

Example: How Do We Attend Travel Shows (176)

This case study provides examples of Travel Shows and Exhibitions including how collaborations between various institutions can help in decreasing the burden of cost on the route.

This case study should be read with the Guide: [How Do We Attend Travel Shows](#).

Example 1: Mbodla Eco-heritage Route – Eastern Cape The Mbodla Route formed a relationship with the Amathole District Municipality who in turn funded the route's attendance at the Tourism Indaba in Durban. The route has also been included in their local municipality's Local Economic Development Plan which meant that money has been set aside in their next budget to support the route.

Example 2: The Drakensberg Route Launch The Drakensberg Route was launched at a function in Estcourt in August 2008. The route launch coincided with the annual Putu Festival in Estcourt. The Umtshezi Municipality agreed to fund the launch of the route as part of the weekend's festivities. The launch was a great success with over a hundred delegates attending.

Apart from building relationships with municipalities, provincial tourism authorities are also important partners in the marketing of your route. Provincial tourism websites are aimed at marketing the province and will most likely be interested in promoting the route. Contact your tourism authority and ask them what they require for a route to be promoted on their site.

Invite the provincial authorities on a familiarisation tour of the route. Ask them if they can send representatives from the surrounding tourism offices to also learn more about the route.

Travel Shows:

There are numerous travel shows both in South Africa and abroad that is worthwhile attending. The most popular among the South African shows is the Tourism Indaba held in Durban. The Indaba provides one of the best opportunities to network with tourism operators from all over Africa and abroad. It is a good opportunity to connect with tour operators, tourism authorities and other stakeholders.

Apart from bigger shows such as Indaba and the Getaway Show, routes have also made use of local shows and festivals to promote themselves. Try and find out if there are any shows or festivals in your region that could be used to promote the route.

Example 3: Mvelelo Gateway Show (28 – 30 August, 2008)

Open Africa assisted routes near Makhado/Louis Trichardt to attend the Mvelelo Northern Gateway. While the show is relatively small compared to Indaba and Getaway, it was a good opportunity for local routes to gain exposure at a minimal cost. Routes present exhibited arts and crafts products from their area. Routes that attended the show were:

- Hlanganani
- Ribolla
- Seraki
- Blouberg