

INDABA Daily News



SOUTH AFRICAN TOURISM

Issue 3 | 9 May 2016

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Hidden gems - the future of tourism

Another first at this year's INDABA, the Hidden Gems Zone, is built to showcase products and services from South African Small, Medium and Micro-sized Enterprises (SMMEs). Over the last three days, the businesses have enjoyed networking opportunities with buyers from around the world, attended workshops facilitated to provide knowledge and tools on how to access the market and shared their stories with global media.

At an SMME networking function hosted yesterday by the Deputy Minister of Tourism, Tokozile Xasa, she said: "We understand the challenges and opportunities that exist in growing SMMEs in the sector and that is why we see the need to focus on building and developing this sector."

"The Department of Tourism and South African Tourism recognise and support the significant role that SMMEs play in the economic development of both developed and developing countries, and in this instance, the growth of the tourism sector," she said.

Catering specifically for SMMEs, is the INDABA development zone with 70 SMMEs exhibiting, all selected for their uniqueness and authentic representation of South Africa as a destination. Of these, 20 focus on the country's adventure activities.

Xasa also expressed her delight that 14 of these include Lilizela Tourism Award winners. "This shows

that these entrepreneurs have already won the hearts of their guests through the quality service they provide," she said.

"In a few years' time, it is by the performance of SMMEs that the sector's transformation and inclusivity targets will be measured," she said. "Therefore it is imperative that we not only talk the talk but walk the walk when it comes to supporting small businesses."

The networking event gave SMMEs the platform to meet with buyers. SA Tourism funded the development zone in collaboration with the Tourism Enterprise Partnership (TEP), a non profit company, which facilitates the growth, development and sustainability of small tourism businesses, as well as the National Department of Tourism's Tourism Incentive Programme (TIP). Launched last year, the TIP overarching policy rationale is rooted in the National Development Plan and the New Growth Path, which recognises tourism as a labour intensive and tradable service sector and a catalyst to support faster and more inclusive economic growth.

Prior to the networking function, TEP CEO Salifou Sidlo, TBCSA CEO Matšatši Ramawela and the MEC of Economic Development, Tourism and Environmental affairs in KwaZulu-Natal, Michael Mabuyakhulu, spoke in depth about the role of SMMEs in the economics of tourism at a media talk, demonstrating the importance of this sector to the industry.



Champions for small businesses in tourism - (from left) Michael Mabuyakhulu, MEC Economic Development, Tourism & Environmental Affairs - KZN, Mmatšatši Ramawela, CEO of the Tourism Business Council of South Africa, Andile Khumalo, moderator, Lynette Ntuli, CEO of Innate Investment Solutions and Salifou Sidlo, CEO of the Tourism Enterprise Partnership.

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Tourism industry to benefit from Durban hosting Commonwealth Games

Durban will be ready to host the 22 Commonwealth Games.

Philip Sithole, head of Durban Tourism, gave an update on the Games' planning and the opportunities for the tourism industry at Indaba.

"Bidding for the event was part of Durban's strategy to become known internationally for hosting major events. The impact of the games would be far reaching with great opportunities for those in the accommodation, transport, shopping, leisure and food sectors.

"We expect over 220 000 people during the event. Another benefit is job creation, with both temporary and permanent jobs created. The event would also expose Durban and all it has to offer to an international audience," he said.

Meanwhile Durban cemented the existing partnership with Eurosport, which focuses on sports advertising.

"More than eight million people have seen the Durban television advert showcasing the city's sporting attractions and facilities in the United Kingdom since the implementation of the partnership in 2012," says Surekha Abbas, Accounts Director at Eurosport.

"An additional 144,7 million Europeans have seen the advertisement and an extra 157,4 million are expected to see it before the contract ends in June 2016," said Abbas.

"The efforts of taking Durban to the world are starting



It's a deal! - Surekha Abbas and Nomvuzo Shabalala.

to pay dividends," says Deputy Mayor Nomvuzo Shabalala.

"The Eurosport partnership started just in time for the build-up to the African Cup of Nations. We will continue working with them as the Commonwealth Games draw near."

Visit DEC1A37.

