



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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#TourismTuesdays



A word from the CEO



Dear industry partner,

It is finally the end of the year, and what a year it has been for the tourism sector. I think I speak for many of us when I say we could not have imagined just how well the sector has recovered over this year.

Starting off 2022, there were still some COVID-19 restrictions in place which impacted on travel. Since March, the sector has opened up and we have since seen tremendous growth, with international tourism numbers reaching 4.5 million for the period January to October this year. We have seen even bigger growth from a domestic perspective, from January to September 2022, we reached 23.9 million trips. These are numbers we can all be proud of because as a sector, we have pulled all our efforts to ensure that the sector can recover to these levels.

As we round up the year, I would like to extend a big thank you to you, our trade partners, for all your support for the work that we do. Thank you for your commitment to the sector and its inclusive recovery, to ensure that we are able to contribute meaningfully to the country's economy.

Finally, I would like to extend my sincere gratitude for reading and engaging with our Tourism Tuesdays newsletter. We are now on our 22nd edition, which is our last one for the year and we have had incredible feedback from the sector.

We will continue to bring you more industry updates to ensure we keep you abreast of everything happening within the sector.

I'd like to wish you all a joyous holiday season – I look forward to working together toward the betterment of the sector in the new year.

Best regards,

Mzilikazi Themba Khumalo



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What South Africans are looking for when it comes to local travel this festive season

Travel in Mzansi is at an all-time high. From January to September, South Africans booked 23.9 million trips. This is a 138.6% increase compared to the same period in 2021. In terms of holiday trips, 6 million trips were taken from January to September compared to 1.8 million in 2021.

It is clear that South Africa is experiencing the “revenge travel” trend, a global phenomenon where travellers are consuming tourism to make up for lost time during the pandemic and are rediscovering that local is indeed lekker.

Leveraging off this trend, South African Tourism is promoting the “Gimme Summer that” Sho’t Left campaign to offer South Africans affordable and accessible travel deals. The campaign is set to run throughout the summer travel season, and all tourism industry members are encouraged to upload their deals.

But what exactly are South Africans looking for when it comes to local travel? If you are wondering how you will attract South African travellers, look no further. Sho’t Left has provided five essential elements South Africans deem important when making traveling plans.

1. **Budget-friendly travel and activities**

This tip is top of the list for a reason. South Africans are willing to travel but with the cost-of-living crises and rising inflation, it is difficult to do so. The world’s largest travel intentions survey conducted by Travel Lifestyle Network revealed that South Africans value budget friendly travel and are opting for local travel due to financial constraints. Make sure your deals and offers suit the South African pocket without compromising on quality.

2. **Personalisation**

Everyone wants to feel like they are special, and this is no different for travellers. People crave flexible experiences tailored to their needs otherwise it just wouldn’t be for them. Offer your guests a customer-oriented service in order to meet and exceed their expectations. You should not only tailor consumer experiences, but also marketing strategies so that your efforts are reaching your preferred audience.



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3. **Less fuss**

Consumers are looking for more convenient ways to do everything, from making payments to booking flights. Convenience is the name of the game in all facets of life. The same goes for travelling. An estimated 700 million people will make a booking online by 2023. When it comes to booking preferences, South African travellers are aligned with global trends so give them a seamless, efficient and digital booking system.

4. **Staycations**

Although staycations gained popularity during the pandemic, research suggests this global travel trend is here to stay. A staycation is when travellers travel domestically, often involving day trips, exploring local restaurants and attractions. Travellers often opt for staycations for the change of scenery. Travellers feel safe and secure when travelling close to home.

5. **On the grid stays**

Let the travellers know about the alternate arrangements you have made during their stay that is affected by loadshedding – boardgames, UPS TV and wifi support, additional hiking options etc. If you have an alternative power supply source let them know so they can look forward to an uninterrupted stay.

Here are some things tourism businesses should know about creating deals on the Sho't Left platform:

- Tourism businesses can upload deals and packages from tourist attractions and activities, accommodation establishments, airlines, and car rentals
- Registration is free
- There is no limit to how many deals can be created

To be part of the Gimme Summer campaign and all other Sho't Left campaigns, deals can be added, edited and even removed at any time from the platform.

It is clear, South Africans are eager to travel and summer is the best time to do it. Give them a reason to book, Visit <https://deals.southafrica.net> and register for Gimme Summer that Sho't Left campaign today.



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Registration for Africa's Travel Indaba 2023 is open!

South Africa's doors are open and ready to welcome delegates from all over the world!

