

Concept Note

2024 AESATA Travel Agencies Conference

Theme:

'Beyond Borders, Beyond Limits'

Date:

10th – 12th October 2024

Venue:

Serena Hotel, Kigali Rwanda

HOSTED BY:



About AESATA

The **Association of Eastern and Southern Africa Travel Agents** (AESATA) is a regional membership organization of travel agents from 12 countries in Eastern and Southern Africa. The organization is composed of national travel agent associations from Kenya, Uganda, Tanzania, Somalia, Ethiopia, and Malawi. Others are Rwanda, Zambia, Zimbabwe, Mauritius, South Africa and Angola.

The main objective of the Association is to provide a unified platform to address cross-border issues in the travel industry, advocate for an enabling business environment; and also act as a single voice to articulate members' concerns of mutual interest at international forums.

Background of AESATA Conference

The inaugural AESATA Travel Agents Conference was held on 22-23 May 2023 in Zanzibar and attracted more than 100 participants from 8 countries in the Eastern and Southern Africa region. Held under the theme ***“Rebuilding Sustainable and Resilient Travel Agencies in Africa.”***, the conference focused on challenges faced by travel agents and explored strategies for growth and adaptation in a changing business environment. At the end of the conference, participants adopted the Zanzibar Declaration on the future of travel in the region. The resolutions include

1. **Rebuild sustainable travel agencies** by embracing adaptive technologies, fostering innovation, and investing in capacity building to ensure sustainability and competitiveness.
2. **Advocate for government support** of the industry to create policies and interventions that facilitate business development, promote sustainable travel and tourism practices, and enhance the overall enabling environment for travel agencies.
3. **Foster collaboration and partnerships** among travel agents, industry stakeholders, and associations to promote knowledge sharing, joint marketing initiatives, and mutually beneficial cooperation that drives growth and innovation.
4. **Promote responsible and sustainable tourism** by advocating for sustainable tourism policies, and supporting initiatives that protect the environment, promote local communities, and enhance visitor experiences.
5. **Champion for intra-Africa travel** by embracing the African Continental Free Trade Area (AfCFTA) to unlock the full potential of the continent's travel and tourism industry, create sustainable job opportunities, and foster a deeper sense of unity and cooperation among African nations.
6. **Strengthen AESATA and regional collaboration** by committing to recognize AESATA as a regional platform for collaboration, information sharing, and advocacy.



2024 AESATA Conference

The 2024 Conference in Kigali seeks to build on the resolutions made in 2023 and will be held under the theme for the event is "**Beyond Borders, Beyond Limits.**" This theme has been chosen to reflect the big ideas we have for growing travel agency businesses through expanding intra-Africa travel. The Conference will be a call to action for travel agents to think bigger, break barriers, and create a brighter future for travel in Eastern and Southern Africa.

Participants

The 2-day event will bring together at least 200 individual travel agency owners and stakeholders drawn from Government, Airlines, IATA, and Travel technology companies from across Eastern and Southern Africa. Other invited guests will come from Europe, America, and Asia.

Conference Format

The two-day conference will have the following features:

- Keynote speakers
- Panel Sessions
- Public Lecture/Motivational Talk
- Parallel breakout sessions
- Gala dinner
- Social Activity (Kigali city tour, Gorilla Trekking, Golf and Tennis)

