



AFRICA'S TRAVEL



10 MAY 2018

INDABA



DAILY NEWS



100

Nelson Mandela Centenary 2018 Be the Legacy

A NELSON MANDELA FOUNDATION INITIATIVE

Brought to you by South African Tourism

# THANK YOU FOR HELPING US TAKE AFRICA'S STORIES TO THE WORLD

Africa's Travel Indaba plays an integral role in shaping Africa's stories, and the success of the continent in the future. Through this platform, people can share our culture, histories, tastes and vibrancy, and discover new and innovative ways of packaging our offerings.



© South African Tourism

Africa's Travel Indaba is known as the leading African travel exhibition show in the world, and this year, we welcomed over 7 000 delegates from 80 countries, 23 of which are African countries. There are 1 747 registered hosted and non-hosted buyers from around the world, and the Indaba has been documented by more than 600 media so far.

Of the 1 120 exhibitors showcasing a range and diversity of products, there are 135 smaller enterprises, known as "Hidden Gems" from all nine provinces. The number of Hidden Gems has increased by 50% since last year, and these small up-and-coming businesses are fuelling the tourism industry today, and are the rising stars of tomorrow.

We are committed to supporting this critical sector of our economy. President Cyril Ramaphosa, in his State of the Nation

Address, acknowledged tourism as a significant driver of our economy and our country's development.

A big highlight this year was partnering with the Nelson Mandela Foundation to celebrate Nelson Mandela's centenary. A specially designed Madiba Journey App allows you to experience 100 locations around the country that defined Madiba's life and legacy.

As the Indaba draws to a close, we want to express our enjoyment at hosting all of you - from exhibitors, buyers, media, delegates and visitors. Thank you to our host province, KwaZulu-Natal, and our host city, Durban as well as the Inkosi Albert Luthuli Convention Centre. We extend a hearty congratulations to the ICC, celebrating its 21<sup>st</sup> anniversary this year.

f Facebook: [TravellIndaba](#)  
t Twitter: [@Travel\\_Indaba](#)  
Hashtag: [#INDABA2018](#)  
[#AFRICAMOVESYOU](#)

**DON'T MISS OUT!**

**Speed Marketing Session in Meeting Room 22, ICC.**

Explore the theme: Wildlife and Adventure  
Time: 08:30 - 10:00



# Mpumalanga

## Beyond WILDLIFE



Mpumalanga  
TOURISM AND PARKS AGENCY

MPUMALANGA  
THE PLACE OF THE RISING SUN



DOWNLOAD OUR TRAVEL GUIDE APP



For exciting deals visit [www.mpumalanga.com](http://www.mpumalanga.com)

VISIT US AT STAND NUMBER DECT01

# Go back to your ROUTES



## SANIBONANI!

We would like to wish all Indaba delegates a safe journey back home. As the proud hosts of Indaba, we trust that this has been a successful three days of business for all of you.

We encourage you to take time to explore our exceptional Zulu Kingdom. KwaZulu-Natal has a myriad of breath-taking tourism routes that offer a unique travel experience. Journey through the Freedom Route and walk in the footsteps of great South African leaders like Dr. John Dube, Mahatma Gandhi and South Africa's first democratically elected President, Nelson Mandela.

Enjoy the scenic beauty of the Valley of a Thousand Hills, just a short drive from the bustling City of Durban and marvel at the beauty of KwaZulu-Natal's countryside.

If nostalgia is what you are looking for, step back in time to the sacred grounds of the Battlefields where the Zulu warriors defeated the Red Coast Soldiers. Birding enthusiasts can enjoy over 600 bird species on our birding route.

With the plethora of routes to explore, you will go home filled with unforgettable memories of the exceptional Kingdom, keen to join us again for the 2019 Africa's Travel Indaba.

**Zulu Kingdom, exceptional.**



# GETTING INTO THE VIBE!

Day two of Africa's Travel Indaba saw the second Speed Marketing session, themed Township Vibe, kicked off to an enthusiastic reception by the audience.

Representing a cross section of the global village, from the United States (US), Nigeria, Lesotho, Swaziland, Austria, Indonesia, Jamaica, Uganda, Turkey to Angola, to name but a few, the session was well-attended by close to 300 delegates.

Speed marketing is a concept that allows a speaker five minutes to inform and pitch their services and products to the audience. Africa's Travel Indaba hosts three speed marketing sessions, one taking place every morning of the Indaba.

A hosted buyer at the Indaba from South Africa, Zoe Molapisi of Design Africa DMC, says the sessions are very valuable. "In an hour you get a feel for the types of businesses out there and what they have to offer. Indaba has so much to see and so many people to meet that this helps me to identify businesses I would like to interact with more closely to ascertain if I want to pursue partnerships or do business with them."

She has attended the Indaba and the sessions previously. "I have formed good partnerships from these sessions."

This is Mathaba Nyeoe from the Lesotho Tourism Development Corporation's second Indaba, but first Speed Marketing Session. "I loved it. It is

such a great idea. I was intrigued to see how it works! It provides great exposure for businesses and a wonderful platform for them. For me, it is a great opportunity to see, at a glance, what is on offer."

Marie Wicox is French, but lives in Cape Town. A hosted buyer, this is her 25th Indaba. "I have attended the Speed Marketing sessions for the past two Indabas. They are very well organised and very informative."

From Luxury Cultural Tourism, an organisation based in London, but operates out of KwaZulu-Natal, Jaguar Shandu, says the sessions provide inside information from the companies' owners themselves. "We are looking for information and companies that are linked to luxury as that is our key criteria."

Overall the sessions are helpful says Patricia Roosli from Private Safaris from Switzerland. The company has been bringing visitors to the country for the past 40 years. "The sessions help as we get information on new companies and experiences on offer that we can link up with for our business."

The presentations ranged from food experiences to accommodation and activities in the townships from across the country.

The Basotho Cultural Village in the Free State offers various experiences. "These include drinking traditional beer, a visit with a Sangoma, playing indigenous musical instruments, learning about traditional plants, and viewing rock art in the mountains," says Elisa Mosikatsana.

4Roomed eKasi Culinary Experience is the brain child of Abigail Mbalo-Mokoena, who was a MasterChef finalist in the South African series. Based in Cape Town she offers a variety of culinary experiences in Khayelitsha township. "Tourists go into township gardens and help plant vegetables. They also harvest these and then we share a feast together," she explains. The food is all indigenous and the cooking traditional. "In this way we do not just offer an experience, but the tourist also contributes, and we educate them." Tourists get to take home a painted plate with a special message. They also leave a plant with a special message behind.

Kone Village Boutique Lodge in Limpopo gives tourists the best of both worlds. "The lodge is in the village, so the tourist can interact with the villagers, sit on a rusty tin of paint, watch a soccer game, then taste traditionally made Marula juice. Afterwards they return to the lodge where they are pampered and can relax

in luxury," explains Bonolo Sebata.

Today Vilakazi Street is famous, but in 2001 it was a poor area with much unemployment. Sakhumzi Restaurant changed this. "When we started the restaurant 18 years ago, we were four people, today we are 110 full-time employed people," says Sakhumi Maqubela. With the other restaurants, crafting businesses and BnBs that have sprung up around the restaurant, it has indirectly created 700 more jobs."

The street is very popular with tourists, as is the restaurant, and Maqubela says book before you pitch. "The restaurant seats up to 450 people but is fully booked most days with tours and corporates."

