

TOURISM YEAR PLANNER 2025

Description	Venue, Country	From	To	Website	Company	Contact Person	Contact Email
Holiday World Show	Belfast, Northern Ireland	10-Jan-25	12-Jan-25	holidayshow.ie	Business Exhibitions Limited		
MATKA	Helsinki, Finland	17-Jan-25	19-Jan-25	matka.messukeskus.com/en/			
FITUR	Madrid, Spain	22-Jan-25	26-Jan-25	www.ifema.es/en/fitur	IFEMA MADRID		
TME Cape Town Workshop	Cape Town	22-Jan-25	22-Jan-25	facebook.com/travelmarketingexpertssouthafrica			
Africa's Eden, North America Roadshow	Mexico City, Austin, Fort Lauderdale	23-Jan-25	31-Jan-25	www.africaseden.travel/events/	Africa's Eden	Louise	Louise@africaseden.travel
Spotlight on East Africa TravelExpo	Arusha, Tanzania	23-Jan-25	23-Jan-25	houstonmarketing.co.za/programme	Houston Travel Market Services	Derek Houston	
Tshwane Tourism Showcase	CSIR International Convention Centre, Pretoria	23-Jan-25	23-Jan-25	www.tshwanetourism.com			
Holiday World Show	Dublin, Ireland	24-Jan-25	26-Jan-25	holidayshow.ie	Business Exhibitions Limited		
New York Travel Show	New York, USA	25-Jan-25	26-Jan-25	travelshows.com/shows/new-york/			
Africa Showcase, Southern Europe	Madrid, Paris, Milan, Rome	2-Feb-25	7-Feb-25	www.africashowcase.travel	On Show Solutions		ideas@africashowcase.travel
EMITT	Istanbul, Turkey	5-Feb-25	7-Feb-25	emittistanbul.com/Home	ICA Events		
Holiday World Show	Limerick, Ireland	8-Feb-25	9-Feb-25	holidayshow.ie	Business Exhibitions Limited		
BIT	Milan, Italy	9-Feb-25	11-Feb-25	bit.fieramilano.it/en	Fiera Milano		
TME Gauteng Workshop	Gauteng	11-Feb-25	11-Feb-25	facebook.com/travelmarketingexpertssouthafrica			
Spotlight on Africa & Overseas Destinations	Gaborone, Botswana	13-Feb-25	14-Feb-25	houstonmarketing.co.za/programme	Houston Travel Market Services	Derek Houston	
Tourism Youth Workshop	Pelican Park High School	13-Feb-25	13-Feb-25	https://sites.google.com/view/big-tree-marketing-portfolio/events?authuser=0			
OurAfrica.Travel 2025	Virtual	17-Feb-25	21-Feb-25	https://ourafrica.travel/	OurAfrica.Travel	Storm Napier	
Vakansieskou Beeld Holiday Show	Gallagher Convention Centre, Johannesburg	21-Feb-25	23-Feb-25	www.holidayshow.co.za/Display.asp?ID=1			
Africa's Eden Europe Roadshow	Barcelona, Madrid, Milan, Prague	24-Feb-25	27-Feb-25	www.africaseden.travel/events/	Africa's Eden		travelshow@africaseden.travel
Africa Showcase, Central Eastern Europe	Prague, Bucharest, Warsaw	24-Feb-25	28-Feb-25	www.africashowcase.travel	On Show Solutions		ideas@africashowcase.travel
Meetings Africa	Sandton Convention Centre, Johannesburg	24-Feb-25	26-Feb-25	meetingsafrica.co.za	South African Tourism		
SATSA Board Meeting	Online	28-Feb-25	28-Feb-25				
ITB Berlin	Berlin, Germany	4-Mar-25	6-Mar-25	www.itb.com	Messe Berlin		itb@messe-berlin.de