Conference sub-topics

1. **Cross-Border Collaborations:** Explore strategic partnerships with neighboring countries to enhance travel experiences. Develop joint marketing campaigns and initiatives that showcase the diverse attractions of Eastern and Southern Africa collectively, encouraging tourists to explore beyond individual borders.
2. **Digital Connectivity and Accessibility:** Embrace technology to improve connectivity and accessibility for travelers. Develop a unified digital platform that provides comprehensive information on destinations, visa requirements, and seamless booking options, facilitating a smoother travel experience across the region.
3. **Cultural Exchange Programs:** Foster cultural exchange initiatives to promote understanding and appreciation among travelers. Collaborate with local communities to create authentic cultural experiences, encouraging tourists to engage with the rich heritage of Eastern and Southern Africa.
4. **Sustainable Tourism Practices:** Implement sustainable tourism practices that prioritize environmental conservation and community well-being. Develop guidelines and certifications to promote eco-friendly travel options, ensuring the longevity and preservation of natural wonders.
5. **Infrastructure Development:** Advocate for infrastructure improvements that support tourism growth. Work with government bodies to invest in transportation, accommodation, and communication to enhance the overall tourism experience and attract a broader range of visitors.
6. **Regional Events and Festivals:** Organize and Promote regional events and festivals that celebrate the diversity of Eastern and Southern Africa. Highlighting unique cultural celebrations and activities can draw international attention, creating a vibrant and enticing atmosphere for travelers.

By incorporating these sub-concepts, we aim to push the boundaries and unlock the untapped potential of travel in Eastern and Southern Africa, fostering a thriving industry that transcends borders and limits.

Sponsorship Opportunity

The conference has several sponsorship packages, providing sponsors with high-level exposure to key decision-makers in travel agencies across the region. Participating as a sponsor at the Conference will take you straight to your target market and demonstrate your level of support and commitment to the post-COVID-19 recovery of travel agencies in the region.

The conference provides you with an opportunity to:

- To network with industry colleagues and key decision-makers. Become engaged and collaborate with Travel Agents in Eastern and Southern Africa
- Develop a personal and direct relationship with your clients.
- Increased marketing opportunities, including visibility on the conference website and associated marketing materials.
- A cost-effective way to reinforce your organization's brand, build brand awareness amongst a relevant audience and raise your profile in the industry.
- Locate new agents and distributors/consumers of your products.
- Launch a new product and generate media interest.
- Get immediate feedback on your product/services
- Time to present the latest innovations and new products or services to a pertinent audience and showcase your expertise and capabilities

SPONSORSHIP PACKAGES

Sponsorship Packages and Benefits

Category	Platinum	Gold	Silver	Bronze	Gala Dinner
Amount	\$10,000	\$7,500	\$5,000	\$3,000	\$5,000
No of Sponsors	1	2	3	4	2
Benefits					
Exclusive sector category sponsorship	✓				
Free Exhibition Booth 3MX3M	✓				
Acknowledgment at the opening and closing plenary session	✓	✓	✓	✓	✓
Company acknowledgment and logo on the conference website with a link to the company website	✓	✓	✓	✓	✓
Company logo on conference lead banner	✓	✓	✓	✓	✓
Conference Session Sponsorship	✓				
Company banner displayed on both side walls of main conference room	✓	✓	✓		✓
The company logo featured on the cover of the conference handbook	✓	✓	✓		✓
Company logo and 200-word promotional paragraph in the conference handbook	✓				✓
Display/Exhibition table at the Conference Venue	✓	✓			

Logo on the back of Delegate Badges	✓	✓			✓
Opportunity to supply Company Branded Material (Pens, Notebooks, Stickers)	✓				
Display of Company Pull-Up at selected areas	✓	✓			✓
Conference complimentary ticket	2	1			

EXHIBITION PACKAGES

In addition to sponsorship opportunities, we offer exhibition packages that provide a platform for organizations to showcase their products and services to a targeted audience of travel agencies.

Exhibition packages include:

Exhibition Space	Description	Cost (USD)
Double Exhibition Stand	6m x 3m stand with a 3-sided shell scheme. Additional features include a fascia board for the name (white with black lettering), a 15-amp plug point, spotlighting, venue security and cleaning, general illumination, 3 exhibitor passes, 1 conference table, and 2 chairs.	\$2,000
Single Exhibition Stand	3m x 3m stand with a 3-sided shell scheme. Additional features include a fascia board for the name (white with black lettering), a 15-amp plug point, spotlighting, venue security and cleaning, general illumination, 2 exhibitor passes, 1 conference table, and 2 chairs.	\$1,000

Display Table	This includes 1 conference table with 2 chairs, venue security and cleaning, general illumination, and 1 exhibitor pass.	\$500
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