The Workshop Ko Kasi is in the Northern Cape town of Kuruman and offers a journey for the body, mind and soul. This is the birthplace of the humankind where the Koi San live today still. "Experience caves, interactions with the locals, meditations and dinner under stars with food that is picked fresh from our garden. Our Africa Eco Spa is not like any spa you have experienced - it is purely Africa and has no Eastern or Western influences," says Mpho Cornelius.





# AFRICA'S TRAVEL INDABA PROGRAMME

THURSDAY, 10 MAY 2018

Time	Schedule
08:00 - 12:00	CATHSSETA Research Consultative Workshop
08:30 - 10:00	Speed Marketing - Wildlife & Adventure
09:30	Amadeus IT and Thebe Tourism press conference – technological advancements in the SA tourism industry
10:00 - 17:00	Africa's Travel Indaba Trade Floor Opens
10:30 - 11:30	Bid Party Closing Media Briefing
13:00 - 14:00	Lunch
15:00 - 15:30	CEO's Debrief
17:00 - 20:00	Show Closes

## SUN CITY INTRODUCES BESPOKE HERITAGE TOUR

Sun City's exquisite location on the border of the game-rich Pilanesberg National Park in the rural North West Province offers unique tourism opportunities for those keen to discover cultures, landscapes and experiences not found elsewhere in South Africa. Adding to the diversity of activities and experiences at the resort, Sun City is introducing a range of bespoke experiences which offer visitors a chance to explore the province, its history and its people.

Sun City activities in partnership with Mankwe Gametrackers now offers the Leeto-Kgolo Village Tour, an insightful meander of four Bakgatla heritage sites, through the village of Moruleng on bicycles. The tour, offering a unique

opportunity to explore the rich and dynamic history of Bakgatla-Ba-Kgafela tribe, is something of an adventure as riders negotiate their way through diverse and beautiful landscapes. Riders stop along the way to enjoy refreshments at a local shebeen/tuck shop and interact with the locals, view the first non-missionary school and learn about the rain-making rock. At "Tshilong", they will be welcomed with a traditional beer, learn about traditional food preparation and even get some hands-on involvement in the process.

For more information contact Mankwe Gametrackers on +27 14 552 5020 or [info@mankwegametrackers.co.za](mailto:info@mankwegametrackers.co.za).

## STAND AWARD WINNERS

Category	Platinum	Gold	Silver
Provincial Authorities	Cape Town and Western Cape	Tourism KwaZulu-Natal	Limpopo Tourism Agency
Southern African Development Community & Africa	Taleni Africa	Namibia Tourism Board	Rwanda Development Board
Outdoor	Canvas and Tent	Northern Cape Tourism Authority	Rovos Rail
Tour Operator	Tourvest Destination Management	Springbok Atlas Tours & Safaris	Cullinan Transport
Accommodation	Sun International	Moondance	Dream Hotels & Resorts
Tourism Marketing Organisation	Dreams 4 Africa	African Travel & Tourism Association	South African National Parks
Transport	Emirates Airline	South African Airways	Airlink



Cape Town and Western Cape, marketed by WESGRO, won best Provincial stand at Africa's Travel Indaba 2018.



# VICTIMS TO VICTORS

Dealing with crises within the African travel industry.

**T**ravel and tourism at both an international and domestic levels is taking place in an increasingly complex and disruptive global environment. The disruptions range from innovative technology to violence and terrorism, disease and natural disasters. This panel discussion unpacked the issue of addressing disruptions and resilience in the African context.

The session was moderated by Mmatšatši Ramawela, CEO of the Tourism Business Council of South Africa (TBCSA), who asked the panellists about the current crisis management landscape in South Africa, and if we are prepared enough for the myriad crises that face us. The panel addressed the lessons we can draw from other regions and what key considerations exist for improving resilience and dealing with crisis to strengthen tourist confidence in destination Africa.

Enver Duminy, CEO of Cape Town Tourism says, "It is important not to be reactive. This can only be ensured by becoming resilient, which means preparation. Destinations need to see themselves as businesses. When crises hit, we immediately look to government. The response to the crisis must come from public/private collaboration and intervention." Enver illustrated the recent crisis response efforts in Cape Town, which stemmed from water

scarcity. The Day Zero message loomed large over Capetonians and visitors alike, and while it scared off some potential tourists and investors, it did effect a change in lifestyle for locals, who have adapted to the new normal.

Wendy Masters, founder of The Phoenix Partnership, says that, "As perception affects the economies of entire regions, advance planning and collaboration agreements must be in place long before the crisis hits. The initial response to a crisis will shape its fate, with the first three days a critical determinant of where you will end up."

Naledi Khabo elaborated on the complex issue of crisis media management, as crises on the continent have negative impacts for almost all other African countries, citing the Ebola pandemic. "There is a reliance on traditional media outlets to disseminate information to the world, and when a crisis story airs, there is almost never a follow up or resolution. I think the entire continent has been in a long-term media imperception cycle. But the responsibility is ours to tell our stories." Naledi went on to say that the level of ignorance around the African narrative is distressing, and the perception crisis needs to be addressed aggressively as the continent offers far more than wildlife experiences.

Jerry Mabena, Chief Executive Officer of Thebe Services Division at Thebe Investment Corporation, responding to Mmatšatši's question about inaction, said

that where we have failed is in unifying stakeholders and not defining a clear vision. "Crisis can lead to a change in behaviour. We tend to be complacent, but it is during times of crisis that we must galvanise all parties. He also touched on Afrophobia, and the fact that people are afraid of what they don't know, saying, "The media is dominated by those that don't like the African narrative. He suggested a change in the way tourism is structured, suggesting that "tourism must be taken to the grassroots level, and let the people own it."

**As perception affects the economies of entire regions, advance planning and collaboration agreements must be in place long before the crisis hits. The initial response to a crisis will shape its fate, with the first three days a critical determinant of where you will end up.**

## Ten Steps for Troubleshooting in Tough Times:

### Phase One: Prepare, Prepare, Prepare

- Assess your risks or vulnerabilities
- Assemble and train a great team
- Keep the chain of approval short
- Identify your mobilisation and listening tools
- Practise, practise, practise

### Phase Two: When a Crisis Hits – STOP, Assess, then Act

- Brief your crisis communications team
- Disseminate crafted response within the hour
- Monitor reaction across all media platforms

### Phase 3: Recovering After the Storm

- Follow words with actions
- Look at what you learnt, what was done right, and what could be better next time
- Then return to the beginning of the list!

Awaken your senses...

# connect

*"An evening sundowner enjoyed with friends  
Savouring the scents of the African bush  
Earth soaked in the warmth of the golden sun  
The sheer vastness of its open landscape  
The soundless padding of elephants moving on by  
A gentle melody of bird song  
Connect with yourself  
It's good to be alive..."*

Visit us at  
ICC, Hall 3, Stand No. K8

**Ezemvelo KZN Wildlife's** diverse protected areas and natural sanctuaries allow you to explore our unique big-game wildlife areas, as well as numerous cultural, historical, wetland, alpine and marine treasures with a wide range of accommodation facilities and guest activities on offer.

**Hiking, biking, fishing, game-viewing or just relaxing ...it's yours for the asking.**

**Make your Reservation Now!**

T: +27(0) 33 845 1003 E: Tradedesk@kznwildlife.com Web: www.kznwildlife.com



Ezemvelo KZN Wildlife



Conservation, Partnerships & Ecotourism



# RESPONSIBLE TOURISM

Chaired by South African Tourism CEO Sisa Ntshona, this lively panel offered the audience plenty to think about with regards to responsible tourism trends across the world.



