

Brought to you by *South African Tourism*

# TOURISM PROSPECTS FOR 2019 LOOKING GREAT

In a panel that included the Minister of Tourism, Derek Hanekom, tourism initiatives and movements were unpacked in detail, with special attention given to ease of access to South Africa. From visa regulations and Cape Town's water shortage, many topics were brought to the fore.

"The prospects for 2019 are really good, especially for the season to come," said Minister Hanekom, and both public and private sector need to work together even more in order to attract international markets.

Director General of the National Department of Tourism, Victor Tharage, said that ease of access to South Africa is a key area they have been championing. They are also looking at issues pertaining to

transportation. "In terms of visas, our biggest focus at the moment is to get better ease of access to the markets of Nigeria, India and China. These are the three markets that are our biggest priorities as they are the biggest growth markets of the future."

Minister Hanekom added that collaboration is key for the growth of tourism to South Africa. "We do not see ourselves as government operating in isolation. We have our marketing agency, SA Tourism, and we have the national department of tourism that does a number of things – and we have a very vibrant private sector in South Africa. If there's been one thing that has really been strengthened and consolidated, that would be our partnership with the private sector."



**SA PRESIDENT CYRIL RAMAPHOSA AT AFRICA'S TRAVEL INDABA 2019, SATURDAY 4TH MAY 2019 @ 9:00AM, SOUTH FOYER. LIMITED SEATS AVAILABLE.**





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# SPEED MARKETING

## ENJOYS AN ENERGETIC THREE DAYS

Taking place between 08h30 and 10h00 every day during Africa's Travel Indaba, the Speed Marketing sessions were a burst of energy as buyers from all over the world came together to hear what South African exhibitors have to offer. SA Tourism understands the importance of marketing these unique products to international buyers and has worked to bring a diverse offering to them through these sessions.

South African comedian, Donovan Goliath, kick-started the first session with his infectious humour, iterating what South Africa is all about. "South Africa is about fun, laughing, about energy."

According to Kenyan buyer and Executive Director of Africa Visa Travel Services, Vincent Maingi, Midvaal Treetop Adventures could offer his customers a great experience in South Africa. "With its maze of challenging obstacles high above ground, it seemed to make a lot of sense to me," he said.

His company looks for unique experiences for clients from Kenya. "I bring people to South Africa to experience Table Mountain, Seal Island, Boulder's Beach and Simonstown. The story of Nelson Mandela ibn Soweto is also intriguing to Kenyans."

But the one offering coming out of Limpopo seemed to capture the buyers' imagination. Tahs-Sa Traditional African Homestays South Africa offers travellers the chance to live like a local in the heartland of Limpopo. "They have about 25 families that opened up their homes and they would go and live with and cook and basically do everything," said Maingi.

Cephas Shonhiwa of Malachite Travel and Tours in Zimbabwe, a hosted buyer at Africa's Travel Indaba, said he attended the Speed Marketing sessions over the years to identify the products South Africa has to offer Zimbabweans. "I believe in selling products that I had experienced. I want to see the people who are offering the products. I want to keep growing my network."

Shonhiwa found that this year's Speed Marketing was slightly different. It showcased more cultural offerings and

he was delighted to see more black-owned tour operators in the market.

Over the three days, the Speed Marketing Sessions showcased Rural and Scenic products; products with an Urban and Luxury Vibe; and Safari, Camping and Adventure, the latter of which takes place today (4 May).



### Rural and Scenic, 2 May 2019.

- Budzatja Safari & Tours
- Camping Khapela
- Chokka Trail and Baviaans Camino
- Diamond Castle Route
- Evo Trak Qaud Safari
- Khamkirri
- Kone Village Boutique Lodge
- Kwa Maselwane Shisanyama
- Le Teranga
- Leisure Holidays
- Lengau Travel and Tours
- Leratong Tourism
- Maboe Tours and Safari
- Richtersveld Route and Nama Cultural Heritage Site
- Traditional African Homestays
- Uncuthu Tours
- Inkosi Tours and Transfers
- Midvaal Treetop Adventures
- Inkhosi Tours & Transfers
- La Teranga Accommodation & Conference Group
- Midvaal Treetop Adventures
- Vinkies Tours

### Urban and Luxury Vibe, 3 May 2019.

- AM lodge
- Bikes 'N' Wines
- Cut Above Travel and Tours
- Ditsong Museum of South Africa
- Fancourt and The Manor House at Fancourt
- First Diamonds
- Leaves Lodge and Spa
- Lebo's Soweto Backpackers
- Once in Cape Town
- Ritsako Game Lodge
- Rovos Rail
- Shamwari Private Game Reserve
- Somewhere South Hospitality Solutions
- Southern Africa 360
- Tsitsikamma Canopy Tour
- Virgin Limited Edition
- Wild Routes Africa
- Ghost Mountain Inn & Safaris
- Harties Tourism

### Safari, Camping and Adventure, 4 May 2019.

- Africa4us
- African Safari adventures
- Amazing Africa
- Bill Harrops Balloon Safaris
- Canopy Tours
- Care Sidecar Adventures
- Elephant Herd Safaris
- Gravity Adventures
- Isibindi
- Mankwe
- Marine Dynamics
- Midlands Meander
- NAC Helicopters
- Peak Adventure Travel
- Peaks of Africa
- Raggy Charters
- Sanparks
- Sibuya
- Tsitsikamma Canopy Tours
- White Shark

# UGANDA WINS STAND AWARD

In a rousing and much-celebrated affair, the stand awards at Africa's Travel Indaba were announced yesterday afternoon. The Uganda Tourism Board won Gold in the Southern African Development Community and Africa category for their vibrant stand, followed by Namibia Tourism Board who bagged platinum. Taking home silver for this prestigious category was Tam-Tam DRC.

The awards showcase the most creative of stands at the event annually, with categories like Tour Operator, Accommodation, TMO, Transport, Outdoor, Sponsorship, and South African

Provincial Authority. A first time exhibitor, Onomo, also took home the Green Stand Award for Best Small Stand.

