



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.



The South African pavilion at FITUR 2012



FITUR organisers share attendance statistics from this year's show



PARTICIPATION FIGURES

	FITUR 2012	FITUR 2011
EXHIBITION AREA		
Gross exhibition space (in sq.m)	150000	150000
Net exhibition space (in sq.m)	63019	74327
EXHIBITING COMPANIES (stand holders + sharers)		
	9506	10434
PARTICIPATING COUNTRIES/ REGIONS		
	167	166
TRADE PARTICIPANTS		
TRADE VISITORS	63628	62446
+4% trade visitors from abroad		
EXHIBITORS (scanned exhibitor badges)	55694	57215
GENERAL PUBLIC		
	91555	87756
TOTAL NUMBER OF PARTICIPANTS		
	210877	207417



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 Majosi and Tony Nkadameng, 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

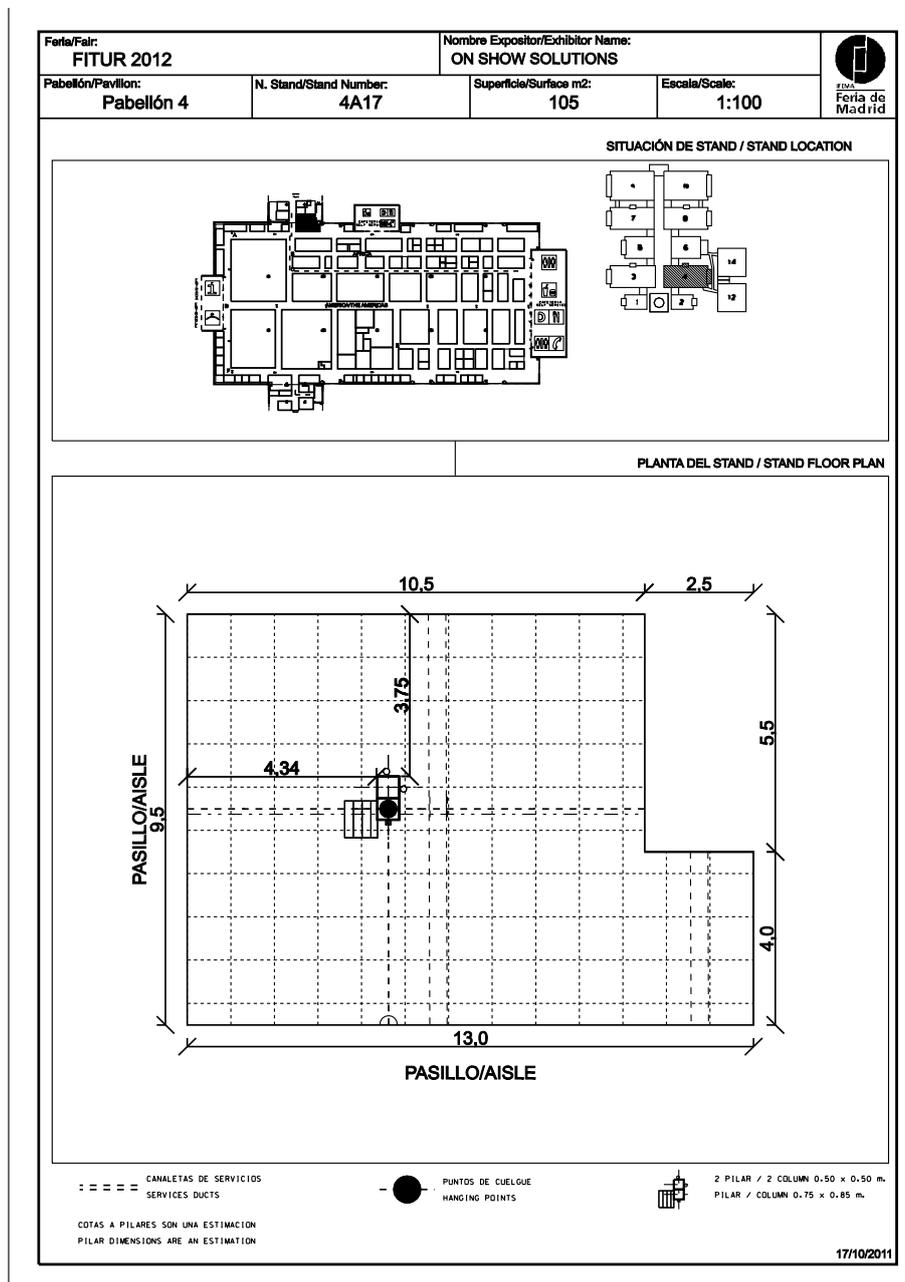


The South African pavilion was situated in a prime location

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, as

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.





Destination marketing material flew off the front counter



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.

WALVE SOUTH AFRICA (PTY) LTD
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Somos el DMC hispanohablante más grande de Sudáfrica, especializado en viajes de turismo y viajes de grupo. Con más de 25 años de experiencia en España y con una amplia experiencia en trabajar con las empresas más grandes ofrecemos paquetes que son creativos y atractivos para satisfacer las necesidades de nuestros clientes. Habla con nosotros hoy mismo!

We are South Africa's largest touring Spanish speaking DMC, highly specialized in the touristic and Group markets. With over 25 year's experience in Spain and a proven track record with the country's largest corporations we offer creative and attractive packages to satisfy your client's needs. Speak to us today!

¡BIENVENIDO A SUDÁFRICA!
WELCOME TO SOUTH AFRICA!



Una visita a Sudáfrica cambiará su vida para siempre. ¿Qué es tan especial en Sudáfrica? Todo el país es especial.

A visit to South Africa will change you forever. What is special about South Africa? Everything.

La empresa que está a cargo de Sudáfrica en On Show, la oficina de Johannesburg, Sudáfrica. Para más información puedes llamar al número +27 (0) 11 424 4124 o enviar un correo electrónico a info@onshow.co.za.

