

Africa TravelTech Summit & Expo

CONNECT - INNOVATE

AFRICA'S LARGEST TRAVEL TECH EVENT

26 | 27
SEPTEMBER 2023

Nairobi, Kenya

Emara Ole Sereni Hotel

<https://africataveltech.com>

EVENT BROCHURE





AFRICA TRAVELTECH SUMMIT & EXPO

Covid – 19 affected the travel and tourism industry across Africa. However, it has shown significant signs of recovery, and post covid-19 period is very promising in the Travel and Tourism Industry.

Almost travellers in Africa work with Travel Agencies and Tour operators to manage their travel activities. A customer centric and digital approach is required in the industry to provide a quality service to travellers.

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Travel Industry is one of the most vibrating industries in Africa with a Market value of \$20 Billion in 2021.

Improve your customer experience by adopting quality technologies.

The Africa Traveltech Summit & Expo serves to connect Travel Agencies, Tour Operators, Destination Management Companies and other travel Industry stakeholders with High quality technology solutions.

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Lack of access to technology is one of the largest constraints to private sector of development in Africa. Addressing this shortfall requires addressing all the challenges and building innovative operation activities from the scratch.

In this era where the customer expects to book his/her trip in few clicks. Traveltech has a big role to play.

With rapid changes in technology and analytics, the global travel and tourism industry is undergoing a profound transformation.

In an easy process Travellers need to book their travel activities and be personalized. Travel Industry stakeholders will travel to Nairobi for the Africa Traveltech Summit & Expo to learn new tech solutions to ease their operations and increase customer experience.

Africa is prioritizing digitalization of all industries including the Travel and Tourism. Now as digital transformation trends across Africa, Travel and Tourism providers and Technology innovators need a platform to discuss on possible collaborations in the interest of customers. Securing a safe booking is still a challenge which should be addressed to increase effective and efficient service to clients.

There will be a showcase of innovative products in the travel and tourism industry where you will have opportunities to select the right solutions for your business.

Objectives of the Summit

Objectives are to review the status of digitization progress of the travel and tourism sector and define how far to go in the next decade, initiate synergies and relationships between technology and the sector.

- Exchange ideas about what has been accomplished in digitizing travel industry in the last few years.
- Identify areas of growth in the sector and discuss how they can be filled
- Strengthen existing relationships or foster new ones between participants
- Link Traditional and digital services

Why Africa?

International tourist arrivals have more than doubled compared to last year and Africa has registered a growth of 51% in early 2022 compared to 2021, though numbers are still way below pre-pandemic levels of 2019 according to UNWTO data.

Kenya only counts 400+ Travel Agencies and tour operators and the country host more than 2 million tourists each year. Kenya is one of the most visited countries in Africa. This is an amazing growth for the Travel industry in Africa, A discussion on its digital transformation is more important.

Why organize this event?

- For Travel Agencies, Tour operators, Airlines, Hotels, DMCs, etc: to learn how to digitize operations to better serve clients in the easiest and efficient way.
- For regulators: Evaluate new technology solutions and take actions on how to supervise the travel industry adequately.
- For technology Providers: Demonstrating their technology solutions designed for Travel and Tourism industry and hearing all challenges addressed by the sector to develop a good solution which respond to the needs of their prospects.

Who Attend?

- Travel Agencies
- Tour Operators
- Destination Management Companies
- Mice Planners
- Hotels & Hospitality sector
- Airlines
- Tourism Boards
- Convention Bureaus
- Travel Technology Companies

Why Exhibit?