South African Tourism CEO Sisa Ntshona

**W**e look for solutions and guidelines outside, while they're actually inside," Sisa Ntshona said as he opened this panel. When it comes to issues of responsible and sustainable tourism, he urged Africa to "take the lead!" The tone of these opening remarks permeated the discussion. Morongoe Ramphele from the South African Department of Tourism, believes that we are already leading the world when it comes to issues of responsible tourism, given the Minimum Standard for Responsible Tourism (SANS 1162) created by the national government. Ramphele said: "We might be the first in the world to have come up with this kind of a standard in terms of responsible tourism."

Although Jane Edge of Fair Trade Tourism believes "conscious consumerism is on the rise," her fellow panellists did not all share her resounding optimism. "Let's face it: responsible tourism is not the most glamorous part of tourism," said manager of the African Responsible Tourism Awards, Sadia Nanabhay. The reality, she said, is that it remains difficult for businesses to act responsibly. Nanabhay urged business to start small, and make whatever changes they could, with the goal of "holistic sustainability" in the future.

The Western Cape did not have much time to work towards a sustainable future, after the Day Zero scare earlier in 2018. "We had to learn to just not waste water," said Judy Lain of Wesgro. Many businesses stepped up to the challenge; Lain cited Red

Bus and Tsogo Sun as leaders in the field of water wise tourism. She also stressed the importance of creating an online presence, and educating potential tourists. Ntshona praised the Western Cape's efforts, declaring: "We're now leading the world in terms of how to respond to water issues. The rest of the world is watching us to see how we respond to it." This is vital because, as Lain pointed out, current predictions suggest that 1 in 5 countries will be in a drought by 2050. It is a matter of "future-proofing" the industry across the world, in response to ongoing climate change, rather than bouncing from crisis to crisis.

Still, it can be challenging for destination to change visitors' behaviour. Nanabhay said: "When it comes to changing visitor behaviour in tourism it's still trial and error." She discussed how Florence has introduced punitive measures for visitors who exhibit bad behaviour – it remains to be seen where this "stick" method will work. Other destinations incentivise good behaviour, by "appealing to people's good nature." According to Lain, evidence skews towards the second method. She cited a study which found that a group of hotels that articulated the drought problem had higher levels of compliance than another group which took a more hardline approach. The truth, Ntshona

suggested, is that tourists were looking for guidance as to how to behave – and it was up to industry to provide that guidance.

One of the audience members brought up the fact that many animals are still kept in captivity for the purposes of tourist experiences. Ntshona once more insisted that this continued trend was linked to a lack of understanding and education amongst consumers. "You kill demand," he said, "there'll be no supply."

Lain brought up the growing trend towards responsible tourism, and said that tourists are now looking for "authentic experiences" as opposed to "enclave tourism." As such, township tourism has been on the rise in South Africa. Nanabhay noted that Gauteng has been at the forefront of developing township tourism, in part due to complaints from tourists about poor experiences. The province has seen a rise in tourism to lesser-known townships, which shows movement towards an inclusive tourism industry. "Inclusivity does not mean at the cost of others," said Ntshona. He said that a more inclusive tourism sector would not mean a reduction in existing tourism package, but an expansion on available experiences. Ideally, a more inclusive industry will result in a more sustainable – and responsible – one.



#durbanhasmore

## DISCOVER Inanda Heritage Route

The Route is a must visit for delegates attending the Africa Travel Indaba.



For more information visit [www.visitdurban.travel](http://www.visitdurban.travel)



# DEVELOPING FUTURE LEADERS

The final Business Conversation focused on how to maximise youth employment in the tourism sector, which remains a hot topic.

Panel moderator Neliswa Fente opened the talk by saying: "Young people don't have a lot of experience but they have a lot of energy." This sentiment was echoed by her dynamic, experienced panellists, who focused on how vital it is to integrate young people into the fastest-growing sector in South Africa. Currently, the sector already employs 686 590 people in South Africa – with greater youth employment in travel and hospitality, this figure is sure to grow.

Nesang Maleka, founder of South African Youth in Travel, Tourism & Hospitality (an advocacy organisation), said that young black people from working class backgrounds "were not really exposed to the 'nitty-gritties' of the tourism sector." This created major barriers for entering the sector, and was one of the major reasons the sector remains largely untransformed. He also decried the quality of TVET colleges, and noted that the poor quality of teaching there contributes to inequities in the industry. "You have private hospitality schools, where if you study there, you get a greater chance of being employed," he said. "You get a township, rural-based TVET college, offering tourism [...] they don't have the same understanding as your private scholars, which means it's then an unequal, opportunistic way of doing things," Maleka surmised.

Fellow panellist Denis Ackulay said that "people want sustainability" in the sector. Sustainability – in the form of support – will allow parents to feel more comfortable when their children choose to go into

tourism. Part of this support needs to be a more vibrantly representative industry; young black people need to see successful black entrepreneurs. "It needs support from the media," said Ackulay. A more representative presence for tourism in the media will encourage more black youth to pursue careers in this fast-growing sector.

Daniel Adidwa is, himself, a young entrepreneur. On starting his business, Adidwa said: "I would say initially it was [difficult]." However, connecting with industry leaders and cashing in on "social capital" that he had allowed him to develop his enterprise. His advice for young people was acknowledging the following fact: "We don't know it all." He added, "even though you think you've got your black belt you're still a junior." It's only through making connections and putting in effort daily, that you'll find your business growing. This information needs to be disseminated to ambitious youth, so that they have realistic expectations about the entrepreneurial journey.

An audience member pointed out that SA Tourism has been working hard to change the status quo for black youth in industry. With that contribution in mind, SA Tourism CEO Sisa Ntshona ended off the discussion by urging everyone to take a more active attitude towards building new opportunities: "Be very careful what you expect from government. Government is not here to give you anything. Whoever says that is kidding with you [...] We'll give you access. That's what Africa's Tourism Indaba is all about."

**Sustainability – in the form of support – will allow parents to feel more comfortable when their children choose to go into tourism. Part of this support needs to be a more vibrantly representative industry; young black people need to see successful black entrepreneurs. "It needs support from the media."**

# BUCKET LIST ON A BUDGET

Terry Murphy, owner of African Budget Safaris, offers a wide range of tourism activities aimed at the budget-conscious traveller. He has been in the travel industry for some time and saw a lot of emphasis on the luxury market as well as the backpacker crowd. In 2006 he launched his company to meet the needs of the gap in the market in between, with clientele mostly between the ages of 18 to 39 years old looking for an adventurous trip at a budget-friendly price. A big hit is the camping safari, which reduces costs but includes all the splendour of the African landscape.

"The overland industry has grown significantly since the 1970s when it was a communal trip for guys with a vehicle, who would take on a few passengers. Now we have accommodated tours and camping tours in large, specialised trucks carrying around 20 to 25 people per vehicle. Adventurous clients can travel from Cape Town to Nairobi, on different lengths of trip. We emphasise that these are adventure, participatory safaris so guests are encouraged to get stuck into putting up tents and helping out. The cost is a small percentage of what they would pay if they were to do the same trip in a smaller safari vehicle and stay in luxury lodges," Terry explains. He also offers various packages for the over-40s age group that are less strenuous but still have an adventure component.

Terry says the overland trips are especially appealing to women travelling alone and youngsters, who often find the idea of travelling around Africa by themselves quite daunting. "About 40 to 60% of our clients are women and independent young travellers – it's a definite trend," he adds.

