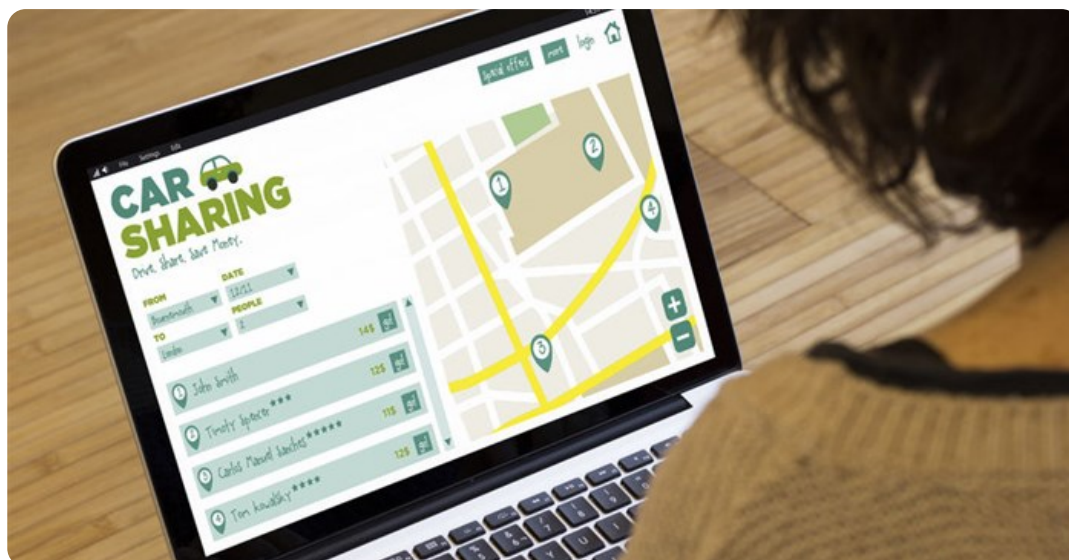


## Travel sharing companies to present at e-Tourism Summit

Airbnb and Uber will be presenting at the 2015 e-Tourism Africa Summit for the first time. The e-Tourism Africa Summit will be held at the Cape Town International Convention Centre on 17 and 18 September 2015 while the Tshwane summit will be held at O12 Central on 21 and 22 September 2015.



@georgejmcittle via [123RF](#)

In the wake of strong successes in key markets around the world, Airbnb plans to significantly grow its business in Africa, where the company has already seen some impressive growth. In the past year alone, the number of listings in Africa has more than doubled and the number of people staying in Airbnb listings in the region has increased by 145%.

Damian Cook, CEO of e-Tourism Frontiers, which organises the e-Tourism Africa Summits, said the rise of travel sharing companies cannot be ignored. "Around the world, Airbnb and Uber have gained new ground and significantly shaken up the market. There have been moves by some governments and destinations to try and curb and even stop travel sharing companies growing or operating, however, it is completely clear that there is a huge demand for travel sharing services across the world."

### Travel-sharing concept

Cook said progressive companies and destinations in the travel market need to understand the travel-sharing concept so they can continue to compete, but at the same time they also need to look at ways they can work together. There are ways of potentially cooperating, he said.

Other global presenters at this year's summit include Facebook, TripAdvisor, Expedia, Twitter and Instagram. South Africa Tourism is the title sponsor of the summit while VISA and the City of Tshwane are lead sponsors.

"Visa recognises the synergy between technology and tourism. We are committed to growing tourism, especially inbound travel to Africa and we are delighted to be sponsoring this year's e-Tourism Africa Summit, which will give the African tourism sector much-needed information and insight from international online travel experts," said Salome Makau, VISA senior business development leader for Southern Africa.