**The Uganda Tourism Board won Gold in the Southern African Development Community and Africa category.**







# LION & SAFARI PARK



**S**ituated only 13km from Lanseria Airport and only 40min from Johannesburg, the must-see tourist destination, Lion & Safari Park, is nestled in the beautiful Magaliesberg mountain range and also within the Cradle of Humankind, a UNESCO World Heritage Site.

The 650 hectare property is home to a vast selection of indigenous species such as Lion, Cheetah, Hyena, Leopard, Wild Dog, Sable antelope, Kudu, Nyala (to mention only a few), the Lion & Safari Park offers a wealth of exciting activities for all ages, guests are guaranteed to get super-close to some of Africa's favourite animals whether you go on an informative guided tour or self-drive.

Guests can enjoy a variety of different

guided tours. The trained guides turn every tour into an informative and educational trip as they share interesting facts. Tour options include: Lion & Wild Dog Tour, Mini Safari, Night tours (with predator feeding), Private Exclusive tours, Alex Tour, Cheetah and Lion Walks. The 3-hour Safari is the flagship tour which includes snacks and drinks on the bank of the Crocodile river.

The park is a paradise for children. The beautifully designed playground next to the restaurants will keep the young ones entertained. This makes the perfect venue for kiddie's birthday parties. A day visit to the park also provides the perfect opportunity for schoolchildren to learn about the animals and various research programmes that

the Lion and Safari Park is involved in.

The Bull 'n Buck grill provides a premier dining experience with a top wine list and a delicious menu, venison of course being the Grill's speciality dish complimenting that true African sensation. Alternatively, the Wetlands Restaurant is a great family choice to enjoy a quick meal whilst enjoying the view of antelope grazing meters away.

The park's photographic centre will capture your memories with a great range of printing options such as photobooks, mugs, keyrings, puzzles and more. The '5 dome shopping experience' offers a vast selection of unique hand-crafted curios, jewellery and clothing, which make great gifts for those back home.

Entrance to the restaurants, curio shops and kiddie's playground is free, and guests only pay for activities. The cost of a visit to the Lion and Safari Park is well priced for both local and international guests (no extra charge to foreign visitors).

The park is open 365 days a year, and is certainly an experience not to be missed.



## MARKETS BEYOND AFRICAN BORDERS

How do we market Africa to niche audiences in South America?

**T**hianá Santos, a tourism graduate from the University of Sao Paulo, conducted a large survey on the afro-Brazilian traveller, and shared her insights and findings with us at the Markets Beyond African Borders Business Conversation.

Conducted across 22 states, her results found that the fourth factor most discouraging black travellers to make international travel, was racism, with only 5.3% of people having travelled to an African country.

A large contributor to this has been the entrenched racism within Brazil itself, with 46.7% of people having seen or been affected by racist situations in their national travels. With many experiences resembling that of an old South Africa.

"... I am seen as a person who works in places and never as a tourist."

"... an employee thought me and my sister were on the cleaning team."

Places such as South Africa, Mozambique,

Morocco and Egypt were ranked as the most visited international countries, because they provide a familiar and welcoming atmosphere for black Brazilian travellers.

Using the idea of Afro Tourism, Thianá hopes to reconnect fellow black Brazilian travellers through tourism and travel.

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## AIRBNB THE TOURISM ELEPHANT IN THE ROOM

**H**ow do economies that have been long established suddenly deal with new market entrants that do not seem to fit into any of the existing industry arrangements? And what if such new entrants have something positive to contribute to the economy, even though by doing so they stand to take some of the market share from established players and put into question established ways of doing business? Should such new arrivals be rejected outright because they're misfits to the economy? What if the demand side of the economy accepts and embraces the new entrant? And what if this entrant is Airbnb?

Frankly, it is hard to resist comparing the reaction that Airbnb has and continues to receive in the local tourism industry to the reaction given to Uber by established meter taxi drivers in South Africa and other parts of the world. While fancy business presentations always include a richly coloured slide replete with impressive graphics and a title like, "the need to integrate new technologies" or "integrating the Fourth Industrial Revolution", few people seem prepared to deal with it. The word "disruptor", even "positive disruptor" continues to struggle gaining ready acceptance.

### BUT THERE IS HOPE

It is encouraging that despite the initial industry confusion, shock, fear, and frustration, a semblance of order seems to be on the horizon; but these are still early days. At one pole is government, which is preparing to launch a basket of amendments to the existing Tourism Act aimed to bring about some streamlining of how things are done. At another pole is Airbnb, which has organically established itself in the local market. In the middle of all this are established industry organisations such as the Federated Hospitality Association of South Africa (FEDHASA) and the Tourism Business Council of South Africa (TBCSA).

The Western Cape has already announced that it will oppose any plans by the national government to regulate short-term home rentals like Airbnb. A Friday morning Business Day article stated that home owners using Airbnb generated close to R5bn for the Western Cape economy in 2017 alone.

A healthy consensus will be reached, hopefully sooner rather than later, that will end with all players walking away with something and both the traveller and the industry also benefitting. There cannot be room for "winner takes all", but rather collaboration is key. Airbnb is the positive disruptor today; there will be others in the future.





## Tour de Limpopo - adding to our story

144 cyclists, 4 days, 465 kilometres

The Tour de Limpopo 2019 cycling event is showcasing Limpopo as a premier cycling destination. The tour is a Union Cycliste Internationale (UCI) event and forms part of the UCI Africa Tour.

From 14 to 18 May the race will take cyclists from Bela-Bela to Polokwane to Tzaneen through Modjajieskloof, Tarentaal and the Coachman's Climb at Mount Agatha back to Tzaneen and Polokwane – a gruelling 465km. And at the same time, tell some of Limpopo's wonderful stories.

In stage 1 on 15 May the route goes from Bela-Bela to the capital city of Polokwane. The elevation gain is 1 353m and the distance 172km.