PROGRAMME FOR TODAY, 9 MAY 2016

- 09:30 - 11:00** **CNBC AFRICA LIVE PANEL DISCUSSION**
Durban's growth acceleration into tourism
ICC Auditorium Hall 1AB
All INDABA Delegates to - RSVP limited seats
nokulunga.mhlongo@durban.gov.za
- 10:00 - 11:00** **TECH TALK - WAYN**
Jerome Touze, WAYN. How to measure return on investment in digital marketing
Meeting Room 21 ABC
All INDABA delegates
- 10:30 - 11:30** **LGBT TRAVEL SEGMENT - A GLOBAL AND AFRICAN PERSPECTIVE**
Rika Jean-Francoi, ITB corporate and social responsibility
Meeting Room 22
All INDABA delegates
- 11:00 - 12:00** **EXHIBITION STAND AWARDS**
EXSA judged stands award | ICC
All INDABA delegates
- 11:00 - 12:00** **TECH TALK - AIR BNB**
Velma Corcoran, Air BnB. How Airbnb is working with destinations to empower people and places
Meeting Room 21 ABC
All INDABA delegates
- 12:00 - 13:00** **TECH TALK - GOOGLE**
Dikla Blum, Account Manager specialising in marketing for tourist boards & Tumi Chaka, Analytical Lead, South Africa
Digital trends and solutions in the travel industry
Meeting Room 21 ABC
All INDABA delegates

Indaba Daily News

The Indaba Daily News, official newspaper of Indaba, is published by Junxion Communications.

We would like to hear from you - e-mail: martin@junxionpr.co.za

Also read Indaba Daily News on www.indaba-southafrica.net.

Printed on environmentally friendly Sappi Tripple Green gloss 115g/m².

The Tourism Enterprise Partnership (TEP) has developed its unique Enterprise and Supplier Development Solutions (ESDS) programme to help corporates in the tourism industry meet the new Broad-Based Black Economic Empowerment (B-BBEE) Codes of Good Practice.

The ESDS programme allows corporates access to enterprise and supplier development points for their B-BBEE scorecard, both through TEP itself and through access to SMME suppliers.

For more information regarding TEP's ESDS programme and how to earn full points, contact Fathima Haffejee on 011 880 3790 or email esds@tep.co.za.

www.tep.co.za | The ESDS programme is verified by BEEScore.

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Enterprise & Supplier Development

Collecting TOMSA levy pays off



TBCSA CEO Mmtsatshi Ramawela (centre) points the way to hidden treasures to Margy Whitehouse, Chief Marketing Officer at SA Tourism and Paul Ash of the Times Media Group.

As an added benefit for collecting TOMSA levies, the Tourism Business Council of South Africa (TBCSA) has negotiated that levy collectors will benefit from exposure in the Times Media Group Finders Keepers Consumer Competition.

"Between June and September, we will be running a competition through the Sunday Times, where participants stand a chance of winning a prize worth R1 million," says TBCSA CEO Mmtsatshi Ramawela.

The competition is a treasure hunt where the 'treasure' is hidden in different parts of the country, primarily located at travel and tourism products across the different provinces.

For the first time this year, TOMSA levy contributors will be given priority.

In addition, levy collectors will be given preferential advertising rates in the Sunday Times and its sister publications for the duration of the campaign.

The TOMSA levy has more than 500 active travel and tourism businesses contributing close to 10 percent of

SA Tourism's annual budget allocation.

"This initiative is just one of the innovative ways in which we are delivering value to our TOMSA levy collectors and forms part of a broader strategy to align TOMSA levy collectors with SA Tourism's marketing programmes," says Ramawela.

The TBCSA has signed a new memorandum of understanding with SA Tourism that will see a portion of the funds collected put into a collaborative fund which will be allocated to projects agreed by the council on behalf of levy collectors.

The treasure hunt will begin in Gauteng and end in the Free State – coinciding with the Tourism Month activities. Each week a 'travel and tourism related' clue will be provided through the Sunday Times and other related media platforms and competition participants will need to register to participate. Those who provide the correct answers will then proceed to the next leg of the competition route, until the final participants' names are selected to participate in the final draw. The winner will be announced in October.

Tourism: the star of the show

The Tourism Grading Council of South Africa (TGCSA) stakeholder function, A Night Under the Stars, drove home the strategic importance of the star grading system for the development of tourism in South Africa.

Speaking at the event, Acting CEO of SA Tourism, Sthembiso Dlamini, emphasised the importance of the grading stars.

"The council is the only recognised and globally credible quality assurance body for tourism products in South Africa and our graded stars, earned by thousands of accommodation institutions in the country, are the quickest way for visitors to know what to expect from an institution in terms of its service and quality."

However, she says this is not their only function. "Every time a star is granted it also contributes to the promotion of our beautiful country as 80 percent of

the TOMSA levy is utilised by SA Tourism to augment its marketing budget."

She pointed out that, while currently the levy collectors sit at about 500, this is out of a universe of 25 000 tourism businesses. "These are all potential levy collectors and it is our job to demonstrate how the levy adds value to their businesses, thereby converting them into levy collectors."

She said capturing the target of R130 million for the TOMSA levy is only possible if we market our country and ensure our accommodation institutions are of the highest quality. "Both of these can be accomplished through TOMSA, which is a levy collected by tourism businesses that goes towards the promotion of South Africa as a preferred tourist destination locally and internationally."

