



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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#TourismTuesdays

A word from the CEO



Dear Industry Partner,

Welcome back to our first edition of the Tourism Tuesday newsletter for the year 2023. I trust that you all had a great festive season, this is arguably the busiest time for us within the tourism sector, so I know most of us would not have had a break. I do, however, hope that you are refreshed and looking forward to the new year and all it comes with.

This past festive season was our first 'fully open' festive season, following the COVID-19 pandemic. As such, we were excited to see South Africans taking advantage of the warm weather and enjoying their country, taking Sho't Lefts to various parts of South Africa and welcome international tourists.

We are excited to be back on this platform with you – sharing all our exciting plans, as well as campaigns and projects that we will embark on this year. We also look forward to receiving news and updates from you.

South African Tourism is currently on a massive recruitment drive, with key roles and positions within the organisation. If you DO TOURISM and have the requisite skills and experience, we encourage you to peruse all the open vacancies and apply.

Our North Europe team has just returned from Vakantiesbeurs trade show and our Central Europe team is currently at Fitur, taking place in Madrid. Fitur is a global meeting point for tourism professionals and a leading fair for inbound and outbound markets.

This forms part of our tourism sector recovery efforts and we are taking advantage of this platform to showcase South Africa as a foremost leisure destination.

I would like to wish you all a phenomenal year ahead.

Best regards,

Mzilikazi Themba Khumalo



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South African Tourism participates at FITUR FAIR 2023

To kick start 2023, one of SA Tourism's first appointments of the year is attending the International Tourism Trade Fair, better known as FITUR in Madrid. This will take place this week, from the 18 to 23 January and is an endeavor to continue on all the marketing efforts that the entity has embarked on post the COVID-19 pandemic.

FITUR is a global meeting point for tourism professionals and a leading fair for inbound and outbound markets for Ibero-America.

The 2022 edition exceeded all expectations with a total of 111,193 attendees – comprised of 81,193 professionals from 127 countries over its first three professional days. In 2022 FITUR had 600 exhibitors and is expected to attract 8360 exhibitors this year.

Spain, where the FITUR is taking place, is an important overseas market for South Africa. According to Stats SA, Spain recorded 21 157 arrivals to South Africa between January and November 2022, compared to 2 334 in the same period last year - marking a 241,6% increase in arrivals.

South Africa's alluring appeal is also growing. The country ranked #16 globally in the recently released Tourism Sentiment Index® for the third quarter of 2022. As stated by the Index, the top contributors to South Africa's overall performance were: Wildlife Viewing (15%), Restaurants plus Dining (12%), and Festivals, Events and Concerts (10%).

South Africa is already a global player in the tourism industry. Destination South Africa was recently crowned Africa's Best Culinary Destination for 2022 at the World Culinary Awards™ held in Dubai (United Arab Emirates).

While at FITUR, South African Tourism will also use the opportunity to invite the various global tourism players to come to South Africa to attend South African Tourism's owned strategic events - Meetings Africa and Africa's Travel Indaba.

Meetings Africa takes place in Johannesburg from the 28th February to the 1st of March, targeting the Meetings, Incentives, Conferences & Exhibitions (MICE) industry whilst the 2023 edition of Africa's Travel Indaba will take place in Durban from the 9th to the 11 May focusing on leisure travel.



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Join the SA Tourism Team

South African Tourism has embarked on a massive recruitment drive to fill some key positions within the organisation.

Over the coming weeks, SA Tourism will be advertising key positions, some of which are based in SA Tourism's international offices across various parts of the world and a few of which are based at head office in Sandton.

South Africa-based Vacancies

- Position: Head of Global Trade Relations - 20 January 2023
- Organisational Development, Reward, and Human Capital Insights Management Specialist – 20 January 2023
- ICT Steering Committee Chairperson – 31 January 2023
- Regional General Manager's - Asia Pacific and South Africa Hubs – 22 January 2023

International-based Vacancies

Various Hub Head positions have become available in seven international markets, in which South African Tourism operates. These roles are responsible for the formulation of marketing and trade strategies within the respective hubs. The Hub Heads are also responsible for analysing and interpreting research and market intelligence information, to localise the hub brand and marketing strategies, whilst managing hub operations.

The roles will be based in the following countries:

- UK/Ireland
- Central Europe - Germany
- South Europe - France
- North Europe - Netherlands
- Australia/New Zealand - Australia
- Asia Pacific - China & Japan
- India

The closing date for the Hub Head positions is 31 January 2023.



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SA Tourism invests in the continent's business events sector

Excitement is building up as the global business events industry is counting down to the 2023 edition of Meetings Africa. This year, more excitement surrounds the show, as it comes with double benefits... the conference and meetings industry will reap rewards not only from Meetings Africa, but also from the International Association of Convention Centres (AIPC) Summit, which will precede the Meetings Africa.

South African Tourism made the announcement in November 2022, that it would be bringing the AIPC Summit to Africa for the first time, to be hosted alongside Meetings Africa at the Sandton Convention Centre in Johannesburg.

