TOURISM AND TECHNOLOGY SUMMIT AFRICA

30TH SEPTEMBER 2022
Technology has always been an important component in the global economy. It has however become a strategic imperative due to the emergence and the rise of the tech-savvy, connected consumers across global and national socioeconomic landscapes and sectors. Even though this has immense potential to create value, unlock broader societal benefits and change negative perceptions about Africa, its adoption in many African tourist destinations lags behind compared to international good practices. Contextually, this challenge differs from country to country, but it remains a major inhibitor to a competitive African Tourism Industry and that is the gap Tourism and Technology Summit Africa aims to close.
Various research indicate that among the main travel motivators for tourists travelling to Africa are its wildlife, diversity, rich culture and heritage, unique adventure, enriching authentic experiences, personal values and social beliefs. Based on these, NTOs and DMOs across the continent could build a much stronger destination brand with distinctive brand tags to promote Africa and each of its countries if technology is added to the mix.
WHY DESIGN A PLAYBOOK

Despite the outstanding tourism assets, attributes and potential, Africa faces many challenges in terms of its positioning in the global marketplace, receiving only 5% of the total 1.5 billion international travellers registered in 2019 and 3% of all income. This is due to factors such as visa constraints, infrastructure constraints, transport costs and availability, and the negative perceptions that have been created and perpetuated regarding the region over the years. The key among these perceptual barriers are negative images of famine and hunger, local ethnic and religious conflicts, corruption and bribery, disease outbreaks, political instability and poverty. These and many more factors necessitates a new PLAYBOOK.
Africa is a multi-faceted destination, with 55 countries and a population of over 1.3 billion people. The continent has a wealth of minerals, unique tourism assets inclusive to its wildlife, rich heritage, diverse culture, as well as unspoilt landscape, with an immense young population. In addition to the potential of a youthful population, some of its iconic personalities. Also, Africa has the fastest population growth in the world. This is expected to increase by about 50% over the next 18 years to over 1.8 billion by 2035. The important aspect of this is the increasing share of working-age individuals, aged 15 to 64, relative to the non-working-age. The net effect of this outlook is positive, as it offers a myriad of opportunities to unlock more value for tourism and, consequently, advocating a new technology enabled Africa Tourism industry.
Tourism always experiences unprecedented situations during a crisis. This is because a crisis subconsciously curbs tourists’ attitudes and behaviours and, ultimately, travel motivations. COVID-19 is no different because of measures put in place by governments across the globe to strike a balance between economics, health and safety risks. These have negatively affected the possibility but also the attitude towards travel. Therefore – and even more important than before –, there is an imperative need for the tourism sector to better understand tourists’ post-COVID-19 travel motivation, in order to develop and create adequate tourism offerings, branding and campaigns that influence the choice for a tourist destination.
Digital branding is critical for communication between NTOs / DMOs and their target consumers, making it easy for target audience to access information online and delivering higher return on investment. Tourism partnerships with non-tourism leading corporate brands such as Google or Netflix can strengthen top-of-mind awareness and improve a destination’s competitive identity in the marketplace. For instance, South Africa has partnered with Google and Netflix to promote its attraction among domestic and international target audience. Today, millennials make up an increasingly larger share of the global travel market. To remain relevant, destination brands need branding strategies and tactics that appeal to them.
The use of technology to design diverse and innovative tourism products will no doubt play an imperative role in positioning Africa for travel and tourism globally.
PLATINUM CATEGORY
N3million

Benefits:
> Lead Exhibitor with full opportunity
> Conference Paper Presenter
> Commercial Presentation during the conference
> Full stage branding
> Profile listing in the event brochure
> Full Page Event Brochure Advert
> 12 Months Advert on TTS website

GOLD CATEGORY
N2million

Benefits:
> Exhibition Opportunity without fee
> Conference Paper Presenter
> Commercial Presentation during the conference
> Branding of the conference hall
> Profile Listing in the event brochure
> Half Page Event Brochure Advert
> 6 Months Advert on TTS website

SILVER CATEGORY
N1million

Benefits:
> Exhibition Opportunity without fee
> Conference Paper Presenter
> Commercial Presentation during the conference
> Branding of the conference hall
> Profile Listing in the event brochure
> Half Page Event Brochure Advert
> 4 Months Advert on TTS website
## BENEFITS AND CONTENT

<table>
<thead>
<tr>
<th>Item no</th>
<th>Benefits</th>
<th>Platinum (₦3,000,000)</th>
<th>Gold (₦2,000,000)</th>
<th>Silver (₦1,000,000)</th>
<th>Exhibiting ONLY (₦)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lead Exhibitor with full opportunity</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>2</td>
<td>Commercial Presentation during the conference</td>
<td>Yes 15mins</td>
<td>Yes 10mins</td>
<td>Yes 5mins</td>
<td>No</td>
</tr>
<tr>
<td>3</td>
<td>Branding of the conference hall</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>4</td>
<td>Branding of Networking areas</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>5</td>
<td>Profile Listing in the event brochure</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>6</td>
<td>Advert placement size in the Event Brochure</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
<td>No</td>
</tr>
<tr>
<td>7</td>
<td>Advert placement period on event website</td>
<td>12 months</td>
<td>6 months</td>
<td>3 months</td>
<td>1 month</td>
</tr>
</tbody>
</table>

www.tourismandtechnologysummit.com
## Advert and Exhibition Rates

For the Tourism and Technology Summit 2022

<table>
<thead>
<tr>
<th>Category</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>N350,000</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>N350,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>N350,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>N200,000</td>
</tr>
<tr>
<td>Half Page</td>
<td>N100,000</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>N50,000</td>
</tr>
<tr>
<td>Congratulatory Page</td>
<td>N100,000</td>
</tr>
<tr>
<td>Bottom Strip Cover</td>
<td>N150,000</td>
</tr>
</tbody>
</table>

### Exhibition Booths

- 3 x 3 = N55,000
- 3 x 2 = N45,000

[www.tourismandtechnologysummit.com](http://www.tourismandtechnologysummit.com)
THE ECONOMIC IMPACT OF GLOBAL TOURISM

$1,408,300,000
Investment in Tourism By 2028

1,341,456,973 > Total international Tourists Arrivals

10.4%
Travel and Tourism GDP as a % of Global GDP

Tourism 4.0:
The processing of big data from travellers.
# ECONOMIC CONTRIBUTIONS OF TOURISM IN 2021

<table>
<thead>
<tr>
<th>REGIONS</th>
<th>NIGERIA</th>
<th>RWANDA</th>
<th>SOUTH AFRICA</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP CONTRIBUTION</td>
<td>$2,549,000,000</td>
<td>$438,000,000</td>
<td>$8,818,000,000</td>
</tr>
<tr>
<td>PERCENTAGE OF GDP</td>
<td>0.68%</td>
<td>4.8%</td>
<td>2.5%</td>
</tr>
<tr>
<td>SHARE OF ARRIVALS</td>
<td>1,471,000,000</td>
<td>1634000</td>
<td>14,797,000</td>
</tr>
</tbody>
</table>

2020
CONTACT

Clara Chinwe Okoro
Founder
My Beautiful Africa
(Ideator)

Tel: 234 8023032954 +234 7031233729
Email: tourismandtech@gmail.com
Website: https://www.tourismandtechnologysummit.com