Road trips are organised into remote

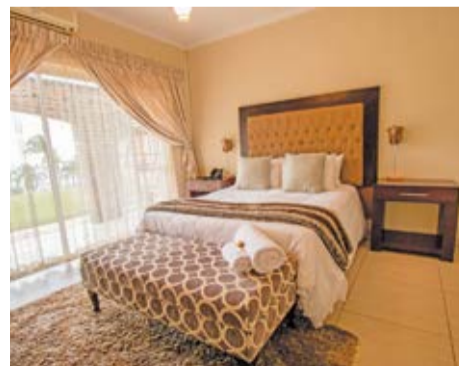
parts of Africa amidst wildlife. Terry says there is an entire industry of suppliers of regional activities that revolves around the overland industry, specifically aimed at the adventure market. Activities include helicopter flights over Victoria Falls, white water rafting, river boarding, canoeing on the Zambezi, bungee jumping and tandem bridge swings. "Many smaller towns along popular routes have specifically catered for the adventure market in response to the rapid growth of the overland industry," Terry notes. "There are probably around ten big companies that do this particular style of travel, which means a constant flow of tourists within this age group into these towns."

In Cape Town, adventures will be tailored to offerings in the region. One of the most popular is the shark diving industry. "South Africa has the leading shark diving industry in the world. It's inexpensive compared to other places and clients come out specifically to do this," he says. It's also a huge industry in terms of education and self-regulation as they operate within a particular area in Gansbaai and any kind of breach of ethics will be reported by other operators.

"We have rave reviews for shark encounters from our clients. They also create positive awareness of the value of sharks within the ecosystem and dispel the myth of the *Jaws* hysteria," Terry maintains.

Terry supports Satsa's initiatives to look into the ethical side of animal encounters. This is in line with international trends, he notes, with visitors from the UK and Europe already aware of the move away from animal encounters that are unnatural or lead to later cruelty, like canned lion hunting. There are other ways to get close to animals in nature without harm, he adds.

**We emphasise that these are adventure, participatory safaris so guests are encouraged to get stuck into putting up tents and helping out. The cost is a small percentage of what they would pay if they were to do the same trip in a smaller safari vehicle and stay in luxury lodges.**



Mashutti Country Lodge is a privately owned and run lodge for tourists and corporate clients alike. It is a unique, upmarket sanctuary for the modern-day traveler. The lodge is conveniently located just

outside Tzaneen in the Agatha Mountains. Mashutti Country Lodge has 180-degree views of the Wolkberg and Drakensberg Mountains as well as the Tzaneen dam. Take a refreshing swim, after taking a stroll down to our very own rainforest.

Our details are as follows:

Email: [info@mashutti.co.za](mailto:info@mashutti.co.za)

Contact numbers:

015 307 4808/4315 or 073 336 6489

Website: [www.mashutti.co.za](http://www.mashutti.co.za)





# THINK AFRICA. THINK LUXURY.

Here at Africa's Travel Indaba, you don't need to search for luxury – it comes to you. Nestled in the corner of the exhibition floor of the ICC, you will find the Lap of Luxury pavilion, where Africa's finest travel products and experiences await. Here are 10 luxurious offerings to whet your appetite.

The Turbine Boutique Hotel and Spa will provide an experience that will surprise and delight. Situated on the picturesque Thesen Islands within the Knysna Estuary, this five-star hotel was converted from an old power station and offers a plethora of funky features for discerning travellers.

Dreams are made at Walkersons Hotel & Spa, which is beautifully positioned in the rolling hills of Mpumalanga. The welcoming country-house atmosphere is complemented by high-class service and modern amenities. For the adventure-inclined, fly fishing, mountain biking, hiking and horseback riding can all be enjoyed on the estate.

Umzolozolo Private Safari Lodge is a piece of paradise under African skies. Situated in the malaria-free Nambiti Private Game Reserve in the heart of KwaZulu-Natal, Umzolozolo provides an

unrivalled safari experience, including the Big 5 and cheetah. The lodge offers a presidential/honeymoon suite, as well as an array of luxury chalets and suites.

In a secluded region in the Eastern Cape, one will find a hidden gem – Tenahead Mountain Lodge. 2 650 metres above sea level, this spectacular lodge is surrounded by the beauty of the Drakensburg, Witteberg and Maluti mountains. The seven en-suite bedrooms provide the ultimate mountain luxury experience.

Loerie's Call, the exclusive five-star lodge in Nelspruit, has something to offer for every business or leisure traveller. Boasting panoramic views of the Crocodile River Valley, Loerie's Call also offers nine individually designed rooms, an on-site restaurant, and a conference facility for 50 pax.

Prana Lodge Private Beach Estate and Spa is located on the world-renowned Wildcoast of the Eastern Cape. Nestled in a dense dune forest, it promotes health, wellbeing, relaxation and rejuvenation. Eight luxurious suites each have their own plunge pool and gardens, which add to the air of exclusivity, tranquillity and romance.



© South African Tourism

Village Ridge Boutique Hotel is the place to stay, eat and entertain. Guests are spoiled for choice with 27 individually designed rooms, two authentic restaurants – North Indian and Italian – and a decadent spa. The venue is also a gorgeous location for weddings.

Head Over Heels, a luxury retreat on the edge of the Knysna Heads, offers indulgent accommodation and spectacular views – the perfect backdrop to a well-deserved getaway, or special occasion.

Cape Town is situated within a natural amphitheatre shaped by the

vertical cliffs of Devil's Peak and Lion's Head, and it is here that you will find One&Only, located within the vibrant and urbane Victoria and Alfred Waterfront. All the spacious rooms and suites are presented in 10 categories with clean lines, contemporary art and dark African woods.

Between the iconic Table Mountain and the stunning Atlantic Ocean, you will find the five-star Cape Royale Luxury Hotel. Offering two and three bedroom suites and penthouses, as well as private villas, the Cape Royale has become the city's most desirable address.

## ALL-FEMALE DESIGN TEAM SHINES ON SOUTH AFRICAN TOURISM STAND

The South African Tourism stand is certainly catching the eye of delegates at Africa's Travel Indaba with its unique and engaging design.

The brains trust behind the design was an all-female team from Designersink, a 100% female owned company.

The brief to Samantha Gabriel, Gill Gibbs, Sanele Mbense and Ruhli Kader, was to create a space that captures every kind of experience that can be enjoyed in South Africa.

They succeeded in designing a contemporary, interactive stand that at

every turn offers something new to see or experience, reflecting South Africa.

The stand is practical with interesting attractions that make it stand out, such as the coffee bar, where business and networking meetings can take place.

Another interactive feature on the stand is the virtual reality screen that allows delegates to use virtual reality goggles to experience the many attractions that the country has to offer.

The centrepiece of the stand this year is a tribute to the Nelson Mandela Centenary. An installation of 100, one of a kind post cards displaying 100 ways to find

the Nelson Mandela in you are on display.

The postcards are also available for delegates to take homewhen visiting the stand.

"We are very proud of our country and its diversity and are honoured to have partnered with South African Tourism to create this state of the art exhibition stand. We were briefed to create a design that displays an expression of a country in full colour, with no experience left out," explained Designers Ink MD, Samantha Gabriel.

