



PRESS RELEASE

Africa Travel Week Unlocks Africa's Tourism Source Markets

- Africa Travel Week (ATW) showcases the latest updates from Africa's source markets through their Unlock Africa weekly podcast series.
- Currently, featured markets include the US, UK, Australia, Belgium, Finland, Norway, and Switzerland.
- Updates and insights are available online via their virtual platform: ATW Connect.

Cape Town, 22 March 2022 – In the lead up to WTM Africa and ILTM Africa running from 11 - 13 April 2022, Africa Travel Week (ATW) is showcasing the latest updates from Africa's source markets through their Unlock Africa podcast series.

“As an industry connector for the travel and tourism community, we've made it our mission to ensure Africa Travel Week remains a valuable source of information,” says **Martin Hiller**, Creative + Content Director: Travel, Tourism and Creative Industries at RX Africa.

“In our efforts to drive tourism recovery in Africa, it's important for us to be at the forefront of our community, putting our global network to good use and providing data-driven updates from the continent's most valuable inbound markets.”

During the last six months, the team has interviewed a range of inbound tourism experts, releasing weekly audio podcast interviews, and publishing detailed playbooks on ATW Connect, their online platform brimming with useful travel content and resources.

“Be it booking trends, traveller preferences or concerns, we've left no stone unturned gathering critical information inbound trade partners and marketers need to know but can't find elsewhere,” Hiller adds.

Curious about the booking habits of UK travellers? Recent Unlock Africa podcast guests include Helen Bolton (New Frontiers Tours) and Harriet Whitmarsh (Scott Dunn), who unpacked this market's burgeoning current preferences for Africa. As for Australia? Anthony Goldman (Goldman Group) and Sean Kritzinger (Giltedge) detailed the latest updates in this market, highlighting the Aussie appetite for 'revenge travel'.

Other market segments currently featured on ATW Connect include the United States, Belgium, Switzerland, Finland, and Norway, with a varied lineup of industry guests scheduled for the coming weeks. By enlisting the help of WETU Tourism Solutions, the team has also included data-driven graphs in their content which further details global booking trends for African travel.

Wetu is a company providing information technology and services to the global travel trade. It offers digital content management, content distribution, and sales tools.



"There's a lot of online noise to sift through, which is why we've taken the time and utmost care to present information that is not only constructive but easy to digest," Hiller adds.

"With the back-to-travel boom in full swing, we have all the information you could ever need right at your fingertips, with plenty more surprises on the way," he concludes.

In the lead up to Africa Travel Week 2022, visit ATW Connect [here](#) to tune into the latest episodes of the Unlock Africa podcast and discover the source market playbooks.

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World Travel Market (WTM) Portfolio comprises leading travel events, online portals and virtual platforms across four continents, generating more than \$7.5 billion of industry deals. The events are:

WTM Latin America takes place annually in São Paulo and attracts around 19,000 tourism professionals during a three-day event. The show offers qualified content, as well as networking and business opportunities. In its ninth edition – the first 100% virtual – WTM Latin America followed its focus on effective business generation and reached the milestone of 4,200 meetings held between buyers, travel agents and exhibitors.

Next event: Tuesday 5 to Thursday 7 April 2022 – Expo Center Norte, SP, Brazil

<http://latinamerica.wtm.com/>

WTM Africa launched in 2014 in Cape Town, South Africa. More than 6,000 travel industry professionals attend Africa's leading inbound and outbound travel and tourism market. WTM Africa delivers a proven mix of hosted buyers, media, pre-scheduled appointments, on-site networking, evening functions and invited travel trade visitors.

Next event: Monday 11 to Wednesday 13 April 2022 – Cape Town International Convention Centre, Cape Town

<http://africa.wtm.com/>

About ATW Connect: Africa Travel Week's digital arm, is a virtual hub packed to the seams with interesting content, industry news and insights, and the opportunity to hear from experts on a variety of topics in our new monthly webinar series. All with the aim to keep all of us in the travel and tourism industry connected. ATW Connect focuses on inbound and outbound markets for general leisure tourism, luxury travel, LGBTQ+ travel and the MICE/business travel sector as well as travel technology.

<https://atwconnect.com/>



Arabian Travel Market (ATM), now on its 29th year, is the leading, international travel and tourism event in the Middle East for inbound and outbound tourism professionals. ATM 2021 showcased over 1,300 exhibiting companies from 62 countries across nine halls at Dubai World Trade Centre, with visitors from more than 140 countries over the four days. Arabian Travel Market is part of Arabian Travel Week. #IdeasArriveHere

Next in-person event: Sunday 8 to Wednesday 11 May 2022, Dubai World Trade Centre, Dubai

Next virtual event: Tuesday 17th and Wednesday 19th May 2022

<https://www.wtm.com/atm/en-gb.html>

Arabian Travel Week is a festival of events taking place within and alongside Arabian Travel Market 2022.

Providing a renewed focus for the Middle East's travel and tourism sector, it includes ATM Virtual, ILTM Arabia, Arival Dubai, Influencers' events and activations, as well as Travel Forward. It also features the ATM Buyer Forums, ATM Speed Networking Events as well as a series of country summits.

<https://www.wtm.com/arabian-travel-week/en-gb.html>

WTM London, the leading global event for the travel industry, is the must-attend three-day exhibition for the worldwide travel and tourism industry. Around 50,000 senior travel industry professionals, government ministers and international media visit ExCeL London every November, generating over £3.71 billion in travel industry contracts.

Next live event: Monday 7 to 9 November 2022 at ExCeL London

<http://london.wtm.com/>

London Travel Week, brought to you by WTM London, is the one-stop-shop for event hosts and visitors to be able to shape the next 12 months of travel together. The festival of events supports the global travel and tourism industry through capturing invaluable news and enhancing industry connections.

Next event: Friday 4 November – Friday 11 November 2022 – Around London

<https://londontravelweek.wtm.com/>

WTM Global Hub, is the new WTM Portfolio online portal created to connect and support travel industry professionals around the world. The resource hub offers the latest guidance and knowledge to help exhibitors, buyers and others in the travel industry face the challenges of the global coronavirus pandemic. WTM Portfolio is tapping into its global network of experts to create content for the hub.

<https://hub.wtm.com/>

About RX (Reed Exhibitions)

RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face to face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers.

www.rxglobal.com

RELX About RELX



RELX is a global provider of information-based analytics and decision tools for professional and business customers. The Group serves customers in more than 180 countries and has offices in about 40 countries. It employs over 33,000 people, of whom almost half are in North America. The shares of RELX PLC, the parent company, are traded on the London, Amsterdam and New York Stock Exchanges using the following ticker symbols: London: REL; Amsterdam: REN; New York: RELX. The market capitalisation is approximately £33bn, €39bn, \$47bn.*

*Note: Current market capitalisation can be found at <http://www.relx.com/investors>