16 May sees stage 2 when cyclists depart from Polokwane, heading towards Tzaneen. The elevation gain is 1 381m and the distance is 96km.

On 17 May stage 3 starts in Tzaneen to Coachman's Climb at Mount Agatha. The distance is 101km and the elevation gain is 1 973m.

In stage 4 on 18 May riders tackle the road from Tzaneen to Polokwane where the race ends at the Peter Mokaba Stadium. The elevation gain is 2 134m and the distance 96,9km.

[www.tourdelimpopo.co.za](http://www.tourdelimpopo.co.za)

[www.golimpopo.com](http://www.golimpopo.com)

Come experience the Tour de Limpopo -  
#MyLimpopoStory.

Visit us at stand V19.







# A GEM WAITING TO BE REAFFIRMED

**M**oses Kotane Local Municipality is rich in cultural, heritage, religious, wildlife and entertainment tourism. We speak to Councillor Nketu Nkotswe, Portfolio Head of Local Economic Development in the district to find out more.

## What's unique about Moses Kotane Local Municipality?

Firstly it's a municipality named after our historic icon. It is also home to the Big Five, with many other places of attraction. One of the big and beautiful things in Moses Kotane are our mountains. There are also many villages because Moses Kotane is 99% rural. The head of every village, the so-called inkosis (chiefs), are greatly respected, because in our culture they are custodians of the area. They work in conjunction with the local government and some even sit in on our council meetings. Then we also have Sun City with many conference rooms for business events, as well as places like Maritane. We also have the Motsile Mountains in Mabasakraal, which is named after the Khosis of the Bathako tribe. There are many museums to visit in Moruleng and Seolong.

In Moses Kotane we have Mogaswe and Madikwe Townships, the only two townships in the municipality, as well as 107 villages and two urban areas. Tlokweg is a village where water comes

out of the rocks – one of the many tourism attractions in our area. We also have the annual Mebala Ya Rona where we showcase the products available in the province.

## Give us an example of a tourism experience that was truly mind-blowing.

We recently had a media tour to showcase Moses Kotane, and as we were driving in the game park, a 52-year-old elephant approached us and nearly toppled out truck. But the game ranger, Somizi, calmed it and called it to order, speaking to the elephant in Zulu! The experience was quite shocking – and later that evening we found almost 15 lions on the road and we had to wait about 35 minutes for them to move. So the wildlife experiences are

unmatched. The fortunate part is that we have very experienced game rangers.

## What is your strategy for growing tourism business in the region?

We would like to start a special economic zone (SEZ) which small businesses will benefit from. We also have a hotel school in the pipeline that will grow skills specifically for entrepreneurs within the economic zone. Already we have people who own bed and breakfasts and other products, some of who are at Africa's Travel Indaba. We also want to train tour operators who can grow their businesses from the ground up. The business side of what we do is to ensure that tourism product owners are supported and grown to the level of self-sufficiency.

We are fortunate because of where we are with Sun City and two Big Five game reserves. But having tourism products that are not owned by locals is limiting and doesn't benefit everyone in the long run.

## What plans are in the pipeline for new products?

Moses Kotane used to be the route through which our freedom fighters travelled. Currently, SA Tourism and the Heritage Council are considering creating a Heritage Route which passes through the Madikwe Game Reserve. This is the route that a lot of revolutionary forces used to leave this country. This area is endowed with all manner of things, from mineral resources to tourism to agriculture and culture. We also host the SAFTAs and the SAMAs. So the area has many events and activities, but the biggest challenge is transforming the tourism industry.

We are planning to build an agricultural trade fair to showcase cattle and other products. We also have an auto hub incubator on the cards, and a media city we would like to build to create economic opportunities for all types of service. We also plan on harnessing religious tourism more efficiently. In essence, we want to create product owners of note, and we want to invite investors to explore opportunities in our areas. We want to transform this space to better benefit our people.



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# NORTH WEST SHOWCASES 8 ICONS

**J**eff Mabunda, Market Intelligence and Development Manager of the North West Tourism Board shares more about their reasons for being at Africa's Travel Indaba, markets they're penetrating, and what's great about the North West.

## Why are you at Africa's Travel Indaba?

As the North West Tourism Board, we are the tourism authority for the province, to the local, regional in terms of SADC, and also the international market. Now the indaba is Africa's prime tourism trade show where we have all the different market segments coming together from all over Africa. This is a platform for us to strengthen our relationships in what we call relationship marketing with those we know – existing markets from SADC, North Africa, West Africa. We also want to penetrate emerging markets, both African land and air markets, especially those where we were not able to go physically because they are here. We have come to meet with them and tell them that we exist in the marketplace.

## Tell us about these markets.

Our strength is in wildlife, culture and heritage, and leisure. In Africa, our strongest market is Botswana because of proximity. Botswana constitutes 60% of our international market because we share the border with them – we have about 6 border posts. It's convenient for them to travel to North West, it's a 24 hour stay market for them. Botswana people like leisure. They come to us to party, enjoy and then return – so we want to strengthen our ties with them.

Very interesting is Mozambique which is an emerging market for us. We don't share borders, but when we did market intelligence analysis, they came up strongly. They like peace, serenity and relaxation, and North West is one of their preferred destination. We have lodges in natural environments, which is where they like to stay.

Lesotho is another strong emerging market for us. Free State is now at its highest as preferred market consumption for them, and they're looking further afield. Now because they speak Sesotho, Setswana is close to their language, which is why they come, enjoy and like it. So these two emerging markets we really want to penetrate and establish.

But we are not only targeting these two, we are also saying there are those potential markets like Kenya and Tanzania who come to North West on a very small scale. On average about 1 000 people from Kenya come to North West annually. So it's a small number, but we need to then study this potential market and begin with market penetration campaigns.



## What is your strategy for reaching the various markets?

The way in which we are penetrating these markets are firstly through language. For Lesotho we have an advantage because they understand when we speak. Mozambique is a bit more difficult. So we want to print all our promotional materials in their languages.

