in Africa and the Indian Ocean islands - and feedback from participants was phenomenal. You can watch the "[wrap video](#)" here.

"We have been seeing a welcome surge of interest in Africa from the market and tour operators are reporting an increase in enquiries and bookings for 2023. A lot of travel companies have been and continue to recruit staff again, so OurAfrica.Travel will be a great way to kick off 2023 on the right foot with strategic partnerships firmly in place to meet that demand" says co-organiser Storm Napier.

As in previous years, there will again be **no cost for travel agents, tour operators, media or travel buyers to participate** - and the costs for exhibitors will be kept affordable and therefore accessible. The show is also focussed on making a positive impact on conservation and community, with some of the proceeds donated to two nominated charities. The recipients for 2022 were **For Rangers** which raises funds for anti-poaching rangers across Africa and the **Mukambi Community School** in Zambia's Kafue National Park. The team will also again arrange prizes for the agents and operators who attend and engage.

"We have taken on board some of the feedback from the last show, and because teams are still stretched post-pandemic, we have decided to condense the show to one week for 2023 so that buyers can better focus their time and attention on having productive meetings for themselves as they choose whom they want to meet " confirmed co-organiser Allie Hunt.

To register your interest in attending please email Storm Napier on exhibitors@ourafrika.travel or Allie Hunt on buyers@ourafrika.travel. For any media enquiries email Claire Roadley on claire@umlingo.co.uk.

