

WE ARE AFRICA LOCAL

4 - 5 MAY 2026 | DHL STADIUM, CAPE TOWN



an event by **This is Beyond.**

WHAT IS WE ARE AFRICA LOCAL?

We are ready to welcome the tribe to the 11th edition of We Are Africa, the continent's most influential travel trade show. Since 2014, We Are Africa has brought together visionary travel brands, industry leaders and passionate professionals from across the globe.

This year, **We Are Africa Local** is back with an extended programme designed to include top African based high-end inbound buyers. This is your opportunity to connect with Africa's top luxury suppliers and benefit from up to 21 pre-scheduled appointments and dynamic networking opportunities.

We Are Africa Local 2026 offers a rare opportunity for 250 local travel professionals to connect with the continent's leading travel brands from Monday 4 May to Tuesday 5 May 2026 at DHL Stadium in Cape Town.

Step on to the iconic show floor where you will network with extraordinary exhibitors who capture the depth, diversity, and distinction that reflect Africa's wildly unique spirit. With dedicated networking breaks, three on-site meals and an unmissable Stadium Sundowner - be part of the We Are Africa tribe.

This is where Africa's high-end travel tribe gathers to honour local spirit and drive Africa's travel industry forward with pride, purpose and presence.



WHY ATTEND WE ARE AFRICA LOCAL?

Following phenomenal industry feedback and several months of engagement, the expanded **We Are Africa Local 2026** format is designed to deepen connections and give exhibitors even greater reach and access to Africa's most influential trade professionals.

We Are Africa Local is your all-access pass to meet the best of African travel — this year's curated guestlist showcases the finest selection of high-end travel brands on the continent shaping African travel with purpose and passion.

If you want to be at the spectacular showcase that African travel deserves, get in touch with the team and apply to attend.

"We Are Africa Local was a complete success. It gave us as a DMC the opportunity to meet with trade partners we often struggle to meet with throughout the year, during a week that is already dedicated to trade work and travel."

- Alex Lategan, Journey Beyond

"I thought it was really fantastic. There was a great energy, I had very insightful meetings and it was exceptionally well organised."

- Kim Anderson, Singita.



DISCOVER OUR TRIBE

CAREFULLY CURATED

Our delegation is hand-selected from hundreds of applicants.