I see a different view

If perceptions influence the way travellers engage with a destination then Africa is set to become the centre of trendiness. Set up by a group of former advertising agency creatives, *I See a Different You* is changing the world, and Africa's, perceptions about the continent, one image at a time.

Through powerful photography Neo Mashigo, Vuyolwethu Mpantsha and twins Justice and Innocent Mukheli set out to change the world's view from negative to positive.

"As Africans our story has always been told by others and as *I See A Different You* we want to tell our own stories through art," said Neo Mashigo at the Africa Media Talk yesterday.

The group started out in Pimville, Soweto, where they grew up and broadened their focus to the rest of Africa when they realised that the world responded to the positive power of their images.

"We told our stories and the world responded," said Mashigo. "We travelled to Nairobi and saw a reflection of our stories in the people we interacted with. We travelled to Japan and saw how people embraced the Africa we presented."

Evelyn Mahlaba, Regional Director for Africa at South African Tourism said: "The decision to extend an invitation to the group was an easy one. Their work reflects exactly what we want to portray as a country.

"We are perceived to be unfriendly but when visitors have been to our destination, they quickly realise that this is not the case. Through *I See a Different You*, we are not only able to tell our own stories, but also showcase the spirit of Africa through these passionate ambassadors of our country and the continent."

I See a Different You has already produced advertising campaigns for major organisations including SA Tourism in the UK and Kenya.



Neo Mashigo, Innocent Mukheli, Evelyn Mahlaba, Vuyolwethu Mpantsha and Justice Mukheli shared the new Africa story at the Africa Media Talk at INDABA.

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The Pink R/\$ - join our talk this morning

Following the successful annual convention of the International Gay & Lesbian Travel Association (IGLTA) held in Cape Town last month, a workshop about gay and lesbian travel will be held at Indaba this morning – from 10:30 to 11:30 in the ICC's Room 22.

The workshop will explore gay and lesbian travel from a global and South African perspective, both from a human rights and economic point of view.

Speakers will include Rika Jean-Francois of ITB Berlin, Mmatsatsi Ramawela, CEO of the Tourism Business Council of South Africa, Rudi Wagenaar of Inspirational Places, Jason Fidler of the KwaZulu-Natal Gay and Lesbian Tourism Association, Martina Bath of Let's go there and Margy Whitehouse, Chief Marketing Officer of South African Tourism.

Opening the recent IGLTA convention, South African Tourism Minister Derek Hanekom said: "When we look back at the 22 years since we achieved our freedom, we have made huge advances, but the journey towards a non-racial, non-sexist society, free of stereotype and prejudice has only really just started. At that exciting time of the transition from apartheid to democracy, one of the great icons of our liberation struggle, Archbishop Desmond Tutu, coined the phrase "Rainbow Nation". It was poetry, and just the right medicine for our divided nation. What he meant by that was that the beauty and wonder of the rainbow lies in nothing other than its many different colours. So he used it as a metaphor for our country.

It worked for us and played a very important part in making people recognise the beauty of our racial and cultural diversity. As time progressed, we began the real work of addressing inequalities and confronting persistent racism, sexism, homophobia and other forms of prejudice, sometimes in ugly ways.

"LGBT people took pride of place as full and equal members of our society. It filled many of us with immense pride, but it was a hard battle and there was considerable opposition to it from some quarters. These rights are now firmly included in our constitution, because they belong there and because it is right for them to be there. We recognise that we have not yet reached our destination. We are still on the journey and we still have a very long way to go.

"Whether you are lesbian, or gay, or bisexual, black or white or any shade of colour, this incredible continent of Africa is your home. This is where we all come from, whatever journey we have travelled and wherever we find ourselves today. This continent is our collective home. Let us celebrate our belonging to the family of humankind, and let us rejoice that I am who I am through you. And you are who you are, because of others. Let us celebrate this wonderful thing called "Ubuntu".

Against this background, and the ever-growing value of the gay and lesbian tourism market, this morning's workshop is an event not to be missed.



Empowering women in tourism

With the female population in South Africa estimated at approximately 51 percent (approximately 28,07 million) according to a Statistics South Africa report published in July 2015, it is no wonder that the majority of employees in the tourism sector are women. Tourism is the fastest growing service sector that accounts for a significant portion of the economy.

Speaking at the Women in Tourism event held last night, Deputy Minister Tokozile Xasa gave her views on the importance of empowering women in the industry and how investing in women means adding value to the economic growth and development of South Africa.

"Cultivating entrepreneurship is also a big focus for us and over the next couple of years it sets the foundations for quality jobs, workforce development and training opportunities.

"Women are running highly successful tourism and hospitality businesses across the country. Securing decent work is crucial for women, making it possible for them to build more promising futures for themselves, their families and their communities," she said.

