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## It's a Marathon

As the sun set on a successful World Travel Market Africa and the sun rose earlier today in Cape Town, a juxtapose view emerged of the events industry. The marathon runners were getting ready for registration of their practice runs prior to this weekend's Two Oceans Marathon race, while our colleagues started reflecting and catching their breath after 7 000 plus meetings occurred this past week at WTM Africa.

What is clear is that our marathon is starting. We witnessed new products, a renewed level of enthusiasm for Destination SA and our collective passion by all to make new memories for visitors and delegates to our shores.

Many conversations were shared on how we need to pace ourselves in the marathon of our recovery and how we need to work on ensuring that we stop the skill drain in our industry.

Whether it was a panel discussion or on the trade floor, the value of in-person

business meetings can never be replaced. Much more is done, achieved, and agreed upon, in person.

So, as we settle into Easter Weekend 2022, we are mindful and thinking of our members and fellow citizens in KwaZulu Natal who have had a terrible time due to unseasonable weather conditions.

We wish our members a restful Easter Weekend.

Please keep safe. Please stay confident in our industry. Please stay focused on our recovery. Please stay in touch,

**The SAACI Team**



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