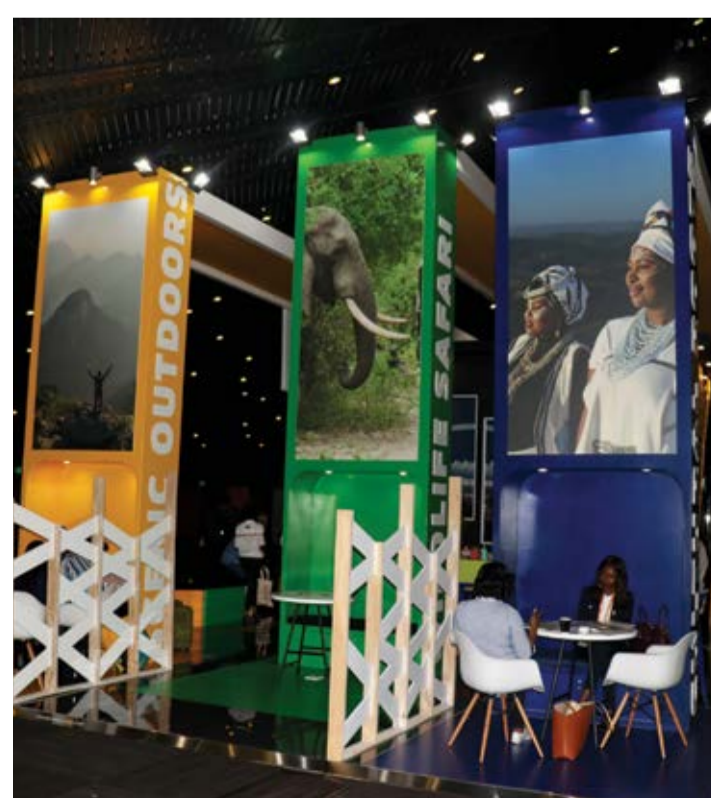
"We used our feminine touch to ensure that we pay attention to detail

and add distinctive touches to the stand. We take pride in being a 100% female-owned design company in an industry that is male dominated"

We view this opportunity as an excellent profiling platform and are proud of this partnership and endorsement by South African Tourism. Furthermore, we hope to make even more connections worldwide to expand and grow our business that has now been operating for 17 years. We believe that such opportunities contribute to the empowerment of woman and inclusive growth in the business sector," concluded Gabriel.



© Thabiso Sithole







Wustenquell Farm © Heribert Bechen

# NAMIBIA – EXCEEDING EXPECTATIONS

For Paula Olivier of Namibia Tourism, the country is characterised by unspoiled nature, well-developed road infrastructure, friendly and welcoming people, cultural diversity living peacefully with each other, mesmerising scenery, untouched beauty, oceans meeting the dunes, and the Fish River Canyon, which is the second-largest after the Grand Canyon in the USA. In all, Namibia is an unforgettable experience.

## What are some of the misconceptions about Namibia?

"Namibia is a country in Africa. We can't really blame people as the media tends to lump everything all in one. Many people have the perception Namibia is a continent.

This one is the most widespread misconception and the most ludicrous: Wild animals live in controlled areas or roaming freely. Most of the wild endangered animals and birds are contained in parks which are managed by wildlife officials to keep the wildlife as well as the general population safe."

## Namibia is famous for its small towns. Which are your favourites?

"Kolmanskop Ghost town is photographer's paradise. This long-abandoned diamond

miners' town is now only visited by snakes, scorpions, and tourists. The old buildings are filled with sand and colourful rooms lit by a beautiful sunlight.

Spitzkoppe is no better location for a picnic lunch. That's what I love about road trips: you can drive to the most remote areas, spend hours exploring the place and not meet a single human being, then find a perfect spot with the most magnificent view for your picnic. No restaurant with the finest food and a nice view can even try to compare to this! Spitzkoppe is a fascinating place. Absolute silence and the beauty of nature.

In Swakopmund, don't miss the National Marine Aquarium of Namibia, Swakopmund Museum, Karakula Weavers, Kristal Galerie and the Living Desert Snake Park."

## What are the must-see or must-do experiences in Namibia?

- Canyon Roadhouse
- Solitaire (a small settlement in the Khomas Region of central Namibia)
- Obligatory photo stop
- Quiver Tree Forest
- Swakopmund
- Inside one of the houses at Kolmanskop
- Ancient rock engravings – The Lion Man Route
- Walvis Bay flamingos

# NAMAQUA WEST COAST ART GIVES LOCAL SHINE TO EXPEDITION AFRICA 2018

The art of Namaqua West Coast local Donovan Stevens will enjoy pride of place as the artwork on the EA 2018 trophies at the renowned Expedition Africa adventure race, which takes place in the Namaqua West Coast region from May 18-27. Athletes from 22 countries will participate in the epic challenge this year as they race unsupported across more than 500km of arduous terrain, using disciplines including navigation, trekking, MTB, kayaking and mountaineering.

Stevens' "body map" was selected following his participation in a local project curated by visual artist Desirée

Brand. Brand, who has been involved in visual art practice and development for two decades, facilitates body mapping workshops to promote social cohesion. Some 30 participants, including farm labourers and township residents were involved in the competition requiring they trace their silhouettes and fill them with illustrations of their personal histories.

"Donovan's body map tells a riveting story that is filled with hardship and hope. In many ways it reflects the spirit of Expedition Africa 2018 Namaqua West Coast," says Namaqua West Coast tourism manager Monika de Jager.



Experience the  
**#GPLifestyle**

@visitgauteng | #lovegauteng  
@visitgauteng | www.gauteng.net





# THE SKYDIVE TANDEM COMPANY

A new, exciting adventure in Victoria Falls, Zimbabwe!

Visit us on stand DEC2B08  
Zimbabwe Tourism Authority

**The Freefall**  
From 10 000 feet, you will freefall for up to 45 seconds.

**Speed**  
You will reach speeds of up to 200kph depending on body size and position during your freefall experience.

**What to Bring**  
All you need to bring is yourself and your sense of adventure! As far as clothing is concerned, you need to wear closed shoes that won't come off in freefall! Bring a sweater just in case - Victoria Falls is usually warm/hot all year round. We provide you with a jumpsuit and goggles.

**Equipment and Safety Record**  
We use state-of-the-art Sigma tandem rigs from United Parachute Technologies in America. All our tandem instructors are Sigma-rated by official Sigma examiners,

**READY** Like a helicopter ride but 10X Higher

**SET** Like a Bungee Jump but 10X more

**GO!** Like a gorge swing but 10X Longer

and their licenses are renewed annually. All equipment is thoroughly checked on a daily basis and packed by our rigger.

**Contact Us**  
Tel: +263772302357  
Email: [admin@skydivetandemcompany.com](mailto:admin@skydivetandemcompany.com)  
Website: [www.skydivetandemcompany.com/](http://www.skydivetandemcompany.com/)  
Review: [http://www.tripadvisor.com/Attraction\\_Review-d12841052](http://www.tripadvisor.com/Attraction_Review-d12841052)



# EKASI EXCITEMENT

Duwayne Putter of Ekasi Adventure Tours in Port Elizabeth believes there is an adventure offering around every corner in South Africa, if you care to look. Offering tours into poverty-stricken Walmer Township in Port Elizabeth, in the Nelson Mandela Bay Municipality, he says international tourists are intrigued but initially nervous to spend time in an unfamiliar environment. They soon feel the warmth of the community, which welcomes visitors into their taverns and homes to experience what township living is really like.

Duwayne was inspired to offer this unique experience after undertaking a few township tours in Cape Town. He sees it as a way for the local community to get involved in uplifting themselves. Proceeds from his tours are ploughed back into the community, specifically the Rainbow Educare Centre in Walmer Township which is a day centre for around 40 children. The tour starts in the main street – Fountain Avenue – which has lively “kasi vibes” from pop-up shops of goods and services, such as barbers, street food and arts and crafts.