Through projects like Women in Tourism (WIT) it is important to push women to invest in themselves as it promotes employment, entrepreneurship, leadership, and education. The WIT forum is aimed at addressing the economic inequalities and challenges faced by women within the sector. Its agenda is centred on 'Commanding respect, ascertaining recognition of women contribution in the sector, encouraging representation in economic activities and leadership, and producing results which will enhance the supply and demand for domestic tourism'.

South Africa – a LIVE constitution



You cannot talk tourism without talking heritage – and South Africa's 20-year old constitution.

The Durban Tourism stand at Indaba was the set where the #IamConstitution social media campaign, linking tourism with heritage, was launched.

"We want South Africans talking about tourism and heritage," says Dawn Robertson, Chief Executive Officer of Constitution Hill South Africa.

"We want South Africans to look forward while taking into consideration the country's history. The constitution binds and defends our rights. Constitutional Hill is a unique heritage site where both culture and heritage can be celebrated."

"Linking heritage and tourism provided an immersive experience to tourists," says Mandy Jacobson of the African History Archive.

They will be partnering with Travel Massive on a cross country road trip to start dialogue on this issue.

"One of the stops along the way is the Albert Luthuli Museum where we will be hosting a dialogue about the constitution," says Zinhle Nyembe of the museum.

"Heritage is very important to both locals and tourists. This is just one way of learning about our past in a fun and exciting way and where we are going as a country."

Yesterday Durban beach visitors and tourists interacted about heritage and what the South African constitution means to them.

The #IamConstitution campaign is travelling throughout the country after its launch at Constitution Hill in Braamfontein in Johannesburg.

Blue Train turns 70




70 years of railroad royalty - the Blue Train, South Africa's prestige export to the world of tourism and luxury train travels, is celebrating its 70th anniversary at Indaba 2016. The branding and livery highlights the milestone of the iconic super train with a signature and message marking former President Nelson Mandela's maiden journey on the train in 1998. The Blue Train celebrated its founding anniversary with a boat cruise with delegates, buyers, media and local and international dignitaries around the Durban Bay. Celebrating were the Blue Train's Hanlie Kotze and Primrose Nxumalo with guest Marc Blackowitz.



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What the townships can teach us



Mpho Mache - tourism entrepreneur from Gauteng.

Young entrepreneur Mpho Mache, the founder of Tshuku Tours, was delighted to be selected as one of the participating SMMEs at Indaba this year.

“Going with Gauteng Tourism to Indaba is an amazing opportunity,” says Mpho. “As an SMME we get exposed to the heavyweights of the tourism industry and we get the opportunity to benchmark ourselves against those companies who have achieved what we are aspiring towards. Going to the Indaba allows you to educate yourself on trends which help you to realise if your offering is the best fit with what clients are looking for. It’s also a great opportunity to give back to the province by helping to get more people into Gauteng and into the Cradle of Humankind World Heritage Site.

“I would also love the opportunity to make people realise the immense range of activities and specialist offerings which are available in Gauteng. Most people could spend two weeks in Gauteng and experience the lifestyles which they really aspire to if only they were aware of the incredible diversity of experiences available in our province. In terms of land mass, Gauteng is the smallest province, but it packs the biggest punch of tourism experience in the country, whilst it’s also very easy to navigate.”

Enthusiastic and committed entrepreneurs like Mpho Mache prove that young entrepreneurs can give as good as they get, and better.

Visit stand DEC1D47.

German travel agents get a taste of South Africa

120 German travel agents get a taste of SA

German tour operator, TUI, and South African Tourism recently hosted 120 travel agents to experience the Eastern Cape and Cape Town. The TUI Erleben Tour is one of the biggest familiarisation trips out of Germany ever.

The group experienced the destination’s wildlife and nature offering as well as its lifestyle and culture.

January arrivals from Germany were at an all-time-high, with nearly 29 000 tourists – a growth of more than 21 percent, compared with last year over the same period. TUI has also seen a growth of 50 percent in bookings to South Africa for the current year. As a result, travel offers and programmes to South Africa have been extended and German travellers now have the choice of 20 itineraries to the destination, of which 11 were newly developed for 2016.

Mathias Tewes, General Manager, Product Management Longhaul East, TUI Deutschland, said the majority of the agents on the trip were visiting South Africa for the first time.

“The feedback was very positive and they got good insights and an excellent overview of what South Africa and TUI has to offer. The products in the programme, which included Cape Town, Winelands, Walker Bay, Port Elizabeth and the Addo Elephant National Park, were rated good to excellent. The agents got a much better understanding of what the destination has to offer. SAA should introduce a year-round direct flight from Germany to Cape Town.”

“TUI is one of the biggest players in the market - we have a long-standing partnership of more than 20 years in which TUI helped us to unlock South Africa

for German travellers,” says Theresa Bay-Müller, SA Tourism Country Manager in Germany.