The South Africa Pavilion is managed by On Show Exhibitions, based in Johannesburg, South Africa. For any enquiries, please contact +27 (0) 11 424 4124 or info@onshow.co.za.



95 Pavilion
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Welcome Tourism Services
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Wellcome Tourism Services es un proveedor sudáfricano que vende toda África Austral y que ha estado en el negocio durante 36 años. Nuestra especialidad son viajes a medida, grupos e itinerarios especiales. Nuestra tecnología avanzada y un protocolo enfocado en ofrecer soluciones nos diferencia de nuestros competidores.

Wellcome Tourism Services is a SA based company selling Southern Africa, we have been around for over 36 years. We focus on tailor made FIT's, all-in-one group and local itineraries. The following sets us apart from our competitors: Advanced technology solutions, customer product and services.

NORTHERN CAPE TOURISM AUTHORITY
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Nuestros otros atractivos, noches estrelladas, la arena blanca y roja del Kalahari, una flora y fauna única así como el pueblo del Cabo de Buena Esperanza ofrecen un viaje para descubrir tesoros desconocidos. Descubre la Provincia del Cabo del Norte, una provincia que es tan rica como la tierra que alberga explorarla.

The older blue skies, brilliant starlight evenings, the red and white sand of the Kalahari, the unique flora and fauna and the people of the Northern Cape invite you on a journey to discover hidden treasures. Discover the Northern Cape, a province as rich as the people who choose to explore it.

private safaris
Prina Jordan
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www.privatesafaris.com



Private Safaris es uno de los receptivos principales y más fiables de África, ofreciendo una solución unificada para todas sus necesidades en África Subsahariana. Nuestros productos en África Austral y África Oriental son flexibles y fáciles y combinamos nuestro servicio excepcional con la pasión, el compromiso y el entusiasmo.

At Private Safaris, one of Africa's leading & most reliable destination management companies, we offer a one stop solution for all travel requirements in Sub-Saharan Africa. We run versatile, tightly related operations in both Southern & East Africa and combine exceptional service delivery with passion, commitment & enthusiasm.

