



3-5 June 2011

East Africa's premier tourism exposition, the 11th Karibu Travel and Tourism Fair (KTTF), will take place in Arusha, Tanzania's safari capital city. The largest and most ambitious travel industry event in the region and 2nd in Africa after Indaba in South Africa, KTTF has become 'the place to get together' for the region's travel industry partners with others from around the world. It is organised by the Tanzania Association of Tour Operators (TATO). The East Africa partner states are targeting a slice of the 90 million Asian tourists expected to travel abroad this year and spend a staggering US\$86 billion in 2011. KTTF is expected to attract more than 7,500 visitors from East Africa partner states, South Africa, Asia mainly China, the US and Europe. Nearly 300 exhibitors are anticipated to take part in this year's fair, along with media and thousands of regional and international visitors. The KTTF will draw participants from Asia, Europe the US, Kenya, Uganda, Rwanda, Malawi, South Africa, Seychelles, Zimbabwe, DRC and the host, Tanzania. The 1st day of KTTF will be exclusively for the travel trade, while the 2nd day will be open to the general public to interact with exhibitors and delegates. The last day will be especially for trade visitors and travel writers with entertainment, sky diving and business exchange. KTTF's major objective is to raise the regional profile by promoting East African tourism to the global market and to bring all key industry players in East Africa together in one place, at one time. Additionally, the fair aims to create opportunities for international visitors and overseas tour agents to meet and network with members of the East Africa tourism industry, bring new destinations, facilities and products to their attention facilitate opportunities for overseas tour agents to visit the national parks and properties. Part of the uniqueness and excitement of the KTTF is that it is an outdoor event that offers a real safari experience. Karibu means 'welcome' in Swahili.

IMEX 2011 closes on a high

The 9th IMEX in Frankfurt closed on a high last month with the announced of some important new achievements and record outcomes



for the exhibition that represents the worldwide meetings, events and incentive travel industry. There were just under 3,900 European and long-haul hosted buyers in the halls - many were attending for 3 full days with the intention of placing business. The total show attendance was almost 9,000. These results confirm that the IMEX model works, and works extremely well for exhibitors and buyers. Both parties now appreciate the value of resources such as the diary and appointment system, the IMEX App with over 1,200 downloads, and the website which allows them to extract maximum business benefit from their time at the show. A record number of industry research studies were also presented at IMEX this year, including Conventions 2020, the Future Convention Cities Initiative, M.I.C.E Market Monitor, IAPCO's Congress Trends and the GCB and EVVC's Germany Meetings and Event Barometer. The IMEX results have combined to reflect a slow but steady upturn in business quantity and value across the world; a new-found confidence amongst buyers, and positive growth at a variety of regional levels. The next IMEX takes place 22 - 24 May 2012 at Messe Frankfurt.

MITM EUROMED OPENED THE NEW VIGO CONGRESS CENTER

The 15th edition of MITM Euromed, Meetings and Incentive Travel Market, has been the first event held in the new congress centre Mar de Vigo of Vigo, Spain, on 27-29 April. The recently founded Vigo Convention Bureau requested MITM to hold its 15th edition in Mar de Vigo, with the purpose of attracting national and international congresses and events to the city. The invitation sent by MITM to congresses and event's organisers from Europe and North America to participate in Vigo attracted numerous and important users and buyers of incentive travel, conferences and congresses. More than 200 events organisers and exhibitors from a total of 22 countries were present. MITM programmed more than 2,000 one-to-one appointments between exhibitors and buyers, which are estimated to generate a business for the exhibitors of near EU€27 (UK£23, CNY250) million in future incentives, congresses and events groups in the forthcoming years. MITM was sponsored by the City of Vigo and its Convention Bureau, which also offered the hosted event's organisers an interesting choice of post-MITM fam tours of Vigo, its surroundings and Northern Portugal. www.mitmeuromed.com



GTM Germany Travel Mart – another success!

With 600 participants from 40 countries, the 37th GTM in Cologne was a huge success. More than 100 journalists, including Tourism around the World Monthly, reported about the most important roadshow of Germany's travel industry. 90% of the exhibitors said they were happy or more than happy with this year's GTM. Next year, the GTM will be held in Leipzig, 2013 in Stuttgart, and 2014 in Bremen. The GTM Germany Travel Mart™ is the largest incoming event for the German tourism industry. The success story of the GTM began in 1972 and every year a different city in Germany hosts this travel market place. This year's GTM focused in particular on the 'health and wellness' theme. Germany also showcased itself as the home of the automobile to tie in with the 125th anniversary of the car. Visitors to the country will be able to experience its passion for sport under the banner 'the beautiful side of 20eleven!™' - the official slogan of the FIFA Women's World Cup 2011™, which will take place in 9 German cities between 26 June and 17 July 2011. www.germany-travel-mart.de

Fitur presents 1st Investour Americas

Next year's International Tourism and Trade Fair, FITUR, to be held in Madrid from 18-22 January, will welcome the 1st edition of Investour Americas. The objective of Investour Americas is to create a forum through which to take advantage of the participation by important travel sector businesspeople at FITUR, presenting them with attractive business opportunities in the region. Through this initiative Fitur seeks to promote the development of the least fortunate areas in the Americas and for tourism to serve as a boost to their economy. The Investour Americas comes following the success of 2 previous editions dedicated to the African continent. One difference however is new initiative dedicated to the Americas is open to businesspeople of all nationalities participating in Fitur, not only Spaniards. FITUR will also see two new dedicated sector features: camping and religious tourism. ■