HIGH-END

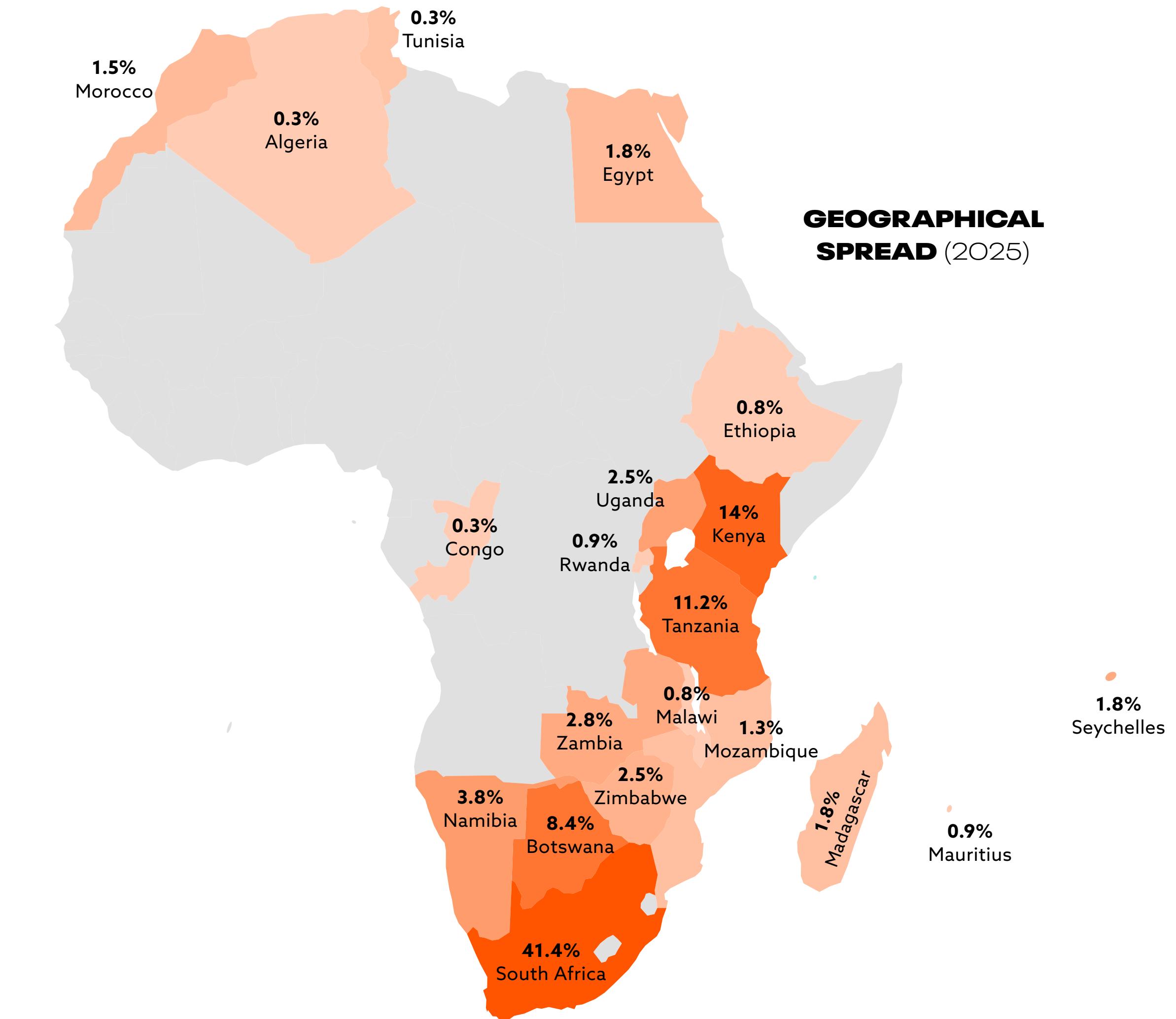
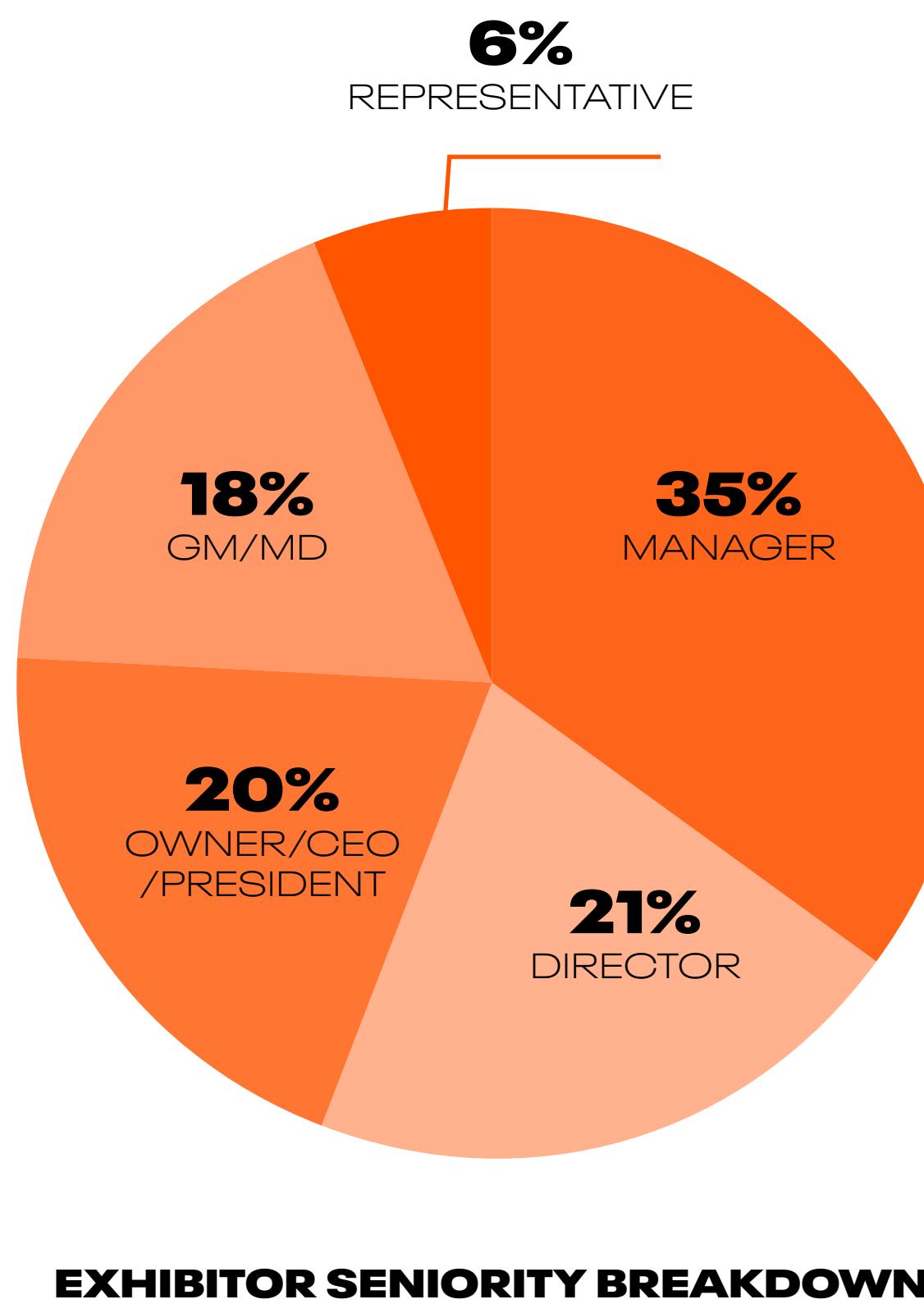
Only the finest exhibitors representing Africa's high-end travel market are invited to attend.