Tourism Youth Workshop	Valhalla Secondary School	13-Mar-25	13-Mar-25	https://sites.google.com/view/big-tree-marketing-portfolio/events?authuser=0			
MITT	Moscow, Russia	18-Mar-25	20-Mar-25	expomitt.com	ITE Group		
TME PE/Kouga Tourism Workshop	Jeffrey's Bay	18-Mar-25	18-Mar-25	facebook.com/travelmarketingexpertssouthafrica			
TME East London Workshop	East London	20-Mar-25	20-Mar-25	facebook.com/travelmarketingexpertssouthafrica			
IT&CM, China	Shanghai	22 Mar 25	24-Mar-25	http://www.itcmchina.com/			
Spotlight on Africa Travel TravelExpo	Windhoek, Namibia	29-Mar-25	29-Mar-25	houstonmarketing.co.za/programme	Houston Travel Market Services	Derek Houston	
Africa's Eden Africa Travel Show	Livingstone, Zambia	30-Mar-25	2-Apr-25	www.africaseden.travel/events/	Africa's Eden		
ILTM Africa	Norval Foundation, Cape Town	6-Apr-25	8-Apr-25	www.iltm.com	RX Events		
Sports and Events Tourism Exchange	CTICC, Cape Town	9-Apr-25	11-Apr-25	rxglobal.co.za/events	RX Events		
World Travel Market Africa, Cape Town	CTICC, Cape Town	9-Apr-25	11-Apr-25	www.wtm.com	RX Events		
IBTM Africa	CTICC, Cape Town	10-Apr-25	12-Apr-25	https://www.wtm.com/africa/en-gb/conference-programme/ibtm-africa.h	RX Events		
World Travel Market, Latin America	Sao Paulo, Brazil	14-Apr-25	16-Apr-25	www.wtm.com	RX Events		
TME Mpumalanga Workshop	Mpumalanga	23-Apr-25	23-Apr-25	facebook.com/travelmarketingexpertssouthafrica			

Spotlight TravelExpo	Maputo, Mozambique	24-Apr-25	24-Apr-25	houstonmarketing.co.za/programme	Houston Travel Market Services	Derek Houston	
COTTM, China	Beijing	24 Apr 25	26-Apr-25	http://www.cottm.com/			
Africa Showcase, Nordics	Stockholm, Oslo, Copenhagen	27-Apr-25	1-May-25	www.africashowcase.travel	On Show Solutions		ideas@africashowcase.travel
Arabian Travel Market	Dubai, UAE	28-Apr-25	1-May-25	www.wtm.com/atm/en-gb/enquire.html	RX Events		
ILTIM Latin America	Sao Paulo, Brazil	5-May-25	8-May-25	www.iltm.com	RX Events		
We Are Africa	DHL Stadium, Cape Town	5-May-25	9-May-25	www.weareafricatravel.com	South African Tourism		
Trenz	Rotoura, New Zealand	6-May-25	8-May-25	www.trenz.co.nz	Tourism Industry Aotearoa (TIA)		
Tourism Youth Workshop	Simunye Secondary School	8-May-25	8-May-25	https://sites.google.com/view/big-tree-marketing-portfolio/events?authuser=0			
Africa's Travel Indaba	Durban ICC	12-May-25	15-May-25		South African Tourism		
Guangzhou International Travel Fair (GITF)	Guangzhou	15 May 25	17-May-25	http://www.gitf.com.cn/en/			
IMEX Germany	Frankfurt, Germany	20-May-25	22-May-25	imxevents.com/	Regent Exhibitions Ltd		
TME Gauteng Government & Corporate Workshop	Gauteng	20-May-25	20-May-25	facebook.com/travelmarketingexpertssouthafrica			
ITB China	Shanghai, China	27-May-25	29-May-25	www.itb-china.com	Messe Berlin		
Spotlight TravelExpo	Nairobi, Kenya	27-May-25	29-May-25	houstonmarketing.co.za/programme	Houston Travel Market Services	Derek Houston	