Our second strategy is through campaigns – aggressive marketing campaigns where we visit a market, announce our arrival, stay for five days, meet with the trade and consumers of the destination, as well as the tour operators selling packages. We also bring our own tour operators to meet theirs and this then becomes outbound and inbound tours together.



## 8 Leisure Attractions in the North West

1. Hartebeespoort Dam: water sports and adventure
2. Sun City: Africa's kingdom of pleasure
3. Pilanesberg for unmatched wildlife experiences
4. Madikwe: a model of responsible tourism
5. Mahikeng: culture and heritage
6. Taung: World Heritage Site and archaeological dig
7. Vredefort Dome: most visible crater in the world
8. Bloemhof Dam: international angling destination





# TGCSA REVISED GRADING AND ROADSHOW UPDATE

Darryl Erasmus, Chief Quality Assurance Officer at the Tourism Grading Council of South Africa, shares his insights for establishments showcasing at Indaba.

### What's new for TGCSA in 2019?

2019 has been a big year so far. The TGCSA has launched its revised Grading System, Core Requirements and Standard Criteria. This was the culmination of an extensive process which involved international benchmarking and widespread consultation. The new Grading System is an exciting enhancement which is geared to providing additional value to both our graded members and the tourists at large.

### What are the new grading criteria in a nutshell?

The new grading criteria include the introduction of three new categories in the form of 'apartment hotels' and 'small hotels' in which the luxury form 'Boutique hotels' would be encompassed. In addition to this, grading levels have been enhanced and will now also include a new Five Star Premium grading level which is a recognition reserved for the

pinnacle of luxury product in South Africa and will only be for those products that far exceed premium expectations with respect to quality standards and service excellence.

In addition to this, TGCSA has also introduced a new dimension to grading which allows for properties to capitalize on niche market differentiation. This new addition termed 'accolades' includes insignia and criteria for niche markets such as child-friendly, pet-friendly, wedding venues, spa and wellness facilities, 4x4 etc. A full list of accolades will be available on the website at [www.tourismgrading.co.za](http://www.tourismgrading.co.za).

### What's the latest on the Lilizela Awards?

2019 Entries are open! Now in its seventh year, South Africa's premier tourism awards will once again recognise and reward those who work passionately and with pride to deliver a world-class product and service and whose delivery grows South Africa's global destination competitiveness. More information can be found at [lilizela.co.za](http://lilizela.co.za).



**Cradle of Humankind is celebrating the 25th anniversary of the discovery of Little Foot by Professor Ronald J. Clarke of the University of the Witwatersrand and the Sterkfontein Caves research team. The story of how Little Foot was found, more than 3-million years after he fell into the cave, is almost as remarkable as the skeleton itself. Find out more at their stand at Indaba!**



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# FIND SOMETHING DIFFERENT IN #WESKUS - DEC HALL1 B16

**B**ordering the Atlantic Ocean and stretching for over 400km, from Bokbaai in the south to Brand-se-Baai in the north, lies one of the South Africa's most scenic tourist destinations. The West Coast region offers tourist and visitors a diverse experience of culinary excellence, birdwatching, hiking trails, adventure sport and cultural diversity.

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## MAURITIUS TOURISM PROMOTION AUTHORITY

Rather Meet in Mauritius... and 'MICE' island-style

### ELIGIBILITY CRITERIA FOR MICE PROMOTERS



01

Sponsorship to MICE Promoters will be in kind or cash, subject to availability of funds, on the following conditions:

- i. Minimum group size should be 100 tourists / foreign participants
- ii. A minimum of two (2) nights' stay per passenger for the entire group in a hotel should be confirmed
- iii. Maximum sponsorship of MURs 200,000 per event, depending on group size:
  - a. Group size below 100: Nil
  - b. Group size 100 to 250: MURs 100,000
  - c. Group size above 250: MURs 200,000

02

The sponsorship should be used to cover costs incurred in Mauritius relating to, inter-alia:

- i. Entertainment (gala dinner / lunch hosted by the Mauritius Tourism Promotion Authority)
- ii. Cultural events and shows (including special and personalised arrangements for airport welcome such as a folklore show, traditional dance etc)
- iii. PR- and media-related costs
- iv. Venue set-up for any event including decorations, marquees etc
- v. Transport and logistics
- vi. Any other tourism-related activity approved by MTPA

03

Government will extend the following facilities to MICE Promoters:

- i. Issuing of visas (where applicable) to participants upon arrival subject to prior submission of all documentary evidences
- ii. Logistics arrangements and facilitation at airport

**Mauritius is the perfect MICE (Meetings, Incentives, Conferences and Exhibitions)**

destination, combining quality, elegance, and style! MICE buyers will see big potential in Mauritius with its effective infrastructure to cater for MICE groups, large or small, all year round.

The island offers easy accessibility through its simple visa entry programme and direct access from a large number of global destinations, and accommodation options to suit all budgets.

04

Local representatives / organisations facilitating MICE groups should be duly registered with the Registrar of Associations or any other relevant body acceptable to the MTPA

05

Organisations involved in political or religious activities will not qualify for sponsorship

06

Refund of expenses will be made after the event, on production of original invoices duly certified by the local representative / organisation. In the case where payment needs to be effected directly to the service provider, the local representative / organisation will need to submit the business registration number of the local service provider or an attestation / evidence from the overseas service provider

Whether you are interested in buying for large, medium or small groups, and are looking at Mauritius as either a long-haul or short-haul destination, we deliver world-class, luxury MICE packages at superbly-fitted, business-friendly venues on the island.







# HARRY GWALA: ELEVATING RURAL AREAS WITH TOURISM

The CEO of Harry Gwala District Municipality shares her insights into the region and plans for growing and elevating locals in the region through tourism.