SUN INTERNATIONAL
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Durante más de 30 años, Sun International Hotels and Resort han ofrecido excelencia en la hospitalidad en el sur de África, las mejores posiciones en cada lugar desde Ciudad del Cabo, a Sun City, hasta las Cataratas Victoria (Zambia). Alojamiento de lujo, exclusividad, servicio impecable, cocina sublime, safari, aventura, naturaleza y emoción son lo que ofrecemos a todos nuestros huéspedes.

For over 30 years Sun International Hotels and Resort offer excellence in hospitality in Southern Africa, the best positions of each location: from Cape Town, to Sun City, up to Victoria Falls (Zambia). Luxurious accommodation, exclusivity, impeccable service, sublime cuisine, wildlife safari, adventure, nature and emotion are what we give to all our guests.

RHYTHM AFRICA TOURS & SAFARIS
Lisa Moyer
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Agencia Receptiva Hispanohablante en Sudáfrica ofreciendo tours y safaris por Sudáfrica, Namibia, Botswana, Mozambique y Madagascar. Nuestros servicios incluyen paquetes a medida con guía y auto tours, salidas regulares en español, circuitos especializados en el senderismo o buceo. Garantizamos respuestas rápidas a consultas. Nuestros vehículos están bien mantenidos y asegurados.

Inbound operator in South Africa offering tours and safaris throughout South Africa, Namibia, Botswana, Mozambique and Madagascar. Our services include tailor made guided and self drive itineraries, hiking or diving tours and scheduled departures. We guarantee rapid replies to your requests. Our vehicles are well maintained and insured.

TOURISM KWAZULU-NATAL
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Turismo KwaZulu-Natal es el organismo que está encargado de promocionar, desarrollar y representar a los productos turísticos de la región de KwaZulu-Natal, Sudáfrica, con sus alojamientos de primera clase, su infraestructura desarrollada, su clima sub-tropical y sus playas cálidas durante todo el año.

Tourism KwaZulu-Natal is responsible for promotion, development and marketing of tourism in KwaZulu-Natal, South Africa. In our world class facilities, well developed infrastructure, subtropical weather, warm beaches throughout the year.



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

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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

 [Add a comment](#)

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.



¡BIENVENIDO A SUDÁFRICA!

Una visita a Sudáfrica cambiará su vida para siempre.



Estarás encantado de ser recibido por unos anfitriones sonrientes que están dispuestos a ofrecerte todo, escuchar el rugir de un león a medianoche fuera de tu campamento, visitar a nuestras ciudades repletas de vida, disfrutar de las noches de ocio en un teatro ó en una discoteca, observar nuestras puestas de sol espectaculares, explorando nuestros viñedos gloriosos, catando nuestra cocina tradicional y aprendiendo a decir 'hola' en 11 diferentes idiomas.

¿Qué es tan especial en Sudáfrica? **Todo el país es especial.**

Le invitamos a visitar el Stand de Sudáfrica en FITUR 2012, que tendrá lugar en Madrid desde el día 18 de enero de 2012 hasta el día 22 de enero de 2012.

Pulsa [aquí](#) y puede obtener más información sobre las empresas que estarán presentes en el Stand.

Para concertar una cita puede mandar un correo electrónico a TUMI: tumi@onshowsolutions.co.za o llamar al número +27 11 431 4126.

¿Porque vendemos Sudáfrica?

- Según la Organización Mundial de Turismo, África será uno de los tres regiones del mundo cuyo turismo va a crecer a un ritmo superior a 5.5% hasta el año 2020.
- Como puerta de entrada al resto de África, Sudáfrica tiene una democracia saludable y la economía más importante del continente.
- Sudáfrica tiene una infraestructura de primer nivel y productos turísticos diversos. Sudáfrica tiene todo lo que están buscando sus clientes.



South Africa
It's Possible
www.southafrica.net

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Thank you for joining us!