DIVERSE

Our tribe is made up of the most exclusive brands in high-end hospitality and bespoke travel operators in Africa, as well as the world's leading global buyers and international travel press.



THE BIGGER STORY: EXHIBITORS





WE ARE AFRICA LOCAL PACKAGE OVERVIEW

WHAT'S NEW FOR 2026?

The enhanced We Are Africa Local programme includes:

- An expanded format over 1.5 days, at the start of the We Are Africa 2026 week
- Increased to 21 appointments per We Are Africa Local diary
- 3 Networking meals
- 1 pitchside party at DHL Stadium with up to 500 tribe members

**SUPER EARLY
BIRD RATE**

SOLD OUT

**EARLY BIRD
RATE**

SOLD OUT

**STANDARD
RATE**

ZAR 2,999

**LATE
RATE**

ZAR 3,999

All rates are excluding VAT. All Buyers will be charged 15% VAT on all packages.

**APPLY
TO ATTEND**



SHOW AGENDA

SUNDAY 3 MAY	
14:30 - 17:00	We Are Africa Local Check-in and Badge Collection opens at DHL Stadium
MONDAY 4 MAY	
07:30 - 09:30	We Are Africa Local Check-in and Badge Collection at DHL Stadium
10:00	Morning appointments start
11:10 - 11:30	Networking break
13:05 - 14:20	Networking lunch at THE CONSERVATORY, DHL Stadium
14:20	Afternoon appointments start
15:55 - 16:20	Networking Break
17:30	Last appointment of the day finishes
17:30 - 20:00	Stadium Sundowners - Networking, drinks, canapés & entertainment
TUESDAY 5 MAY	
06:15 - 08:15	Sunrise Adventures
07:45 - 09:30	We Are Africa Local Networking Breakfast
10:00	We Are Africa Local appointments start
11:10 - 11:30	Networking Break
13:05	Last appointment of We Are Africa Local ends
13:05 - 14:00	Networking lunch at DHL Stadium

GET IN TOUCH

Want to share the experience? If you would like to purchase additional delegate badges or have any questions, get in touch with Kauthar.



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