POST SHOW REPORT

For the first time in recent years, South African Tourism and the South African Embassy in Madrid hosted the destination pavilion at FITUR in Madrid, Spain.

The show ran from 18 – 22 January 2012 at Feria de Madrid, with a good representation of South African companies keen to attract the Spanish market.

The 32nd edition of the fair attracted over 10,000 exhibitors and 200,000 visitors – making it one of the largest travel trade shows in Europe.

Thanks to all our exhibitors for making the show a success for South Africa.
**FITUR organisers share attendance statistics from this year’s show**

**PARTICIPATION FIGURES**

<table>
<thead>
<tr>
<th>Category</th>
<th>FITUR 2012</th>
<th>FITUR 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EXHIBITION AREA</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gross exhibition space (in sq.m)</td>
<td>150000</td>
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<tr>
<td>Net exhibition space (in sq.m)</td>
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<tr>
<td><strong>EXHIBITING COMPANIES (stand holders + sharers)</strong></td>
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<td>10434</td>
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<tr>
<td><strong>PARTICIPATING COUNTRIES/ REGIONS</strong></td>
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<tr>
<td><strong>TRADE PARTICIPANTS</strong></td>
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<tr>
<td><strong>TRADE VISITORS</strong></td>
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<td>62446</td>
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<tr>
<td>+4% trade visitors from abroad</td>
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<tr>
<td><strong>EXHIBITORS (scanned exhibitor badges)</strong></td>
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<tr>
<td><strong>GENERAL PUBLIC</strong></td>
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<td>87756</td>
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<tr>
<td><strong>TOTAL NUMBER OF PARTICIPANTS</strong></td>
<td>210877</td>
<td>207417</td>
</tr>
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</table>
Our exhibitors see good business potential from the show

‘Of all the countries that came to SA for the World Cup, as the winners Spain will always have a connection. These positive perceptions need to be re-affirmed to remind the Spaniards to come back.’ Nqobile Majozi and Tony Nkadimeng, Tourism KwaZulu-Natal

‘I’ve seen lots of South American tour operators – serious business from Colombia, Argentina, Chile, Brazil. I’m very excited about the potential from the region.’ Alessandra Allemann, Welcome Tourism Services

‘You can see the Spanish business that Botswana, Tanzania and Zambia are attracting. We want some of that business to come to South Africa.’ Lidia Martinuzzi, Sun International

‘FITUR is more targeted for us than Indaba and much easier to tap into the Spanish market as the whole market is here at the show. We’ve seen some great quality and we’ve had good appointments.’ Lisa and Craig Milner, Rhythm Africa Tours & Safaris

‘It’s 10 years since South Africa was last involved in FITUR on this scale – the stand is a great improvement. The Spanish market has been slow recently, even though individuals are still travelling to exotic destinations like Southern Africa. Reports show that the market should completely recover by 2014.’ Jose Lueje, Value SA

‘For our first time travelling, this experience has helped us to understand how international marketing is done and what the clients are looking for. We still have so much to learn but definitely know that we suit the market as an experience.’ Darrell van Zyl, Mangwanani Day Spa
The South African pavilion was situated in a prime location

We confirmed Stand A17 in Hall 4, on the major walkway that links the international exhibitors in Hall 4 and 6. This proved to be a very busy location with lots of passing traffic attracted to our pavilion.

Historically, this stand location was occupied by Value SA. We took this stand over for the destination and secured additional space to accommodate everyone on the pavilion.

The good location came with certain limitations. Height restrictions and a pillar had to be built into the stand design, but we turned this to our advantage to benefit from the location.
The stand design provided a good base for future shows

Working within a set budget, we agreed to design a modular stand with high impact graphics.

Images from South African Tourism’s new ‘Leave Ordinary Behind’ campaign were printed on large-scale tarpaulins stretching across the walls, up to 6m wide on the back wall.

We incorporated red accents for the counter tops and side walls to lift the colour of the stand.

