

# AFRICA SHOWCASE™ in RUSSIA

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TRAVEL ADVANCE

## EXHIBITOR INVITATION

St Petersburg      Monday 20 March 2017  
Moscow              Wednesday 22 March 2017

**The Russian roadshow is back!**



**We are excited to take the Africa Showcase back to Russia in 2017 and we invite you to join us.**

After recent economic challenges the resilient Russian market is set for better days. For 2017, analysts see the economy rebounding and expanding 1.4%, which is certainly positive for African tourism business.

Since 2010, our annual roadshows in this fascinating market have delivered contacts with the right travel trade – buyers who are passionately selling Africa. We have seen the market develop as the trade understands the selling features of the destination, enabling us to identify the top producers in both leisure and MICE. This segmentation also helps to see who is selling more East Africa vs Southern Africa and encourage repeat visits.

Africa is seen as a safe destination at a time when many of the traditional Russian holiday spots have experienced terrorism and political instability. As a result of their long dismal winters, poor domestic tourism infrastructure and strong psychological need to travel abroad, Russians are looking to visit warm exotic destinations for their holidays.



### What can you expect?

- Direct access to the source market
- 50+ pre-qualified buyers in each city
- Bonus VIP event in Moscow
- Pre-show marketing in country
- Media awareness in country
- Exhibitor features on social media
- Post show report and photographs
- Buyer database within a week of the show

# Market Snapshot

Russia has the 6th highest purchasing power globally (World GDP Ranking 2016)  
Its middle class grew from 8 million in 2010 to 104 million in 2014 .

Russia is the largest country in the world spanning ten time zones yet despite its size, it's a highly centralised country:

- Moscow is a city of 10 million people boasting more millionaires per square capita than any other city in the world
- St Petersburg with a population of 4 million is a significant economic centre and tends to work independently of Moscow

Africa is easily accessible via Gulf and European airlines.

Russian travellers are looking for:

- Safaris
- Adrenaline activities
- Wildlife
- Wine/gourmet tourism
- Beach
- Sophisticated shopping

Due to their CARPE DIEM mentality, Russians who can afford to travel to exotic destinations spend considerably above the global average on activities, food & beverages and shopping.



## Here is some market insight from our partner Paddington Tucker, of Travel Advance:

The Russian economy went through a painful adjustment over the last two years due to the collapse of the oil price and political fallout from the Ukraine war. However, its contraction seems to have bottomed out in the first half of 2016. Economic activity has gradually strengthened in the second half of the year, and for 2017, analysts forecast an expansion of 1.4%.

The growth in oil prices have supported a gradual improvement in the Russian industrial sector; inflation has eased and the ruble stabilised. These developments have prompted Russian consumers to be more upbeat in 2016.

So in short... there is a sense that the bottom has been reached, and cautious optimism that things have now started to improve.

One 'positive' for Africa is the state of traditional holiday destinations such as Turkey, Egypt, Tunisia, etc. which all have bad reputations due to terrorism/political instability. This has caused an increase in demand for destinations with similar offerings such as Zanzibar. Also in the region's favour are the friendly political relations between Russia and most African countries. This is an important factor for Russian consumers whose media presents many countries in Europe, North Africa and the Middle East in a negative light due to political tensions.

For countries such as Zimbabwe, Zambia, Namibia and Botswana the removal of the South African transit visa rule will be of tremendous help and should be emphasized in all sales in this market, as it in effect means there is visa free travel to the region. The Russian tourism industry is excited to hear reports that South Africa is set to introduce a visa waiver for Russian citizens in the coming year. This will vastly improve the sentiment towards South Africa, and indeed the whole region.



## What's included in your participation?

- Trade event in St Petersburg
- Trade event in Moscow
- VIP meetings in Moscow
- Refreshments and catering at the events
- Individual company exposure
- Group travel coordination
- Buyer facilitation by Travel Advance
- Project management by On Show

Your travel package is an additional cost, arranged by our inhouse travel manager if you wish to use her services. Using the standard roadshow package as a base, your travel arrangements will be tailored for you to accommodate individual variables. 3 star package option is available on request. The estimated travel costs for the standard roadshow package at time of opening bookings is Euro 1000 for one representative. Please double the cost for a second representative, unless requesting sharing rooms.

Early bird special:	€2,900
Atta member special:	€3,000
Standard rate:	€3,200
Additional representative:	€1,000

## Exhibitor Feedback

'Africa Showcase is a very useful event for our African properties – a great opportunity to say "Hello" to our partners as well as to make acquaintances with new companies.'

**Minor Hotel Group – Anantara, Mozambique**

'Thank you once again for a very successful event and the database of attendees are much appreciated.'

**South African Tourism**

'Africa Showcase has become a good tradition. It is the only event of such scale that promotes Africa as a destination to the Russian travel professionals. The Russian travel market is still an emerging market and the majority of Russian travel professionals are just beginning to discover Africa as a travel destination. The possibility to meet real Africans in person is very important for the Russian trade.'

**Seasons in Africa, South Africa**

'It was a pleasure travelling with the dynamic team at On Show Solutions and Travel Advance. The Africa Showcase is no doubt a key highlight in the calendar of the Russian buyers for Africa.'

**African Sun Hotels, Zimbabwe**

## Where do you register?

Please complete the online application. Go to [www.africashowcase.travel](http://www.africashowcase.travel) and login into your dedicated account on our Exhibitor Zone, select 'Africa Showcase in Russia' and complete your details. This is a legally binding contract and a 25% deposit is required on application. Please don't delay, secure your spot now! Early bird special only runs until 15 October 2016.

For any questions please contact  
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**REGISTER NOW**



The Africa Showcase in Russia is a joint partnership between On Show Solutions and Travel Advance:

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*We look forward to working  
with you in Russia!*