Registration for Africa's Travel Indaba opened on Monday the 12th of December. Africa's Travel Indaba will once again see Durban's Inkosi Albert Luthuli Convention Centre turn into a lively hub of activity from 9 to 11 May 2023. This follows a momentous signing ceremony, once again confirming the province of KwaZulu-Natal as the home of Africa's Travel Indaba for the next three years.

Africa's Travel Indaba 2023 is anticipated to attract pre-COVID-19 numbers of over 8000 delegates from all over the world. The 2022 edition of the trade show bustled with more than 634 exhibiting businesses from 19 African countries, showcasing an array of travel and tourism offerings to almost 956 local and international buyers.

Exhibitors, buyers, and members of the media are invited to register and get accreditation online by visiting <https://www.indaba-southafrica.co.za/>



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‘Gimme Summer That’ campaign launched to boost tourism numbers

With the travel and tourism season upon us, Minister of Tourism Lindiwe Sisulu has launched the SA Tourism Summer season campaign to encourage and boost the country’s local tourism industry.

The “Gimme Summer That” activation was unveiled during an event held in Sandton last week Tuesday, 6 December 2022.

The minister encouraged both domestic and international travellers to explore all four corners of the country this festive season, adding that after the Covid-19 pandemic slump, the country was ready to host travellers. The event also saw the unveiling of a new television ad campaign aimed at boosting the industry.

The minister said that the 2022 summer will be the first one since the pandemic without Covid-19 restrictions. As a country, she said, “We are poised for the best summer holidays since 2019.”

South Africa is entering the peak summer season on a high, as the tourism numbers continue to show unparalleled growth in both domestic numbers and international arrivals.



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The Northern Cape makes ‘Best destinations to visit in 2023’ list

Best for off-the-beaten-track adventures and wildlife

The biggest and most dispersed of provinces, the Northern Cape is also one of its least visited regions — good news for those of you who like to go your own way. The Northern Cape has been voted as one of the best destinations to visit in 2023 by Rough Guides.

Boasting a landscape of dramatic red dunes, South Africa’s longest river, and desert miracles in the form of Namaqualand’s flower carpets, it’s a place to marvel at nature. Talking of which, landscapes don’t get much more marvellous than Richtersveld Transfrontier Park. Tucked in a loop of the Orange River, it’s the world’s only arid biodiversity hotspot, and home to almost 5000 plant species.

Famed for its endemic halfmensboom (“half-man”) tree, the park is also known for klipspringer antelopes, leopards and wild cats. Nature-lovers will also want to experience the mighty Aukoerebis waterfalls — South Africa’s largest — in the Augrabies Falls National Park. It plummets sixty metres to create the earth-shattering noise that gives them their name — Aukoerebis means “the place of great noise” in the Khoisan language.

Make the most of your time in the Northern Cape

- Need more convincing? [Discover why you should choose the Northern Cape for your South African holiday.](#)
- Read up on how to experience the [Northern Cape off the beaten track.](#)
- Into animals? [Get The Rough Guide to the Game Parks of South Africa.](#)
- For more inspiration, take a look at our suggested [South Africa itineraries.](#)

Where to stay in the Northern Cape

- Best for couples: [Boutique Guesthouse Hanover.](#) A welcoming, comfortable stop-off.
- Best for food and wine: [Bezalel Wine & Brandy Estate.](#) Friendly hosts, superb surroundings, and top tastings.
- Best for safari stop-offs: [Kalahari Lion’s Rest.](#) Ideal if you’re visiting Kgalagadi Transfrontier Park.



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Experience of the week: The Alba, Hartebeespoort

Now in Hartebeespoort, the Alba, a first of its kind and the only one in South Africa has finally arrived in Hartbeespoort from Cape Town.

Take your guests on a 2-hour cruise on the Hartbeespoort Dam with a touch of elegance and a dash of style.

Measuring twenty-two metres in length with a six-metre beam, The Alba has a capacity of Eighty seated guests and is perfect for your next cocktail functions or yearend function.

It has been designed to be stable & smooth in the water, with floor to ceiling glass windows, which will ensure a comfortable Yearend event, wedding ceremony or Family Day out with great views and gourmet snacks regardless of the weather. Make unique and unforgettable memories by chartering The Alba Restaurant on your special day.

The Alba is fully compliant with all the safety regulations of the South African Maritime Safety Authority (SAMSA) & the captain & crew are seasoned veterans, fully qualified to handle a vessel of its size.

For more information or further enquiries, please call 012 253 5045 or WhatsApp:+27 76 567 2091



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