“With this group of agents we kick-started our co-operation with TUI for 2016. It is absolutely essential to invite travel agents to South Africa. They need to be trained on what our country has to offer and they need to be inspired by its beauty and people. They will be ambassadors forever.”

According to SA Tourism, strong and steady partnerships with the travel trade are the backbone of its work in Germany and familiarisation trips for travel agents are an important tool.

Participants of the familiarisation trip had to qualify by successfully completing an E-Learning programme.

Southern African Tourism Update.



GAUTENG TOURISM showcases amazing SMMEs



The Gauteng Tourism sector strategy has led to the discovery and promotion of incredible tourism talent.

“Gauteng Tourism has run programmes to identify Small and Medium Micro Enterprises (SMMEs) which show the potential to uplift the township share of the provincial tourism economy,” says Gauteng Tourism Chief Executive Officer Siphwe Ngwenya.

“Tourism Indaba 2016 has unveiled some very exciting new tourism talent.

“We are confident that they will make a very positive impression on the government sector and the tour operators and trade in general. We are looking forward to an unprecedented period of growth and transformation in the tourism profile of our province.

“In February this year we held an SMME Indaba in Kliptown, Soweto. With the help of the Southern Africa Tourism Services Association we were able to par down from over 100 very promising SMMEs to identify the cream of the crop from an industry perspective. We have brought them to Indaba with the dual purpose of exposing them to the industry as well as of honing and developing their finer marketing skills to make them indelibly imbedded in future tourism marketing offerings.”

Gauteng Tourism is also featuring the Gauteng events calendar, the Gauteng Signature Collection and the Gauteng Travel App at Indaba 2016.

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Minor Hotel Group expands into Africa

The Minor Hotel Group, an owner, investor and operator with a portfolio of 146 hotels and resorts and 19 000 keys in 22 countries across Africa, Asia Pacific, the Middle East, Europe, South America and the Indian Ocean, continued its strategic expansions with a new camp in East Africa.

What it describes as its 'hottest' property, is the Anantara Medjumbe Island Resort located in the middle of the Indian ocean in Mozambique.

In May Elewana added the Loisaba tented camp to its portfolio, a new tented camp in the Loisaba Conservancy, heralding a conservation landmark to preserve one of Kenya's most important elephant corridors. The newly refurbished Loisaba Star Beds also

joined the Elewana Collection.

In April 2015 the Elewana Collection merged with Cheli and Peacock, which added six camps in Kenya to the portfolio. This was followed by the launch of SkySafari Kenya, an all-inclusive package solution allowing guests to visit three of the country's most diverse and iconic parks with direct transfers on private aircraft.

SkySafari Kenya compliments the existing SkySafari Tanzania.

The Elewana Collection in Africa delivers once-in-a-lifetime experiences in 15 exclusive lodges, camps and hotels in Tanzania and Kenya.

Visit stand ICCQ16.



The Anantara Medjumbe Island Resort.

City Sightseeing launches travel depot in Cape Town

City Sightseeing South Africa, the company that operates the red open-top buses in Johannesburg and Cape Town, has just launched a travel depot at its Cape Town offices.

Strategically located on the corner of Long and Short Market streets, the new tour centre acts as a gateway into the CBD and Green Market Square. The idea of the travel depot is to bring a number of tourism providers under one roof for easy access to visitors and a place where locals and visitors can interact with the best experiences Cape Town has to offer.

Currently showcased at the depot are operators that include helicopter trips, zip-lining, shark cage-diving, safaris and more. Cape Town Tourism also has a satellite visitors desk at the depot to provide general tourist information. The office is also the meeting point for the very popular free walking tours that visit the Bo Kaap, Historic Cape Town and District Six.

"It is very exciting to watch the growth of this tourism hub and we are constantly on the look-out for partners who can bring value to this project," says Mandi Jarman, sales manager at City Sightseeing South Africa.

Current tenants at the travel depot include Cape Town Tourism, South Africa Forest Adventures, Shark Zone, Cape Town Helicopter Tours, Aquila Private Game Reserve, Hylton Ross Exclusive Touring and Ferdinand's Tours & Adventures.

Visit stand ODB17.



Lilizela Awards deadline looms

Entries for the 2016 Lilizela Tourism Awards will close on 31 May 2016. These annual awards recognise and reward tourism players and businesses who work passionately and with pride to offer world-class products and services in contributing to growing South Africa's global destination competitiveness.

"In fulfilling our mandate to market South Africa as a world-class tourism destination for both leisure and business travellers, it is imperative that we work with our industry to deliver the best tourism experience. The Lilizela Tourism Awards are about identifying the best service providers in the industry, acknowledging and awarding them for their dedication to service and product excellence. Through the ETEYA category, the Lilizela Tourism Awards programme also contributes towards the growth and development of small businesses - an area that is crucial for our economy," says Sthembiso Dlamini, Acting Chief Executive Officer of South African Tourism.