## Tell us briefly about the Municipality.

The Harry Gwala District is in The Southern Midlands and Southern Drakensberg of Kwazulu Natal. We are an inland and rural municipality with the best tourism attractions one could ever find. We incorporate four destinations: the Southern Midlands, Kokstad, the Southern Drakensberg and Umzimkhulu. We are a getaway to the

Eastern Cape Province, Lesotho and to the UKhahlamba World Heritage Site.

## What is your strategy for attracting more people to the region?

We have recently signed a Memorandum of Understanding (MOU) with Tourism Kwazulu Natal. A collaboration that seeks to address key strategies identified in the

provincial marketing strategy that will grow our tourism numbers in the district.

With the assistance from TKZN, We will be engaging in marketing strategies such as Events, Communication Tools, Market Access Platforms, Transformation programmes, Research and Information Sharing programmes for the Harry Gwala District.

## Tell us about your event venues.

There are a few ,such as the Premier Resort Sani Pass (last year we held the Provincial Tourism Month and Lilizela Awards at the venue). Lateranga Accommodation and Conference Group, owned by one of the provincial winners of the 2018 Lilizela Awards, is situated in Kokstad and is famous for hosting events within the region.

We also have outdoor event venues such as the Splashy Fen Farm famous for hosting the Splashy Fen music festival.

sports such as the Drak Challenge, Sani2C, and our very own Harry Gwala Marathon.

Because we are home to Comrades Marathon winner Bonginkosi Mthembu, we find a lot of sports events happening on a regular basis and attracting visitors to the Harry Gwala District.

## Where do you see the future of tourism in the region?

We see a lot of the communities taking part in tourism activities such as hosting visitors in their local homes through emerging projects such as the Abbot Pfanner Trappist trail which transgress from Reichnau, Centocow, Kaveklear, Lourdes, Emmaus and Mariathal passing through local communities such as Nkwezela, Nyanisweni and Mvubukazi . Visitors get an opportunity to experience the ethnic experiences of the diverse cultural communities within the region. Another area we are keen to develop is agritourism.



## What trends have you noticed in the tourism sector that filter to Harry Gwala?

There seems to be a lot of sports tourism. More people are coming into Harry Gwala District for sport events such as running the Sani Stagger, the trail runs, adventure



# SHO'T LEFT TRAVEL WEEK LAUNCHED

The second edition of the highly successful domestic campaign, Sho't Left Travel Week, launched yesterday at the 2019 Africa's Travel Indaba. Already 199 trade partners grabbed a piece of the tourism pie by registering to participate at the Sho't Left Travel Week Stand.

"Last year's inaugural Sho't Left Travel Week was a resounding success," commented Mashoto Mokgethi, Domestic Hub Head for South African Tourism. She went on to add: "We saw a combined collaborative effort with SA Tourism and our trade partners that enabled us to make travel accessible to

all South Africans, which is one of the key objectives of Sho't Left Travel Week."

By joining Sho't Left Travel Week your business will not only become part of the biggest local travel sale, but also benefit from the hype and substantial media investment made by South African Tourism. Benefits include collateral support to

promote deals with downloadable toolkits, seasonality of offers, improved provincial spread, an opportunity to sell directly to the consumer on a highly promoted platform. Everything Must Go, Everyone Must Go between 23 and 29 September 2019. Register at [www.deals.southafrica.net](http://www.deals.southafrica.net) to participate.



## Goodbye message from MEC of Economic Development, Tourism and Environmental Affairs, Sihle Zikalala

To all tourism trade, exhibitors, invited guests, national and provincial government bodies and departments, tourism entities from across the province, and members of the media, hosted and local, we wish to thank you for your support at this year's Africa's Travel Indaba. We say goodbye with a heavy heart because we enjoyed your company and building networks and linkages. But, we hope that while you are leaving the ICC complex today, you would have extended your stay to experience the best of the best in tourism products offered in KZN.

Your participation has benefited us all, and we know you would have gained more momentum and insight during the time you spent here with us in Durban.

We hope to see you again next year and wish you safe travels whether you are travelling in the sprawling province of the Zulu Kingdom or whether you are heading home by flight or land. As they say in French, Au revoir, Tchou in Portuguese, in Swahili, Adios, and for those coming from Zimbabwe we say Sara Mushe, and off course in Zulu we say Hambakahle.

And, finally, the universal greeting of goodbye and farewell to all who have visited our destination.

Zulu Kingdom. Exceptional

[www.zulu.org.za](http://www.zulu.org.za)







# FIRST GREEN STAND AWARDS ANNOUNCED

The judges of the inaugural Green Stand Awards were encouraged by the engagement and commitment shown by exhibitors at Africa's Travel Indaba. "We congratulate this year's winners and look forward to seeing this category grow in the future," says Morwesi Ramonyai from Borena Sustainability Consulting.

The awards recognise stands that embody the principles of responsible eventing in terms of environmental and social sustainability – a concept that has already been successfully introduced to Meetings Africa by the Event Greening Forum.

## RESULTS

### Small stand (less than 18m²)

Winner: Onomo Hotels

Runner-up: Ivory Manor Boutique Hotel

### Medium stand (18-50m²)

Winner: Featherbed Co

Runner-up: The Blue Train

### Large stand (>50m²)

Winner: Thompson Africa

Runner-up: aha Hotels & Lodges

### Pavillion

Winner: Classic Safari Africa

Runner-up: Cape Town & Western Cape

Some of the good practices from winners include:

- the use of reclaimed, repurposed or upcycled elements and materials such as pallet wood;
- design for reuse such as avoiding single use carpets and reconfigurable modular units;
- lightweight materials and a structure that can be flat packed and ideally stored for reuse at other events;
- responsibly sourced natural materials such

as untreated, Forest Stewardship Certified timber or wood from alien vegetation;

- choosing LED lighting and energy efficient appliances;
- eliminating paper use by sharing marketing material electronically;
- reducing waste by for example avoiding

plastic water bottles, coffee pods and unnecessary packaging for gifts;

- involving local communities or crafters in the creation of the stand elements or gifts.

Visit Greening button on the app for the full Green Stand judging criteria.