- Generate leads for your business in a competitive market in Africa
- Strengthen your brand in Africa
- Generate new Agents and distributors in the region
- Explore new markets
- Strengthen relationship with your current customers
- Networking in one of the largest Travel and Tourism Industry in Africa

Solutions to be showcased:

- Reservation systems
- Data & Analytics
- Artificial Intelligence
- Virtual Experience
- Payments systems
- Mobile Applications
- Agency management
- Field Application Systems

Featured Topics:

- Digital transformation in the Travel Industry, What are the tech trends that are transforming the industry future?
- Future Payments and e commerce solutions in the travel industry
- Data management. Personalizing traveler with virtual experience. How should we move with this solution and enhance customer expectations which are high?
- Automating operations of travel agencies and Tour operators in Kenya
- Etc

Registration fees and package

There is a registration fee to attend the Africa Traveltech Summit & Expo 2023 depending on category of your business and that includes the benefits below:

- Travel Agencies, Tour Operators, Destination Management Companies, Mice Planners, Hotels & Hospitality sector, Airlines, Tourism Boards, Convention Bureaus : **USD 300**
 - Attending all the sessions at the summit
 - Access to the exhibition area
 - Breakfasts & lunches for the two days
 - Delegate materials including conference bag, agenda
- Technology Companies : **USD 500**
 - Attending all the sessions at the summit
 - Access to the exhibition area
 - Breakfasts & lunches for the two days
 - Delegate materials including conference bag, agenda

PLATINUM SPONSOR - \$15000

- Acknowledgement as a Platinum Sponsor at Africa Traveltech Summit & Expo, pre-event and post-event
- Logo as Platinum Sponsor on all marketing materials
- Prime Position Exhibition space – size 36 square meters. Priority position as a Platinum sponsor.
- 2 pages Advertisements in the program booklet
- 2 flyers in the Conference bag
- Your company logo on lanyard of delegate badges
- Up to 10 complimentary passes
- Pull up banner at entrance of the main conference , exclusive to Platinum sponsors
- 1 e-mail sent on behalf of the sponsor 2 weeks pre-event to all attendees
- 1 e-mail sent on your behalf 2 weeks post-event to all attendees
- 30min each day of speaking slots in the main conference session
- Opportunity to participate in the panel discussions

GOLD SPONSOR – \$12500

- Acknowledgement as a Gold Sponsor at Africa Traveltech Summit & Expo, pre-event and post-event
- Logo as Gold Sponsor on all marketing materials
- Prime Position Exhibition space – size 24 square meters.
- 1 page Advertisements in the program booklet
- 1 flyer in the Conference bag
- Up to 8 complimentary passes
- 1 e-mail sent on behalf of the sponsor 2 weeks pre-event to all attendees
- 1 e-mail sent on your behalf 2 weeks post-event to all attendees
- 30min speaking slot on day 1 in the main conference session
- Opportunity to participate in panel discussions

Sponsorship & Exhibition Options

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SILVER SPONSOR – \$9500

- Acknowledgement as a Silver Sponsor at Africa Traveltech Summit & Expo, pre-event and post-event
- Logo as Silver Sponsor on all marketing materials
- Prime Position Exhibition space – size 18 square meters.
- 1 e-mail sent on behalf of the sponsor 2 weeks pre-event to all attendees
- 1 e-mail sent on your behalf 2 weeks post-event to all attendees
- Up to 6 complimentary registrations
- Opportunity to participate in panel discussions

BRONZE SPONSOR – \$7000

- Acknowledgement as a Bronze Sponsor on all marketing materials
- Exhibition space – size 15 square meters.
- Up to 4 complimentary passes
- Opportunity to participate in panel discussions

COFFEE BREAK SPONSOR - \$5000

- 2 delegates passes
- 2 banners in the coffee break area

CONFERENCE BAG SPONSOR- \$5000

- 2 delegates passes
- Your logo on all bags
- 1 flyer in every bag

LANYARD SPONSORSHIP - \$3000

- 2 delegates passes
- Your logo on all lanyards

EXHIBITION PACKAGE - \$1500

- 9sqm exhibition stand
- 2 delegates

Sponsorship & Exhibition Options



NETWORK



KNOWLEDGE



BUSINESS OPPORTUNITIES

AFRICA TRAVELTECH SUMMIT & EXPO

From 26th to 27th September 2023 in Nairobi
Emara Ole Sereni Hotel

**Africa TravelTech
Summit & Expo**
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www.africataveltech.com

Event of SNG Events Ltd



About the organizers

SNG Events is specialized in organizing conference, seminars, trade shows, Summits and exhibitions for all industries. Headquartered in Kigali, Rwanda, SNG Events mission is to become one of the leading event management companies in Africa.

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