Outdoor Expo	Olifantsfontein, South Africa	30-May-25	1-Jun-25	www.outdoorx.co.za			info@outdoorx.co.za
Africa's Showcase, South Africa	Johannesburg, Durban, Cape Town	2-Jun-25	6-Jun-25	www.africashowcase.travel	On Show Solutions		
TME Cape Town MICE Workshop	Cape Town	4-Jun-25	4-Jun-25	facebook.com/travelmarketingexpertssouthafrica			
Decorex Cape Town	CTICC, Cape Town	5-Jun-25	8-Jun-25	www.decorex.co.za/cape-town/en-gb.html	RX Events		
Kilifair	Arusha, Tanzania	6-Jun-25	8-Jun-25	www.kilifair-tanzania.com			info@kilifair.com
The Hotel & Hospitality Expo	CTICC, Cape Town	11-Jun-25	12-Jun-25	thehotelshowafrica.com	DMG Events		
TME Johannesburg MICE Workshop	Johannesburg	11-Jun-25	11-Jun-25	facebook.com/travelmarketingexpertssouthafrica			
Experience Africa 2025	London, UK	23-Jun-25	25-Jun-25	atta.travel/events/experience-africa-2025.html	ATTA		
ILTIM Asia Pacific	Marina Bay Sands, Singapore	30-Jun-25	3-Jul-25	www.iltm.com	RX Events		
Spotlight TravelExpo	Harare, Zimbabwe	3-Jul-25	3-Jul-25	houstonmarketing.co.za/programme	Houston Travel Market Services	Derek Houston	
TME Free State Workshop	Free State	16-Jul-25	16-Jul-25	facebook.com/travelmarketingexpertssouthafrica			
Africa Showcase, Australia & New Zealand	Perth, Melbourne, Sydney, Brisbane	22-Jul-25	30-Jul-25	www.africashowcase.travel	On Show Solutions		ideas@africashowcase.travel
HOTAES, Spotlight on Eswatini	ANew Hotel, Centurion, South Africa	23-Jul-25	23-Jul-25	coolanut.com/road-shows-2025-packages/	HOTAES		info@hotaes.com
TME Cape Town Workshop	Cape Town	23-Jul-25	23-Jul-25	facebook.com/travelmarketingexpertssouthafrica			
Decorex Johannesburg	Sandton Convention Centre, Johannesburg	24-Jul-25	27-Jul-25	www.decorex.co.za/joburg/en-gb.html	RX Events		
HOTAES, Spotlight on Eswatini	Hotel Sky, Sandton, South Africa	24-Jul-25	24-Jul-25	coolanut.com/road-shows-2025-packages/	HOTAES		info@hotaes.com
Tourism Youth Workshop	Sithembile Matiso Secondary School	24-Jul-25	24-Jul-25	https://sites.google.com/view/big-tree-marketing-portfolio/events?authuser=0			
SAACI National Annual Conference	Vineyard Hotel & Spa, Cape Town	27-Jul-25	29-Jul-25	www.saaci.org	SAACI		
Spotlight TravelExpo	Lusaka, Zambia	29-Jul-25	29-Jul-25	houstonmarketing.co.za/programme	Houston Travel Market Services	Derek Houston	
TME Gauteng Workshop	Gauteng	12-Aug-25	12-Aug-25	facebook.com/travelmarketingexpertssouthafrica			
TME Limpopo Workshop	Limpopo	14-Aug-25	14-Aug-25	facebook.com/travelmarketingexpertssouthafrica			
Tourism Youth Workshop	Blackheath Secondary School	14-Aug-25	14-Aug-25	https://sites.google.com/view/big-tree-marketing-portfolio/events?authuser=0			
SATSA Annual Conference	Skukuza TBC	20-Aug-25	22-Aug-25				