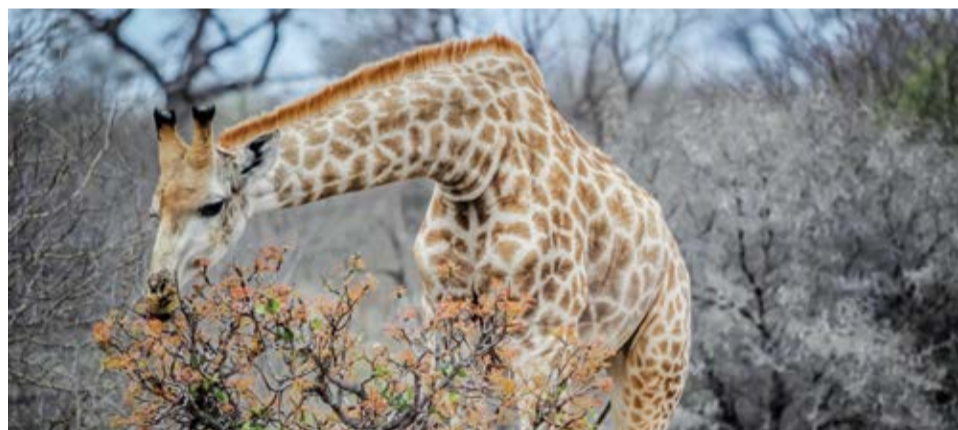
“The tours are adventurous because they’re immersive: tourists get to see, taste, smell, hear, touch and experience township life, culture, food and beverages, dancing, stories. You get invited into someone’s home and listen to their life story, their journey, their struggles, their

triumphs – it’s the real deal,” explains Duwayne. International visitors are blown away by the tours, saying they’ve never experienced anything like it in their lives. They go home with memories and images of a hidden gem in South Africa.

**The tours are adventurous because they’re immersive: tourists get to see, taste, smell, hear, touch and experience township life, culture, food and beverages, dancing, stories.**



Duwayne Putter of Ekasi Adventure Tours



Hoedspruit, South Africa © Casey Allen



Limpopo Spa © South African Tourism

# HERITAGE AND CULTURE, TOURISM NICHE UNTAPPED IN LIMPOPO

Testimony to the wealth of heritage and culture in Limpopo, the province also enjoys spectacular mountain sceneries in the country, which include the Soutpansberg, (salt pan mountain), the Waterberg (water mountain), Blouberg, (blue mountain), Wolkberg (cloud mountain) and the Magoebaskloof. These mountains have formed valleys with trails winding through thick bushes, caves and under waterfalls, turning Limpopo into a haven for outdoor activities such as hiking, camping, river rafting, birding, abseiling, bungee jumping, fishing, mountain biking, caving and more.

Mmadikoti Mountain (Mountain of Holes) in Moletji, just outside Polokwane on the other hand is known to be

another breeding Cape Vulture colony. This is also home to several African White-backed and hooded Vultures. The mountain itself is another new tourism gem adding to the list of many more attractions the province is endowed with. The Mountain of Holes, Mmadikoti, can be seen in Moletji Nature Reserve managed by the Limpopo Department of Economic Development Environment and Tourism (LEDET).

The Province also boasts over 700 rock art sites that have been discovered, of which many are not well-known including the Soutpansberg, Makgabeng as well as Pafuri in the Kruger National Park. Some of these activities are incorporated as part of visitors’ package

by most tourism products such as, local safari lodges, resorts and game farms.

While en-route to Big Five, country visitors will come to the Drakensberg Escarpment, with its sheer rock walls, pockets of indigenous forest, grass-covered slopes and vast plantations. It abounds with streams, waterfalls, crystal-clear ponds and potholes and embraces the world’s third-largest canyon.

This is the world of the adventurous hikers and cliff climbers, it is one of the last remaining unspoilt regions of South Africa. From the top of the Escarpment, the route descends sharply into the Lowveld along the banks of the mighty Olifants River. Amongst places to visit, is one of the premier provincial

nature reserves, the Big Five Makuya Park, which shares seamless borders with the Kruger National Park.

Accommodation options range from five star private game lodges, public rest camps and tented safari camps. Tourists can also come up close and personal with hippos and crocodiles on the banks of the mighty Letaba River. Award winning accommodation is in abundance in the Phalaborwa area including the Ivory Route camp built on tribal land in Shangaan style near the Baleni Salt Pan, close to the Little Letaba River.

To get a preview of the golf, safari and cultural experience that is exclusively Limpopo, visit us at Africa's Travel Indaba.

# EXPLORE THE ROUTES

Memories of the Northern Cape Province that will stay with you forever



**SPECIFICALLY PACKAGED** to give the visitor an easy do-it-yourself option to explore the province. Incredible year-round experiences coupled with warm hospitality, the peace and tranquility offered by off-the-beaten track towns and villages as well as uninterrupted spaces, allow visitors to recharge and reconnect with loved ones.

#### KOKERBOOM FOOD AND WINE ROUTE

Named after the indigenous quiver tree, the Kokerboom Food and Wine Route stretches along the Gariiep and includes towns like Upington, Kakamas, Keimoes, Augrabies, Marchand, Kanoneiland, Kenhardt and Riemvasmaak. The route will appeal to families as well as adventure and adrenaline seekers. Highlights include Augrabies Falls, Riemvasmaak hot springs, river rafting, fly fishing, kayaking and river cruises on the Orange River, numerous 4x4, hiking and MTB trails as well as excellent bird watching.

Foodies will appreciate the typical Northern Cape fare and produce available from coffee shops, road stalls and restaurants as well as wine tasting at cellars along the route. Accommodation ranges from luxurious guesthouses to farm and community stay-overs.

Contact: +27 (0)84 244 4408  
bookings@kokerboomroute.co.za

#### KALAHARI RED DUNE ROUTE

Discover the essence of the province in the heart of the Kalahari. Golden dunes, wide-open skies and flat-topped acacia trees epitomise the Kalahari Red Dune

Route. Stretching from Upington right to the Namibian border, visitors traverse the villages of Ashkam, Groot and Klein Mier and Rietfontein. Adventure-loving families and adrenaline seekers can enjoy dune hikes at dawn, eagle-owl encounters, sand duning and surfing in the red sand, close encounters with meerkats and guided walks with the !Khomani San to rediscover the ancient wisdom, customs and folklore of this ancient tribe.

Contact: +27 (0)82 492 3469  
lochmaree@absamail.co.za

#### RICHTERSVELD ROUTE

The Richtersveld is South Africa's only mountain desert and the route travels along rugged gravel roads to quaint towns such as Eksteensfontein, Sendelingsdrift, Lekkersing, Kuboes and Sandrift. The more challenging 4x4 routes in the /Ai/Ais-Richtersveld Transfrontier Park or in the Richtersveld World Heritage Area are best explored in a well-equipped SUV or bakkie. Pack comfortable hiking boots, extra water and guidebooks and set out along the 600 km Namaqua Eco 4x4 Route. The Orange River presents a more leisurely pace with

river rafting and the best wilderness fly-fishing in South Africa, while the entire Richtersveld is a mountain biker's dream. Follow in the footsteps of a traditional goat herder and learn about the lives of the nomads. In the villages, the locals will entertain guests with storytelling and traditional Nama step dancing upon request.

Contact +27 (0)78 874 1515  
bokka.diepotlepel@gmail.com

#### NAMAQUA COASTAL ROUTE

The route includes hidden gems like Garies, Kamieskroon, Hondeklip Bay, Koiingnaas and Kleinzee. Dozens of adventure and leisure options are available, including the Namaqua National Park, nature reserves, hidden coastal hamlets and some of the most remote hiking and 4x4 trails imaginable. Go succulent sleuthing with a botanical guide, hike the Springbok Klipkoppie for a dose of Anglo-Boer War history, enjoy stargazing, explore the countless shipwrecks along the coast line or visit Namastat, a traditional matjies-hut village. Breathtaking scenes of the Atlantic Ocean with sightings of dolphins and whales combined with great vistas of mountains and veld with endemic wildlife makes

travelling in this area remarkable.

