

# Business Standard Event

Attendance Certificate

April 2018



Setting the standard

## World Travel Market Africa



# wtm<sup>®</sup>

AFRICA

Cape Town, 18–20 April 2018

### Key information

#### Certificate type

Event

#### Metric type

Attendance

#### Audit status

Audit complete

#### ABC total

5,837 Total Attendance

#### Period

18 April 2018 to 20 April 2018

#### Market sector

Travel Industry

#### Contact details

Reed Exhibitions  
Chardonnay Marchesi  
General Manager  
Reed Place  
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2021  
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#### Total Unique Attendance

5,837

Visitor Attendance

4,153

Exhibitor Attendance

1,684

#### Event Details

Event Venue:

Cape Town International Convention Centre

Year Event Established:

2014

Event Frequency:

Annual

Next Event Venue:

Cape Town International Convention Centre

**Total Unique Attendance**

Visitor Attendance  
Exhibitor Attendance

	<b>5,837</b>
	4,153
	1,684

**Event Details**

Event Dates:	Wednesday, 18 April, 2018 to Friday, 20 April, 2018
Event Venue:	Cape Town International Convention Centre
Year Event Established:	2014
Event Frequency:	Annual
Next Event Venue	Cape Town International Convention Centre

**Organiser's Descriptions** (not verified by ABC)**Main product Groups/Services Exhibited:**

National, regional & City Tourist Offices (NTO's), Convention Bureau (CVB's), Hotels and Hotel Groups, Unique Accommodation Providers, Tour Operators, Wholesalers, Airlines, Transport Companies, Destination Management Companies (DMC's), Tourist Attractions & Entertainment, Travel Technology, Travel Agencies and Venues.

**Target Audience:**

Tour Operators, Travel Agencies, Independent Travel Companies (ITC), Online Travel Companies, Group Travel Organisers, Corporate Travel Organisers.

**More Information**

To find out more about ABC, please visit [www.abc.org.uk](http://www.abc.org.uk)

To find out more about the Business Standard Event sector and the definitions used on this certificate, please visit: [www.abcstandards.org.uk](http://www.abcstandards.org.uk)

**About this certificate**

This certificate was issued on 5 June 2018.

The data included is derived from a return of attendance prepared by the organiser: Reed Exhibitions Ltd.

The Organiser has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

ABC cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct.

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ABC Ref: 23303/CC:20180605/BEXv21