While every effort has been put in place to promote these awards to consumers, it is important that business owners or managers inform guests about this competition and encourage them to vote for their establishments on the Lilizela Tourism Awards website.

Consumer reviews are a key consideration during the adjudications of these awards and allocated a weight of 80 percent of the overall score.

The provincial tourism awards will be held in September, Tourism Month, in all nine provinces,

culminating in the national award ceremony taking place in October where the best of the best will be honoured.

To enter or to view the full list of categories and the entry requirements visit www.lilizela.co.z



Sthembiso Dlamini, Acting Chief Executive Officer of South African Tourism.

New routes make the Cape West Coast even more accessible

Eat out on the West Coast Way Foodie and Culture Routes.



The opening of two new sightseeing and tourism routes in the Cape West Coast region encompass some of the most beautiful and interesting outlying towns and locations on the Cape West Coast and surrounding inland areas.

These routes are located within an area of vast natural and cultural beauty. They take visitors through some of the country's most awe-inspiring landscapes with plenty of attractions and towns to visit along the way.

Carmen Lerm, founder of West Coast Way, says that these two new routes drive traffic from the N7 to both the surrounding inland towns as well as the coastal regions and also serve to connect the inland areas with the sea - creating a sightseeing corridor.

"The West Coast Way Foodie and Culture Routes showcase the many attractions and activities that are already on offer on the Cape West Coast and inland areas - but may be unknown to many.

"It is a unique collection of themed routes to be enjoyed by locals and visitors when they do an adventure-filled self-drive trip. Tour operators can use

these routes as part of their itinerary and easily find what they need to put new packages together.

"Our offering also has unique options for visitors who don't want to self-drive but prefer a chauffeured day out. Among these are the Darling wine and beer trip and wildlife themed trips. These trips are easily packaged and managed for tour operators who do not have a West Coast offering in their portfolio and now need a supplier - who can connect the visitor to the attractions in the Cape West Coast.

"We have also used the West Coast Way Tourism Radio SmartPhone app to great effect - allowing visitors to have a comprehensive and free guide to each Cape West Coast biosphere attraction available on their smartphones at the touch of a finger.

"Whether your focus is sightseeing, photo opportunities, history, culture, food, family fun, fauna and flora or adventure and activities, the areas and towns have so much to offer," says Lerm.

Visit stand DEC1D26.



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Oystercatcher Trail opens new pricing options

The Garden Route's Oystercatcher Trail has made itself more accessible to more travellers through the introduction of new pricing options.

The luxury, guided beach walk - five days and four nights between Mossel Bay and the Gourits River Mouth - offers unique perspectives on an almost untouched environment, and on the ancient human history of the region.

Accommodation is provided in cottages and guest houses along the route, and walkers carry only their day packs - their luggage is transported for them by road from destination to destination.

"We now offer a budget (we call it Green) option for self-caering groups, a fully-catered Silver (or business class) option, and a luxury (Gold) option that includes meals and drinks, road transfers from and to George

Airport, and a Point of Human Origins Experience at the Pinnacle Point Caves with Dr Peter Nilssen - the man who introduced the finds in the caves to science that have revealed the earliest evidence for modern human behaviour," says Frik Orban of Out & About Afrika, which manages the Oystercatcher Trail.

Meet Frik at the Abenteuer Afrika stand - DECB02.



Avis drives the water efficiency movement

Car rental company, Avis is encouraging a longer term water efficiency ethic in its business.

In the 2015 financial year, Avis saved more than 148 million litres of water by harvesting water in their wash bays at its head office, Cape Town International, King Shaka International and Port Elizabeth airports. This sees an increase of approximately 32 million litres of water saved year on year.

For the company the implementation of water conservation measures has been an ongoing effort. Between 2007 and 2015, it saved a staggering 706 million litres of water.

After examining its water usage at its car-washing facilities in 2007, the company installed the latest water-recycling technology which reduced the amount of fresh water used per wash. While fresh clean water has to be used in the 'final rinse arch,' recycled water is used during the 'pre-soak' and 'shampoo' stages. The car wash process machines recycle up to 85 percent of the water used which is cleaned to about 90 percent clarity and has reduced the need for municipal water significantly.

"We have adopted a holistic approach to water management in an effort to conserve our country's most precious resource," says Rainer Gottschick, Avis Chief Executive, Southern Africa.

"Our water recycling initiative is aimed at limiting any impact on the local water supply system. Water conservation and management is something we take really seriously. We urge businesses across South Africa to follow suit and save water where possible. Rainwater harvesting is just one part of a holistic solution to saving one of South Africa's most essential commodities," says Gottschick.

70 years of Springbok Atlas Tours & Safaris

Springbok Atlas Tours and Safaris, one of South Africa's leading inbound tour operators, celebrates its 70th anniversary in 2016.