PATA Travel Mart	Bangkok, Thailand	26-Aug-25	28-Aug-25	www.pata.org/pata-travel-mart-2025			
HOTAES, X Travel People	Durban, South Africa	28-Aug-25	28-Aug-25	coolanut.com/road-shows-2025-packages/	HOTAES		info@hotaes.com
ITB India	Mumbai, India	2-Sept-25	4-Sept-25	www.itb-india.com	Messe Berlin		
TME North West Workshop	North West	4-Sept-25	4-Sept-25	facebook.com/travelmarketingexpertssouthafrica			
South African 4x4 & Outdoor Show	Zwartkops Raceway, Pretoria	6-Sept-25	7-Sept-25	www.4x4outdoorshow.co.za			Alan / Jenny
PURE Marrakesh	Marrakesh, Morocco	8-Sept-25	11-Sept-25	purelifeexperiences.com/key-dates/			
TME KZN South Coast Workshop	South Coast	11-Sept-25	11-Sept-25	facebook.com/travelmarketingexpertssouthafrica			
Tourism Youth Workshop	TBC	11-Sept-25	11-Sept-25	https://sites.google.com/view/big-tree-marketing-portfolio/events?authuser=0			
Africa Showcase, Mittleuropa	Munich, Zurich	15-Sept-25	19-Sept-25	www.africashowcase.travel	On Show Solutions		ideas@africashowcase.travel

Spotlight on Africa & Indian Ocean	Dar Es Salaam, Tanzania	19-Sept-25	19-Sept-25	houstonmarketing.co.za/programme	Houston Travel Market Services	Derek Houston	
International & French Travel Market	Paris, France	23-Sept-25	25-Sept-25	iftm.fr/en-gb.html			
ILTM North America	Baha Mar, The Bahamas	6-Oct-25	9-Oct-25	www.iltm.com	RX Events		
IMEX USA	Las Vegas, USA	7-Oct-25	9-Oct-25	imexevents.com/	Regent Exhibitions Ltd		
TME Cape Town Workshop	Cape Town	14-Oct-25	14-Oct-25	facebook.com/travelmarketingexpertssouthafrica			
ITB Asia	Marina Bay Sands, Singapore	15-Oct-25	17-Oct-25	www.itb-asia.com	ITB/MB Exhibitions		exhibitor@itb-asia.com
Magical Kenya Travel Expo	Nairobi, Kenya	15-Oct-25	17-Oct-25	mkte.co.ke	Events & Promotions Ltd		exhibit@mkte.co.ke
Tourism Youth Workshop	Peak View Secondary School	16-Oct-25	16-Oct-25	https://sites.google.com/view/big-tree-marketing-portfolio/events?authuser=0			
International Golf Travel Market (IGTM)	Cannes, France	20-Oct-25	23-Oct-25	jgtmarket.com	RX Events		
TME Gauteng Workshop	Gauteng	22-Oct-25	22-Oct-25	facebook.com/travelmarketingexpertssouthafrica			
ILGTA Japan		23-Oct-25	25 Oct				
World Travel Market, London	ExCel, London	4-Nov-25	6-Nov-25	www.wtm.com/london/en-gb.html	RX Events		
ITF	Taipei, Taiwan	7-Nov-25	10-Nov-25	www.taipeiitf.org.tw/Information2	Taiwan Visitors Association		
Africa Showcase, North America	TBC	10-Nov-25	21-Nov-25	www.africashowcase.travel	On Show Solutions		ideas@africashowcase.travel
Tourism Youth Workshop	TBC	13-Nov-25	13-Nov-25	https://sites.google.com/view/big-tree-marketing-portfolio/events?authuser=0			
IBTM	Barcelona, Spain	18-Nov-25	20-Nov-25	www.ibtmworld.com	RX Events		
ILTM France	Cannes, France	1-Dec-25	4-Dec-25	www.iltm.com	RX Events		
Vakantiebeurs	Utrecht	8-Jan-26	11-Jan-26	www.vakantiebeurs.nl			