# JOBURG DIVERSE DESTINATION

## Joburg, more than a stop – over, a city jam-packed with events ranging from leisure to business.

Joburg as a destination has diverse offerings to cater for everyone from business, fashion, arts and culture, rich heritage, lifestyle, and outdoor activities.

With almost 54 international airlines, Joburg connects Africa to the world, including domestic travel.

## Tourism experiences

A trip to Joburg is incomplete without experiencing some of the top 10 attractions:

- Maboneng Precinct in the Joburg Inner City with a variety of eateries, entertainment places and weekend outdoor markets. There is also ample affordable accommodation facilities for those who want to

spend a day or two in the City.

- Soweto – famous with its rich history and heritage, Soweto always makes up for a full day itinerary. Vilakazi street is always packed with locals and international visitors who experience great African Cuisine and local shopping of arts and crafts artefacts.
- Sandton City- as the shopping Mecca of the continent, Sandton City is a must visit shopping destination with both local and international The Africa's richest square mile, has an array of eating places to choose from.
- Lilies leaf farm – situated in Rivonia, this is a must visit museum which begins the route of Nelson Mandela footsteps – a historic journey of the former Statesman of the Republic of South Africa
- Constitution Hill – a unique heritage site where visitors can

witness democracy at work

## Joburg has an all year round full events calendar suitable for everyone; namely:

- Standard Bank Joy of Jazz – 27-29 September 2019
- AfroPunk Joburg Festival – 30 – 31 December 2019
- Walk the Talk
- Inanda Africa polo Cup – 16 June 2019

The 2019 Africa Travel Indaba has been a success for Joburg Tourism in the sense that we manage to reconnect with our local and international trade partners to update them on the destination's offerings and upcoming activities. The exhibition also gave Joburg Tourism an opportunity to connect with new players in the Industry. We still would like to

urge visitors to visit our stand at DEC on 04 May 2019 for a consumer activation where we would like to hear from them about their unique Joburg experience. We also urge them to visit our website visit.joburg for more information and use our #welcome2Jozi when sharing their experiences.



**SPORT IS OUR TOURISM BUSINESS!**  
International sportsmen and fans come here to compete with the best in the world. Let's make sure they take home one more thing, great memories of our great City!

SAY 'HHOYI HHOYI' MAKE A VISITOR'S DAY.

Welcome to Jozi 





# BOTSALANO GAME RESERVE AND MORE

**B**otsalano meaning Friendship in Setswana the Botsalano Game Reserve lies just north of the capital city Mahikeng against the Botswana border. Botsalano is also one of the oldest volcanic craters in the world that extended through to Botswana. The reserve is mainly Kalahari thornveld and wide open acacia and karee woodlands.

Botsalano Game Reserve a popular destination for game and bird watching. Hiking and cycling are permitted on the reserve. Sunsets at Sentry Hill are worth any amount of slumming it. The road network is good with well-maintained roads.

The Mogobe two-bedded tented camp is situated on the reserve overlooking the waterhole. The tents have en-suit shower and toilet, a communal dining with a fully equipped kitchen with a stove and a fridge. Facilities include a small conference venue for ten people and a Lapa. Basic tented camps with toilets, water and braai area are available in the reserve.

Basic tented camps (Legora camp, Lerako camp, Safari bush camp and public camp) with toilets, water and braai area are available in the reserve. Open picnic site with 2 ablution blocks and Lapa with chairs and tables.

Lethogonolo Mooki, Brand and Marketing Manager at North West Parks Board, shares his insights into this beautiful region.

### Tell us a bit about your parks?

We are a custodian of 15 parks for the NW. All these parks have specific niche markets. For example, Bloemhof is host to a fishing world cup – you cannot leave Bloemhof without catching a carp, it's a freshwater region that attracts people from around the world. We also have a bird sancturayat Barberspan, which is home to migratory birds and waterfowl. There is a need for those who want to do birdwatching to create a space for these kidns of activities and experiences. That said, all the other parks have bird watching, but the sheer number of species is great for its size.

### How do you bring people to your parks and work in synergy with North West Tourism?

We work together, and everyone knows their space – but while they talk tourism, we talk conservation. We conserve these parks so that tourists can actually find them in good standing and well maintained.

### Are your rangers specially trained for specific park duties?

Across the country and the world there are universal best practices of training rangers. But with the current situation, one might say that our rangers a very well trained to handle and combat the poaching in our parks, particularly those with endangered rhino species. Now, we've also established a school called the Wildlife Academy, which started last year. Our first 40 graduates completed their course in December 2018. Now we are able to take this pool