Contact: +27 (0)27 877 0028  
email: coast.of.diamonds@gmail.com

#### KAROO HIGHLANDS ROUTE

This route covers the southern part of the province and the small Karoo towns of Nieuwoudtville, Calvinia, Williston, Sutherland, Fraserburg, Carnarvon, Loxton and Victoria West and forms the heart of the Great Karoo. Enjoy the peace and tranquillity of the Karoo with its wide open plains dotted with koppies (hills).

The area was named by the Khoi and San people, who left their legacy as art on the rocks. Explore many unique experiences such as stargazing at the world's largest astronomical observatory at Sutherland, the SKA radio telescopes in Carnarvon, Karoo architecture and corbelled houses, Anglo-Boer War sites, rock art, ancient Palaeo Surfaces, farm stays and great Karoo cuisine and hospitality.

Contact: +27 (0) 72 018 7288,  
email: pieter.naude@hotmail.com



For more information do visit stand DEC1B03  
www.experiencenortherncape.com or  
email to marketing@experiencenortherncape.com



www.experiencenortherncape.com

Follow us on:



NorthernCapeTourism



@NorthernCapeSA



northerncapetourism



northerncapetourism



# TINDERING AT INDABA

Solly Moeng explores the world of business matchmaking at Africa's Travel Indaba.

**W**hat has Tinder got to do with Africa's eminent tourism market, Africa's Travel Indaba? Well, a whole lot more than many would like to think. Africa's Travel Indaba has been offering a meeting space for like-minded and not so like-minded players seeking mutually beneficial partnerships in the tourism sector for close to 40 years; and it has enabled hundreds of thousands of business relationships amounting to deals worth hundreds of millions in Rands to be struck in its space over the years.

Buyers and sellers converge in Durban from across the African continent and other parts of the world to find partners. There have been many left swipes, no doubt, and a whole lot of right swipes that have led to lasting relationships between buyers and sellers. In the same vein, there would have been betrayals that led to divorces, some amicable and others, hopefully just a few, not so amicable. But Africa's Travel Indaba continues to thrive to this day because the bulk of the business partnerships that began in its space have successfully created opportunities for wealth creation, as well as personal and organisational growth over the decades. Many lives have been touched and enriched.

While some people might have swiped left for all the reasons that seemed right to them at the time, many others have swiped right and struck gold, having met lifelong business partners with whom they have continued to grow their businesses and, in the process, to positively touch the lives of many others. The lives of their

traveling clients have been enriched by new travel experiences and the lives of smaller businesses in the value chains of the original partners have also been improved, as they got integrated into the tourism food chain and continued to positively touch others. The positive ripple effects of the tourism economy can go very far indeed, if the original partners swipe to the right and hit gold.

## Why do they keep coming back?

Do those exhibitors and buyers who keep returning year after year do so just to maintain established partnerships, or do they do so to start new ones? Do they keep returning to window shop and see who else has entered the market, or do they do so to protect their turf and maintain established brand presence, as all self-respecting brands should?

We asked Blacky Komane, a veteran of the tourism industry whose career has gone from international destination marketing to running an airliner and global tour operations. He attends Africa's Travel Indaba 2018 as representative of Tourvest Destination Management, a company with many subsidiaries strategically positioned throughout the local tourism supply chain. One would expect Komani to be tired of seemingly doing the same thing over and over again, but this industry veteran is far from tired. "I love this industry, and, despite appearances, each show is different. Despite the need for us to maintain our presence here and to keep our brand visible – as we have been doing over the years – we keep exhibiting at

Indaba because it makes sense. Where else can we be", he asked rhetorically.

Clearly, Tourvest is a right swiper that keeps getting it right. According to Komani, its Return-on-Investment in Indaba has continued to grow over the years as they consolidated long-established partnerships and grew new ones through its subsidiaries within the group. "If we stop coming here, someone else will take our place", Komani shot in parting; "we wouldn't want that to happen".

Other longstanding industry players present at Indaba 2018 are Faize Noordien of Legend Tours and Federated Hospitality Association of South Africa's unstoppable and passionate Tshifhiwa

Tshivhengwa. While both of them recognise the advent of other platforms in the local tourism marketplace, notably the World Travel Market Africa, they agree that Indaba will continue to be a key platform for them, especially because it has strong government participation and investment aimed at enabling the opening-up of space to integrate new industry players into the sector.

"Our members continue to exhibit at Indaba because they see the value of coming here, year after year, to meet quality buyers who have enabled their brands to reach lucrative overseas markets", said Tshivhengwa, "there will therefore always be a place for Indaba in our marketing drive".



Blacky Komami – Tourvest



Tshifhiwa Tshivhengwa – FEDHASA

## NEW STUDY SHOWS THAT WINE TOURISM IN THE WESTERN CAPE HAS GROWN BY 16%



© Photo by Matthieu Joannon via Unsplash

In 2017, Wesgro, in partnership with Explore Sideways, conducted the second annual Wine & Food Tourism Study in the Western Cape. The study surveyed more than 40 South African tour operators, accounting for over 19 000 itineraries booked over the year. The study aims to determine sector trends and identify changing market conditions in the wine tourism industry in South Africa.

Key findings from the respondent's answers show that wine tourism in the Western Cape has grown by 16% between 2016 and 2017. This is further evidenced by tour operators indicating that 99% of Cape Town-based itineraries include a trip to the Winelands.

Wesgro CEO, Tim Harris said: "There is

a multitude of factors that have influenced the awareness of South Africa as a wine tourism destination. Positive media coverage and internationally recognized wine awards have generated interest and investment in the evolving local wine industry. Specialist wine tour companies have done much in the way of showcasing boutique, off-the-beaten-track wine producers and properties, further enhancing the perception of quality and promoting the Winelands as an essential stop on itineraries."

Spending patterns of wine tourists, in particular, indicate higher than average expenditure than general tourists while visiting the Western Cape. This illustrates another important aspect of wine tourism as a means of enhancing economic growth

through tourism in the Western Cape.

Respondents indicated that offering tailor-made tours was the most important aspect of selecting a wine tour, allowing tourists to immerse themselves in authentic experiences rather than scheduled or packaged tours. This is further supported by the growing interest in unique activities like food and wine pairings (68%), cellar tours (54%), meeting the winemaker (51%) and food and wine tasting events (49%).

Harris added: "While established wine destinations like Stellenbosch, Franschhoek, and Constantia remain the most popular with visitors, there was a 43% increase in requests for the Hermanus (Hemel-en-Aarde Valley) wine route between 2016 and 2017, thereby surpassing Paarl as the 4<sup>th</sup> most popular wine route. Other wine routes like the Swartland, Helderberg, and Robertson Valley also experienced significant increases."

Sustainability plays a growing role in the wine industry, evidenced by the fact that 85% of wine tourists feel that sustainability is important when making bookings. Practices like organic farming, social equality, carbon neutrality as well as biodynamic winemaking and farming

practices are important considerations for wine tourists when booking their trip.