Acting Chief Convention Bureau Officer at the SANCB, Zinhle Nzama, reiterated the importance of this collaboration between the SANCB and the AIPC and the platform it will provide for African conference and meetings venues to share global best practice, to fast track the improvement of the standards of conference venues in Africa.

“This Summit will go a long way towards global benchmarking African convention venues against global standards, to brand and position themselves based on what conference organisers are looking for in an internationally recognised venue,” says Nzama.

Nzama says that Meetings Africa is the ideal backdrop against which to host this summit, as business events professionals and conference organisers from the continent will be gathered for the trade show.

The investment that the SANCB are making into the recovery of the industry is expected to produce results and expedite the continent's MICE sector global competitiveness post Covid-19.



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She adds: “We’re invested in giving back to the sector and industry players and this is another way in which we are doing that. Because Meetings Africa means that the continent is here, we are utilizing the opportunity where everyone is gathered in one place to give them the knowledge and information they need”.

AIPC Chief Executive Officer, Sven Bossu, is buoyant, and says Africa has become a lucrative market for business events because of its growing population and booming economy.

“People are looking for unique experiences, and our job as convention and exhibition centres is to figure out how we cater to these experiences. We need to focus on resources, technology and sustainability to ensure our venues are catering to the unique needs and experiences of delegates and delivering excellent events,” said Bossu.

The hosting of the African chapter of the AIPC Summit is a further testament to the SANCB’s contribution to the Association community, in order to enable global associations to continue doing impactful work in bringing the global business events industry together.

“Capacity building is critical, it is important that we support the work of associations, such as the AIPC, for the betterment of the industry,” concludes Nzama.

The AIPC summit will take place alongside the 2023 edition of Meetings Africa on Monday, 27 February 2023.

To view the agenda and to register for the Summit, please [click here](#).



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High demand for South Africa at Vakantiebeurs 2023

There has been a high demand for South Africa at Vakantiebeurs 2023 following the incredible success of the 360° localised LIVE AGAIN rolled out for North Europe in 2022. The residual awareness of this campaign allowed South Africa to be top of mind for Dutch consumers and trade, a message continuously reiterated over the five days at the show.

South African Tourism North Europe, servicing the Netherlands, Belgium and Sweden have kicked off 2023 with a South African pavilion at Vakantiebeurs. Vakantiebeurs attracted over 65 000 consumers over the course of the four consumer days and over 8 000 travel trade on the trade day.

Six South African products joined the South African Tourism pavilion, inclusive of two provinces, namely WESGRO and Tourism Kwa-Zulu Natal and two SMMEs – Travel for Change and Royal Thonga Lodge. Other South African product present on the pavilion were Aquila Safaris and Cape Recife Lighthouse and Bellevue Nature Reserve.

South African Tourism North Europe focused on creating excitement at the South African pavilion for South African product and partners by inviting long-time B2B trade partner, Africa Feeling to host their famous high tea on the trade day, and this attracted 30 travel agents to the pavilion. The trade day also saw key partners and trade visiting the pavilion throughout the day for pre – set meetings as well as over 100 people to the late afternoon networking event. This event allowed for a much-needed in-person networking opportunity to share positive stories on how the recovery of the industry has been going. Vakantiebeurs and South African Tourism's presence came at an opportune time, off the back of a very successful 2022 for partners, validated by strong arrival statistics.



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The Netherlands recorded 10 374 for November 2022, bringing the total arrivals for January to November 2022 to 79 489 – a 373,6% increase when compared to arrivals over the same period in 2021. This now positions the Netherlands as the third largest source market out of Europe, preceded by the UK and Germany. This is significant as it reflects positive traction for the demand creation work that has been done in market through the localised LIVE AGAIN campaign that encouraged travelers to explore South Africa's "lekker local tips". This campaign was launched in March 2022 and allowed for the opportunity to experience South Africa through the eyes of locals who use their "lekker local tips" to highlight the beautiful parts of the country.

The North Europe hub also boasts exciting plans for the year ahead, communicating a stronger focus on responsible tourism, a deliberate focus on collaboration with trade, diversity initiatives and market access while ramping up demand through media investment leveraging a localised global campaign to inspire travellers to come to South Africa.



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Experience of the week: Nombolo Mdhluli Conference Centre @ Skukuza Rest Camp

The Nombolo Mdhluli Conference Centre sits in the heart of Skukuza Rest Camp in Kruger National Park, and offers congress planners a unique opportunity for an authentic conference atmosphere. It caters for up to 500 delegates in banquet style. A 5-minute walk from the conference centre is the newly-built Skukuza Safari Lodge. This state-of-the-art facility consists of the main hall and four breakaway rooms. It presents a unique opportunity for a relaxed conferencing atmosphere with its own ambience.

The Main Hall and the four breakaway rooms are named after the Big 5. The breakaway rooms are all the same size and two of the rooms can be joined together and used as one venue.

Enjoying a perfect balance of luxurious comforts and wildlife style, the lodge consisting of 128 units is the ultimate choice for a bush escape experience.

[You can reach them by clicking here](#)



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