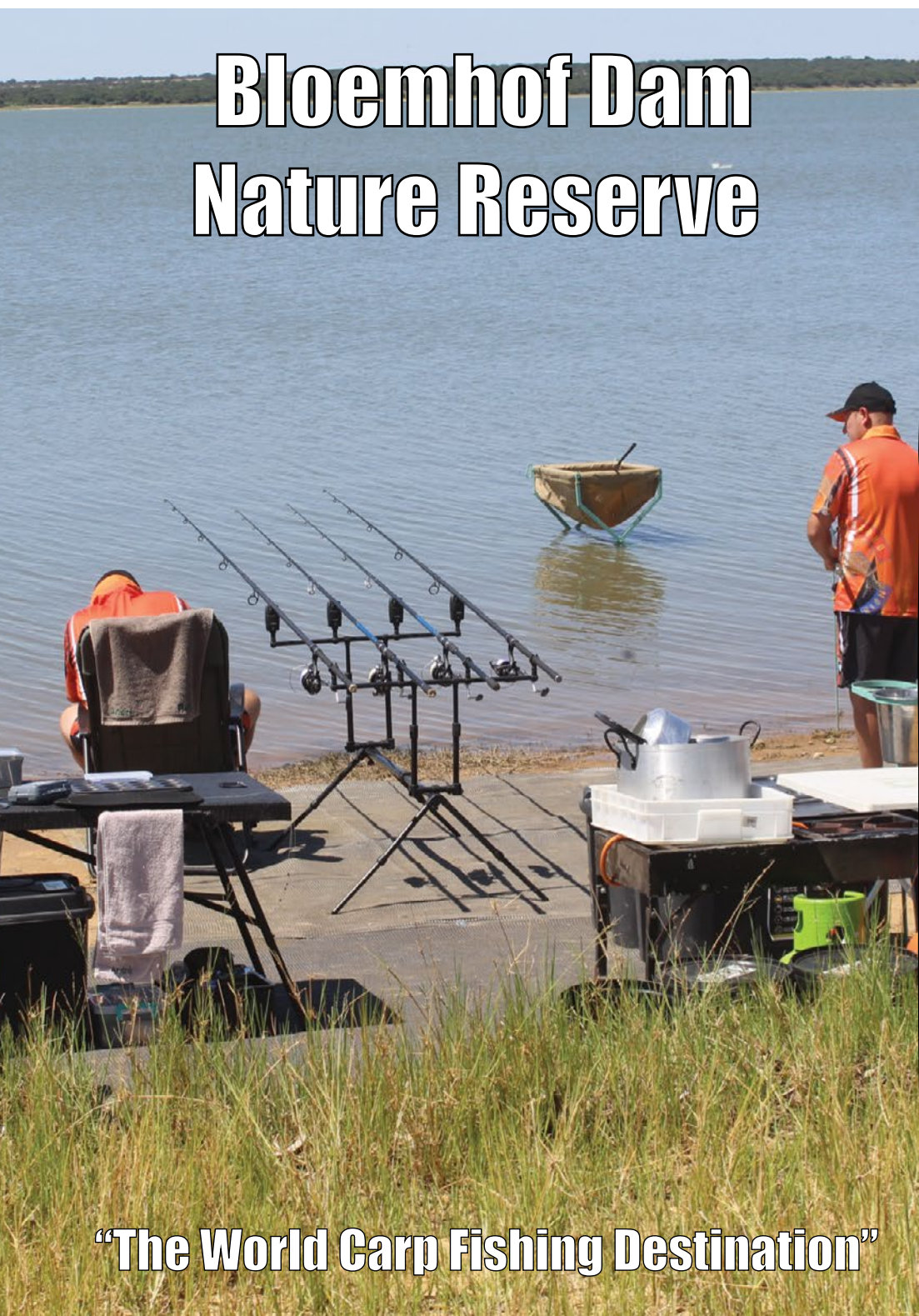
of rangers from the school. Our long-term vision is to supply ranger training to parks across the country of South Africa.

### What are you hoping to achieve at Indaba?

People are coming to speak to us and they want to visit our parks. With collaboration between us and the tourism entity, things are working well and people are visiting our stand frequently.

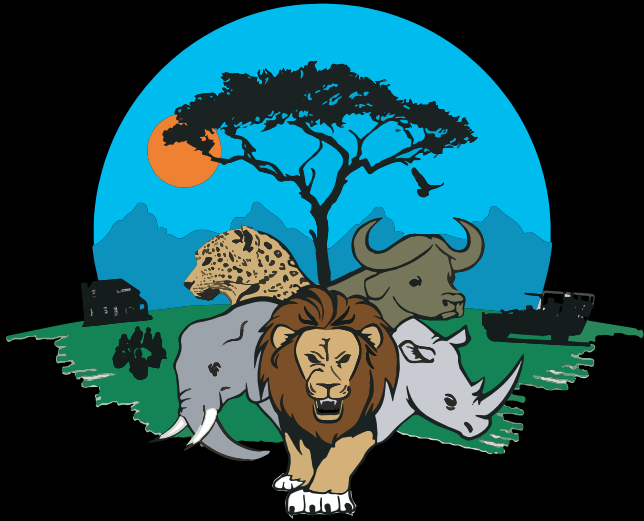
### What are your thoughts on conservation?

A ranger recently spoke to an elephant during an incident in our parks. This shows that you can conserve parks and the wild animals become a friend to the person who is conserving it. So the relationship goes beyond conservation to something more.



## Bloemhof Dam Nature Reserve

“The World Carp Fishing Destination”



Partnering with Stakeholders to Provide World Class WildLife Experience in a Malaria Free Environment

### NORTH WEST PARKS BOARD

[www.northwestparks.org.za](http://www.northwestparks.org.za)  
Tel: 018 397 1500

Please visit us  
at stand No. DEC1D05



@visitnwparks



NWP\_HOME







# LIBERATION HERITAGE ROUTE

The Liberation Heritage routes form part of the Mpumalanga chapter of the National Liberation Heritage Route, spearheaded by the Mpumalanga Department of Culture, Sports and Recreation, to map out, document and preserve Mpumalanga routes to independence. It highlights the key freedom fighters who fought against racial segregation as well as the destinations that featured prominently during the liberation struggle.

The Nkangala District Resistance and Liberation Route highlights four key towns and sites that were extensively involved in the anti-apartheid liberation struggle, which resulted in a peaceful transition to democracy in 1994. These include Delmas, Emalahleni, Botshabelo and Mapoch caves. The Gert Sibande District Liberation and Heritage Route

highlights six towns like Bethal, Daggakraal, Ermelo, Saul Mkhizeville (formerly Driefontein), Secunda and Volksrust. Although these are not the only sites within the Province that were home to various freedom fighters involved in the grassroots liberation struggle. As more research continues to be conducted, other towns may be added within the route.

A detailed content highlighting each town and the various offerings in each place has been developed. This provides a detailed information about the route, accommodation, attractions, maps and cities. The information will assist in planning your trip when visiting the attractions on these routes. Information is available on [www.mpumalanga.com](http://www.mpumalanga.com) or you can download it from the Mpumalanga Travel Guide App available on apple and android phones.