From humble beginnings, Springbok Atlas has been a household name for generations for day tours and long distance tours for local and international travellers. It was established in 1946 as a small local tour company, offering tours into the Kruger National

Park for learners during the weekends and school holidays.

Today Springbok Atlas Tours and Safaris is a division of Cullinan Holdings and is headed up by Chief Executive Officer Glenn McKeag, who has been with the company for nearly thirty years.

Visit stand ICC11.



Exports from international tourism rise 4% in 2015

International tourism receipts in destinations around the world grew by 3.6 percent in 2015, in line with the 4.4 percent increase in international arrivals. For the fourth consecutive year, international tourism grew faster than world merchandise trade, raising tourism's share in world exports to 7 percent in 2015. The total export value from international tourism amounted to US\$ 1.4 trillion.

Income generated by international visitors on accommodation, food and drink, entertainment, shopping and other services and goods reached an estimated US\$ 1,232 billion (euro 1,110 billion) in 2015, an increase of 3.6 percent accounting for exchange rate fluctuations and inflation. International tourist arrivals (overnight visitors) increased by 4.4 percent in 2015, reaching a total of 1,184 million.

Alongside international tourism receipts (the travel item of the balance of payments), international tourism generated US\$ 210 billion in exports through international non-resident passenger transport services, bringing the total value of tourism exports up to US\$ 1.4 trillion, or US\$ 4 billion a day on average.

"Tourism is today a major category of international trade in services," said UNWTO Secretary-General Taleb Rifai. "Despite a weak and slow economic recovery, spending on international tourism grew significantly

in 2015, proving the sector's relevance in stimulating economic growth, boosting exports and creating jobs for an increasing number of economies worldwide," he said.

International tourism represents 7 percent of total world exports and 30 percent of services exports. The share of tourism in overall exports of goods and services increased from 6 percent to 7 percent in 2015 as for the fourth consecutive year international tourism outgrew world merchandise trade, which grew 2.8 percent in 2015 according to recent data reported by the World Trade Organization.

As a worldwide export category, tourism ranks third after fuels and chemicals and ahead of food and automotive products. In many developing countries, tourism ranks as the first export sector.

Unusually strong exchange rate fluctuations in 2015 seriously influenced receipts for individual destinations and regions, expressed in current US dollars. Taking into account exchange rate fluctuations and inflation, receipts in the Americas, Asia and the Pacific and the Middle East all grew by 4 percent, while in Europe they grew by 3 percent and in Africa by 2 percent.

(Source: UN World Tourism Organization)

Leading hospitality group, Peermont, announces multi-million rand hotel extensions and resort refurbishments

Indaba 2016 – Peermont Hotels, Casinos and Resorts has announced two hotel extensions - an additional 100 rooms to the Peermont Metcourt at the Group's flagship Emperors Palace resort in Johannesburg, and a 20-key extension to the Peermont Metcourt hotel at the Khoroni Hotel, Casino and Convention Resort in Thohoyandou, in Limpopo. In addition, a variety of refurbishments and upgrades are taking place at a number of resort properties, totaling over R168m.

At Emperors Palace Hotel, Casino, Convention and Entertainment Resort, next to the O.R. Tambo International Airport, the R112m expansion of the popular, select-services 3-star Peermont Metcourt hotel by 100 rooms is currently underway, with the planned opening in December 2016. This will increase the hotel's capacity from a 248 to a 348-key facility and bring the resort's capacity to 757 rooms in total.

The expansion also compliments the existing hotels at the resort; the 5-star D'oreale Grande, the 4-star Mondior, and the 3-star Metcourt Suites.

The Peermont Metcourt is a modern, contemporary and functional hotel which was designed primarily for business travellers and convention centre guests, however the need has arisen to offer more family friendly rooms and to cater for large groups travelling on a budget, such as NGO's, sports and

religious associations. The new king and twin bed configuration of the rooms take these needs into consideration. The hotel will also feature one suite, with its own private balcony.

The 5166 m² extension includes an addition to the existing F.L.A.G. Café, an additional lift, enhanced access to the rest of the complex, a new façade opposite the Metcourt Suites and a 24-hour gymnasium.

Also due to open in December 2016, is the R22m 20-key extension of the Peermont Metcourt at Khoroni in Thohoyandou. Currently, the hotel features 87 comfortable rooms and the extension will add another 18 standard bedrooms and two suites. The design of the new rooms delivers a fresh, contemporary, afro-chic style, as well as the new 'wet room' bathroom layout.

At Graceland Hotel, Casino and Country Club in Secunda, R13m has been spent on refurbishments, including upgrades of the presidential, the junior suites as well as three floors of the 4-star Peermont Walmont hotel, the addition of Madison's Bistro and Family restaurant, the painting of the resort exterior, upgrades to the Augusta Club Lounge and a new sprinkler irrigation system on the Gary Player-designed 18-hole championship inland links golf course and the relocation and expansion of the spa facilities. The final project is the replacement of the old



showbar with Moo Bar, a bold and stylish new sports and cocktail venue, due to open in June 2016.