Western Cape Minister of Economic Opportunities, Alan Winde, added: "Growing wine tourism is one of the key goals we set ourselves through Project Khulisa, our focused economic strategy to grow the economy and create jobs in our province. The growth we are able to report today shows that we are on track in delivering on our objective. This is an important sector because it creates jobs for locals in both urban and more rural areas by driving the regional spread of tourists. The success we are seeing is as a result of the excellent service and unique experiences we offer, driving visitors to return for more."

A report on this annual study is available for use by members of the food, wine, hospitality and tourism industries and for members of the general public. The report goes a long way to enhancing the understanding of the relevant industries and aims to enhance and improve the quality of experience that tourists receive when visiting South Africa. The report can be obtained by contacting Explore Sideways at [info@exploresideways.com](mailto:info@exploresideways.com).



# MARKET THEATRE PERFORMANCE AT NETWORKING DINNER



© South African Tourism

## SHOW FLOOR HIGHLIGHTS



© Thabiso Sithole



## #INDABA 2018

**Kay Baba** @datGuyKOFO

Africa's Travel Indaba is the world's leading and longest running African travel trade show for over 35 years. In 2017, over 6500 delegates attended the show to engage with over 1000 products from 19 African countries. #Travel25a #Indaba2018

**Tara Turkington** @taraturk1

As #Indaba2018 begins, I wish all my friends in tourism a wonderful week of meeting new people, seeing new places and being inspired to live even more colourful adventures! #TravelTuesday

**Derek Hanekom** @Derek\_Hanekom

#Indaba2018 1060 exhibitors will be there, from 22 African countries! 1460 buyers from all over the world! 7 African Ministers will be there. Over 500 media. We will be marketing our great South African tourism offer, but the entire continent as well.

**Travel Indaba** @travel\_indaba

Africa's sun-soaked coasts and urban jungles are waiting to be explored. Let #indaba2018 get you there.

**Dept of Tourism** @Tourism\_gov\_za

Day 2 of #Indaba2018!!! The largest tourism marketing events on the African calendar. #AfricaMovesYou #Durban

**Katie Reynolds** @KatieTheCone

Africa's Travel Indaba astounds yet again. My favourite edition so far. Inspiring speakers, passionate stakeholders. #AfricaMovesYou #Indaba2018

**SA Tourism Online** @SATourismOnline

How do we Sell Domestic Tourism to the 62 million people who visited Africa last year? Tell our stories visual- music / dance / pictures. #INDABA2018 #AfricaMovesYou

**Phemelo Motene** @PhemeloMotene

But Africans are beautiful, re bantle man! @Radio702 @travel\_indaba @SATourismOnline #indaba2018

**Dept of Tourism** @Tourism\_gov\_za

Chef Nompumelo Mqwebu urged the tourism sector for more female chefs and for more training in African cuisine. #NTCE2018 #Indaba2018 #AfricaMovesYou

**Didier Bayeye** @DBayeye

#Indaba2018 the stands look great and everyone went for luxury design this year. This is definitely the best Indaba and the leading Tourism Show of the continent.

**Noko Motana** @sir\_tauj

Stay away from negative people. They have a problem for every solution. #Indaba2018



# QUOTES AND QUIPS



**PHOMOLO AKOONYASTE, LOCAL ENTERPRISE AUTHORITY**

It may not be our first time attending Africa's Travel Indaba, but it certainly feels different. It's even better than before. We've made some great contacts and the atmosphere is wonderful. It's been very fruitful for us!



**AZZA ABBAS, EGYPTIAN TOURISM AUTHORITY**

This is the second time I have come to Africa's Travel Indaba; it's a wonderful exhibition. The organisation is excellent, and the attendees are very good. I want to invite all tourists from all countries in Africa to visit Egypt, because Egypt is welcoming to all nations.



**THULANI NZAMA, ETHEKWINI MUNICIPALITY**

Africa's Travel Indaba is an access-to-market platform for our local tourism operators. 2018 is going very well, the number of buyers is good and we are empowering our local operators, especially here in eThekweni. They are here to showcase their products and services to local and international stakeholders.



**SILU NGCONGO, USHAKA MARINE WORLD**

My experience so far has been great and very productive. People are very interested in our animal encounter experiences, such as shark diving and snorkelling, and also the marine conservation side of uShaka Marine World. We have many rescue and rehabilitation projects, and we do educational walks and tours on this subject.



**KEALEBOGA MAAMOGWA, HEUNINGVLEI GUEST HOUSE**

This is my first time at Africa's Travel Indaba and I'm so happy with the experience. My aim is to expand the footprint of my business, and I think I will be able to do it thanks to the people I have met here. It's definitely worth the investment.



**SAKHUMUZI MHLONGO, ZULULAND BIRDING ROUTE**

I do birding tours on the Zululand Birding Route. My appointments have been very good, and I have met with tour operators from Zimbabwe and Uganda, and within South Africa who do similar tours. These interactions are essential for referrals, because if a client asks for a specific species of bird, we can direct them to the right place. The tourist profile has changed too, as the youth are now interested in birding.



**XOLI MKHIZE SOWETO WALKING TOURS**

This year, Africa's Travel Indaba has really worked for us. I've noticed a lot more international buyers and visitors. Everything has been phashasha! [cool]



**TEBOHO MOKOENA, EZEMVELO KZN WILDLIFE**

Overall I am happy with our experience at Africa's Travel Indaba so far, although I have noticed a slight decrease in the number of tour operators this year. In terms of the people we have met, there is still a high-level of interest from the buyers.

# CONTACT US

**Director**  
Solly Moeng  
solly@solamedia.co.za

**Director**  
Lance Gibbons  
lance@solamedia.co.za

**Editor in Chief**  
Katie Reynolds-Da Silva  
katie@solamedia.co.za

**Junior Designer**  
Caitlin Perrett

**Designer**  
Lauren Smith

**Business Manager**  
Coleen Tapson

**Business Development Manager**  
Zama Mhlamanzana

**Business Development Manager**  
Nassa Basadien

**Business Development Manager**  
Shaheen Jutzen

**Production Manager**  
Katlego Molele

**Traffic Manager**  
Tamlyn Peters

**Printer**  
Colour Planet

Regent Square,  
Block A, Ground Floor,  
Doncaster Road,  
Kenilworth, 7745  
Tel: +27 21 674 0646



**DISCLAIMER:** Opinions expressed in Africa's Travel Indaba Daily News do not necessarily represent the official viewpoint of the editor or the publisher, while inclusion of adverts/advertising features does not imply endorsement of any business, product or service. Copyright of this material is reserved. While every effort has been made to ensure the accuracy of the information contained in this publication, Sola Media and/or its employees may not be held liable or responsible for any act or omission committed by any person, including a juristic person, referred to in this publication. It and they furthermore accept(s) no responsibility for any liability arising out of any reliance that a reader of this publication places on the contents of this publication.

# TAKE A SLICE OF LIMPOPO, MORE TO ENJOY



**STAND DEC1C02**

For more information on our tourist attractions, visit [www.golimpopo.com](http://www.golimpopo.com)



TOWNSHIP EXPERIENCES



## Meet Gauteng's SMMEs stars in Durban

Don't miss the Howzit Gauteng Township experiences at stand no. M11 in the ICC.

This is a fantastic collection of vibrant SMMEs from the smartest and richest province in the country. Some of the remarkable product owners include Nqobile Nkosi of NQ Jewellery design services, Antoinette Sithole of Soweto Walking Tours and Thato Mothopeng Ghetto Mentality Entertainment / Soweto Camp Festival. Some of the most vibrant and creative people that you HAVE to meet include Jola Njovane, the aerial daredevil from Midvaal Treetop Adventure and Tsikwe Molobye, the coolest brew-master you will ever meet.