# NTCE CELEBRATES YOUTH IN TOURISM

The National Tourism Career Expo Business Networking Session took place yesterday afternoon with much excitement and celebration. It took a detailed look at the different aspects of last year's expo and the progress of the various sectors and the success stories that have come out of it. Dr Victor Ramathesele, CATHSSETA Board Chairperson, opened the session and welcomed delegates from across South Africa and the Kingdom of Eswatini (Swaziland). Following his welcome was the project manager for SAIMI, Mr Odwa Mtati, who shared the latest news from the Coastal Marine Tourism sector, as well as the importance of Maritime awareness.

Of particular note was the Chef's Corner at NTCE, which explained the vast possibilities for young people in the food and beverage industries – from hotel chefs and kitchen staff to culinary restaurant mavericks and beyond. Two learners who graduated from the National Youth Chefs Training Programme (NYCTP) and the Chefs Enterprise Development Programme shared their career successes. These programmes have seen graduates enter the marketplace in high-profile establishments like The Test Kitchen, One and Only, Tsogo Sun, Protea Hotels and many more who are part of their

training programme. Siphon Ncube, one of the graduates, said that "it's hard work being a chef, the lessons I've learned are huge, but I can honestly say I wouldn't be standing here without the NYCTP." Another success story that received resounding applause was that of Sindisiwe Sibiyi, who is now a qualified pastry chef running her own business after stints with both Marriott and Tsogo Sun in the past.

This and many others on the programme testified to the various ways in which tourism contributes to their bread and butter, underscoring the fact that across South Africa we truly do tourism.



#TheGeoTrail #MakhonjwaMountains



INTRODUCING THE FIRST WORLD HERITAGE SITE IN MPUMALANGA



# SEEN AT INDABA



All images courtesy of Marlan Padayachee (Mapmedia Greengold Consulting)

**Tourism Minister Derek Hanekom rests his sore feet for a quick shoeshine from Patrick Gwala after his long walk around Africa's Tourism Indaba.**



The Blue Train returned to the Travel Indaba.

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# PREPARE TO HAVE YOUR BREATH TAKEN AWAY IN THE NEXT FEW DAYS IN THE ZULU KINGDOM.

Take advantage of the gaining first-hand experience of what the region has to offer - from scenic natural beauty and adventure to luxurious and cultural experiences. There's no doubt that your own personal experiences will make it easier for you to sell South Africa and KZN as a travel destination.

As Africa's Top Travel Show, Africa's Travel Indaba is the best showcase

of Africa's tourism products, nothing compares to being out there in the KZN's sunshine, experiencing it all for yourself, while you're here!

From cultural tours to thrilling up close and personal Big 5 safari experiences; from the exquisite natural beauty of dramatic mountains to a coastline starting in the north and ending in the south, from heart stopping shark-cage diving to meeting our vibrant and

friendly people, the list of experiences is endless of what KZN has on offer.

We pride ourselves on being the leading province for domestic tourism in the country and it is our vast array of tourism attractions, headed by our wonderful warm and safe beaches, that makes KZN such a perfect holiday spot. We know that our visitors return again and again and that makes us proud.

We continue to work hard to attract domestic and international tourists to the province, and once here, there is plenty for your families and visitors to do in the Zulu Kingdom.

For those into extreme sports, we have microlighting, paragliding, hot air ballooning, shark cage diving, trekking to the highest pub in Africa near Sani Pass, ziplining, or guided walks in the wilderness.

Closer to Durban, dare-devil fun-seekers can also freefall 80m over the stadium on the Big Rush Big Swing-the world's tallest swing-swooping out in a 220m arc over the iconic venue. It's definitely something to brag about.

And if you want to experience our beaches, where summer is

365 days a year, take a dip in the Indian Ocean or take a dive in some of the best reefs to snorkel.

Entries have opened for the annual Lilizela Tourism Awards on April 1 and as always, we urge KwaZulu-Natal tourism and hospitality businesses to try their luck. We were proud of last year's worthy provincial winners- and were delighted when 10 of them went on to win national honours.

As always, don't forget to have a memorable holiday in our province- and don't forget to share your special moments in KZN on our social media networks. Facebook (KZN Tourism), Instagram (@tourismkzn\_official), Twitter (@Tourism KZN), YouTube (KwaZulu-Natal Tourism Authority) and Pintrest (KZN Tourism) and remember to #DoKZN



**Zulu Kingdom. Exceptional**



# *Feel More. Live More. Experience More.*



Have you had your breath taken away by the rolling hills and breathed giant healing breaths in the Midlands Meander air?

Have you walked the sacred Battlefield grounds and let your mind wander to times and moments past?

Have you taken selfies with the great Nelson Mandela and had deep and insightful conversations with Mahatma Gandhi and Ahmed Kathrada?

Have you climbed the awe-inspiring Drakensberg mountains and summited to views that seemed possible only in dreams?

Have you surfed afternoons away in our warm and friendly ocean and submerged yourself in the melting pot of cultures that Durban has to offer?

Have you taken the daring leap from Moses Mabhida's ginormous arch?

**We hope you've had a chance to revel in all that this generous place has to offer.**

The province of KwaZulu-Natal looks forward to hosting you again at the 2020 Africa's Travel Indaba. Hambanikahle.

**Zulu Kingdom. Exceptional**



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Zulu Kingdom. Exceptional





THIS IS  
**Durban**

**BEACHFRONT**



Durban's sunny skies, all year warm days and nights accompanied by fun filled beach activities, musical concerts, exciting night lifestyle and adrenaline filled activities are a sign that you have finally arrived at one of the Top 52 must visit destinations in 2019.

From adrenaline-fueled adventures to family-orientated activities, or simply a relaxed holiday on the beach, Durban offers something for everyone. Due to its mild climate, Durban has laid-back outdoor lifestyle, providing fun-filled activities ranging from mountain-biking and diving, to deep-sea fishing, game viewing, or historical battlefield tours.

As a city we are telling the story of Durban through culture and heritage, township and rural tourism, and importantly highlighting the diverse tourism experiences that are found in the city.

**#durbanhasmore**