Peermont's vibrant Zulu-themed Umfolozi Hotel, Casino and Convention Resort in Empangeni, is currently completing R4,3m in facility upgrades. These include an extension of the Metcourt hotel's F.L.A.G. Café, renovations to the casino bar and restrooms and an update to the video games arcade including a fresh new look and a variety of new games.

Klerksdorp's Rio Hotel, Casino and Convention Resort has almost completed a R6m refurbishment of the main casino with beautiful vibrant paint colours,

stylish fittings and fixtures and brighter and more colourful lighting features.

The Sedibeng Casino in Francistown, Botswana is being relocated from the Cresta Thapama Hotel into the Peermont Metcourt hotel and this incorporation will also see a new lounge area adjacent to the casino and a breakfast terrace restaurant.

"These are exciting upgrades to our properties," says Joint Acting Interim CEO, Thabo Mokwena, "and we are confident that we have addressed practical needs with the flair that our guests have come to expect from Peermont."

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aha Moments – a lifestyle choice

aha Hotels & Lodges has launched its newly published magazine, aha Moments!, aimed at invigorating in-room entertainment for guests, at Indaba.

Neil Bald, Managing Director of aha Hotels & Lodges, says the group is all about the experience. "Our goal is to re-imagine the world of hospitality by crafting immersive experiences that are unique and exciting. Our guests should have something out of the ordinary to look forward to every time they visit our venues.

"That is what we are hoping to achieve with aha Moments! – to highlight how we can enhance your travel experience by keeping your finger on the pulse of global and local trends and giving you lifestyle news in the palm of your hands."

The magazine will celebrate high-end lifestyle experiences and offer a unique window into the various luxurious aha hotels and lodges. It will appeal to business travellers as well as families on holiday.

Published bi-monthly, it will speak to both local and international readers as it will be a reservoir of eloquent features that will cover travel, fashion, health, business and lifestyle topics.

The print version will be introduced in all the aha hotels, ranging from three to five star and luxury game lodges in South Africa, Zimbabwe, Zambia and Botswana.

Visit stand ICC001.



Prince Albert added to new Garden Route Tours

Springbok Atlas Tours & Safaris has added the delightful village of Prince Albert into the itinerary of Garden Route tours travelling between Cape Town and Port Elizabeth.

Instead of an extra night in Knysna, guests will spend one night in Prince Albert, followed by stayovers in Oudtshoorn and Knysna. This will take guests off the beaten path to discover the smaller towns and

treasures that South Africa has to offer. Located at the foot of the Swartberg Mountains, Prince Albert is an arty, homegrown town, with significant natural beauty and charm. It's also known for its sun-ripened fresh and dried fruit, vineyards, olives and local cheese.

For more details or to collect a Guided Tours 2017 brochure, visit stand ICC 111.



Flower Power for Free State

A new South African flower show will soon be launched in the Free State.

Free State Tourism Authority CEO Dhilosen Pillay says the event would take place in Parys, on the banks of the Vaal River, early in November.

"The concept was sprung following Premier Ace Magashule's visit to Spain in March. The Spanish archipelago, Madeira hosts one of the largest flower shows in the world. It draws hordes of international tourists who come to see colourful parades, exhibits

and performances by locals.

"Our event will comprise of a conference, exhibits, floats, music and dance items during that weekend. The event will also coincide with the annual Free State powerboat championships, which takes place on the Vaal. It will indeed create a vibrant, all encompassing, fun experience for visitors and exhibitors alike.

"While the event takes place in the Free State, it is a show for all who wish to participate - from botanists and floriculturists to nursery owners, community

growers and even local florists. All entertainment from floral floats, floral carpets and different flower designs will incorporate elements of the Free State Big 5 Routes branding."

Parys in the northern Free State, is just 90km from Johannesburg.

Visit stand DEC181.



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A 30-minute drive inland from Durban will bring you to the green suburbs of Kloof and Hillcrest, edged by the rugged Valley of 1000 Hills. It is aptly named as the land literally tumbles down to the Umgeni River Valley in thousands of hills dotted with traditional Zulu homesteads. The views are breathtaking, the nature reserves teeming with game, the Zulu cultural villages provide an opportunity to experience some of the thrills of Africa and you can enjoy a game driving experience at PheZulu Safari Park. The area is a growing destination for adventure enthusiasts, with an array of activities on offer including rock climbing, quad biking, mountain bike trails, abseiling, microlighting and canoeing. There are numerous upmarket B&Bs and boutique hotels for visitors to stay in as they spend some time in the area.



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