Plasma screens played the ‘Leave Ordinary Behind’ video promotions, attracting the attention of visitors and TV crews.

Exhibitor booths were demarcated with 2m banners and big logos, providing individual branding exposure and privacy for meetings. Based on your feedback for future shows, we have discussed rather opening up the stand and doing away with the individual walling.

While each meeting table had four chairs, the lounge area provided additional seating areas for meetings as well as accommodating embassy officials and additional representatives from Northern Cape and KwaZulu-Natal.

Moving forward, we have some exciting ideas of how to better utilise this space.
South African experiences - catering, treatments and dancing

On the opening day, you had the opportunity to invite your clients to a cocktail party on the stand and the stand was certainly very busy. South African wines and Amarula set the tone with biltong, nuts and dried mango. South African inspired snacks were passed on trays so the Spanish guests could experience authentic South African cuisine such as bobotie, samoosas, boerewors, biryani, chicken kebabs.

The wine and Amarula tastings and dried snacks continued daily in the afternoon, creating a good attraction. Throughout the show, we provided tea, coffee and biscuits for exhibitors and guests.

Mangwanani Day Spa created exciting interaction with show visitors. The therapists were constantly busy throughout the show as people queued for their turn.

The actors from the ‘Lion King’ – which is currently showing in Madrid - did an impromptu performance on our stand. The show drew massive crowds and it was good to see our ambassador getting involved.
We freighted DVDs, bracelets, bags, clipboards, pens, Spanish maps, gifts and wire art across to the embassy prior to the show. The DVDs in particular were a hit with the Spanish visitors. All exhibitor marketing material left at the stand was distributed over the consumer days.

As part of the service offering, we produce a handout detailing all the co-exhibitors on the stand. A sample of the print version of the handout is shown on the next page.

**The following companies were represented on the SA pavilion at FITUR 2012**

- Northern Cape Tourism Authority
- Private Safaris
- Rhythm Africa Tours & Safaris
- Sun International
- Tourism KwaZulu-Natal
- Value South Africa
- Welcome Tourism Services

During the show we received interest from several other companies wanting to participate on the national pavilion in 2013, excited by the growth of the national pavilion.
FITUR post show report, January 2012
Media exposure prior to the show

Our press release went out in local media the day prior to the show opening. Here is an extract from Now Media’s 'Southern African Tourism Update Online'.

South Africa on show at FITUR 2012
17 Tue, Jan 2012

For the first time in recent years, SA Tourism and the South African Embassy in Madrid will be hosting a destination pavilion at FITUR in Madrid, Spain. This year’s show runs from 18-22 January with a good representation of South African companies keen to attract the Spanish market.

“FITUR is an exciting addition to our calendar,” says Jacqui Reynolds of On Show Solutions, who is managing the national pavilion. “Our participation is inspired by the growing value of the Spanish and Latin American markets and the embassy’s desire to attract this potential to our region.”

Spain is a developed market of more than 43 million consumers, the fifth most important European tourism market after UK, Germany, France and Italy. Recent social statistics from the Spanish government indicate that tourist flows from Spain to ‘new destinations’ will become more and more important in the second decade of the century.

The 32nd FITUR will see over 10 000 exhibitors and 200 000 visitors using this international travel trade fair as a meeting point for travel professionals.

South African companies participating on the national pavilion at FITUR 2012 include: Northern Cape Tourism Authority, Private Safaris, Rhythm Africa Tours & Safaris, Sun International, Tourism KwaZulu-Natal, Value South Africa and Welcome Tourism Services.

The Editor

Good to see
Anonymous
17 Jan 2012
All the success at FITUR
Pre-show marketing secures business appointments

Below is a sample of the electronic mailer that was sent to our Spanish database. This was also made available to exhibitors in both Spanish and English to encourage appointments on the pavilion.

Exhibitors were very busy on the trade days with set appointments and walk-on business. Over the public days, stand appointments were less but still busy with destination enquiries.
Thank you for joining us!

FITUR post show report, January 2012