



ASSOCIATION OF
SOUTHERN AFRICAN TRAVEL AGENTS

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Endorsement Letter for Tech & Tourism Conference in South Africa

To Whom It May Concern:

I am writing on behalf of the Association of Southern African Travel Agents (ASATA) to express our endorsement of the upcoming Tech & Tourism Conference scheduled to take place in South Africa 22-23 February 2024.

ASATA, as a leading advocate for the travel industry in Southern Africa, recognises technology's pivotal role in shaping the future of tourism. The Tech & Tourism Conference aligns seamlessly with our commitment to fostering innovation, collaboration, and excellence within the travel sector.

As shared with us, the agenda and focus areas of the conference demonstrate a thoughtful curation of timely and relevant topics to the evolving landscape of the travel and tourism industry. This event should provide invaluable insights, promote knowledge-sharing, and facilitate networking opportunities for professionals and stakeholders from various sectors.

Thank you for organising this important event, and we wish you great success in its execution.

Sincerely,

Otto de Vries
Chief Executive Officer
Association of Southern African Travel Agents (ASATA)