

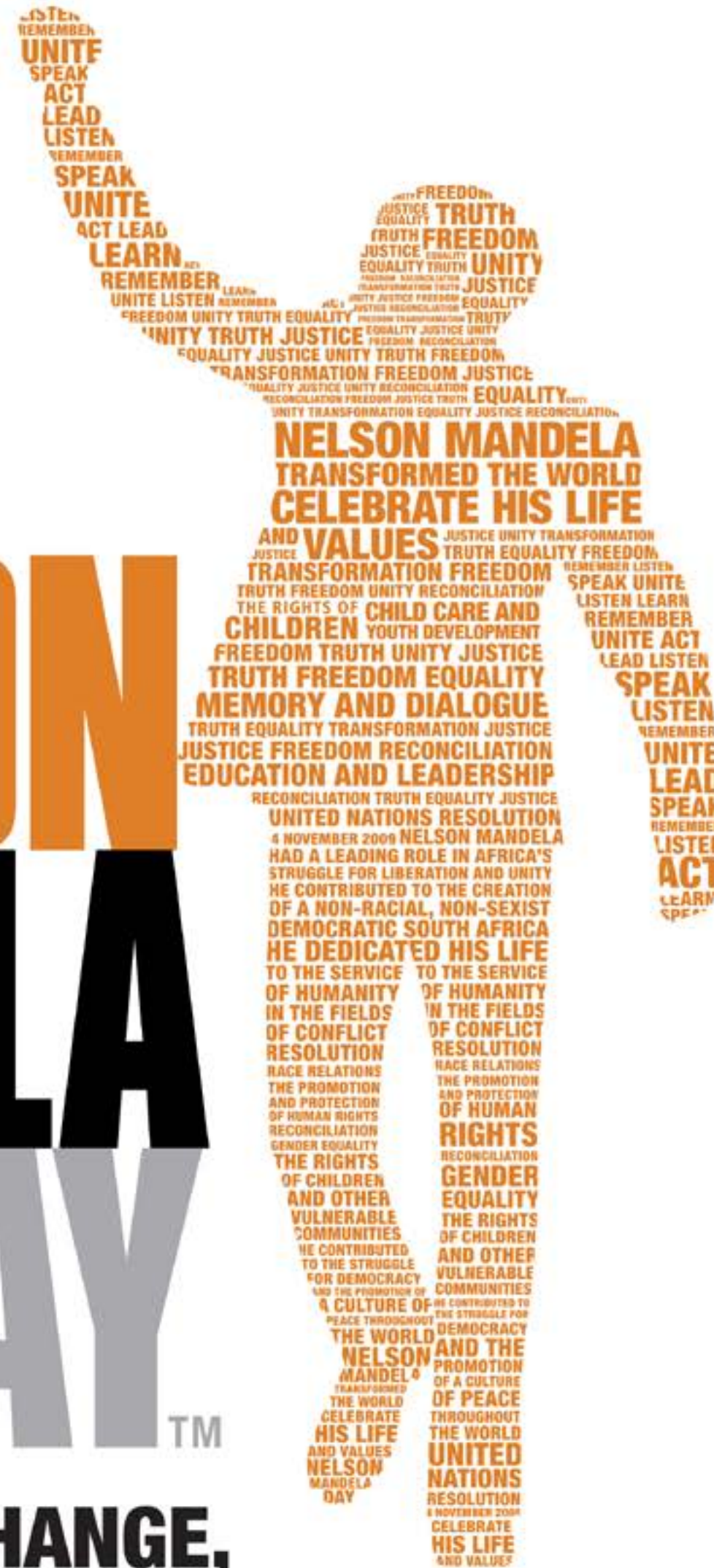


NELSON MANDELA DAY™

TAKE ACTION. INSPIRE CHANGE,
MAKE EVERY DAY **A MANDELA DAY.**



A NELSON MANDELA FOUNDATION INITIATIVE



TOURISM TUESDAYS

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A word from the editor

Happy Mandela Day to all our readers.

Mandela Day is an annual global celebration that takes place on 18 July to honour the life and legacy of the first democratically elected president of South Africa, Nelson Mandela. This day is a call to action for individuals, communities, and organisations to take time to reflect on Mandela's values and principles and to make a positive impact in their own communities.

Nelson Mandela would have turned 105 years today and this year marks ten years since he passed away. In celebrating Mandela Day, we bring you this special edition that honours and celebrates his journey, his life, and his passion for South Africa.

To commemorate this day, South Africa's Minister of Tourism, Patricia de Lille visited the Northern Cape, South Africa's diamond province.

We also feature the sustainable story of a Dutch Couple who spent 800 hours in an electric car from the Netherlands, through West Africa, and down to Cape Town. Their journey was about finding a more sustainable way to travel. Despite some challenges, the team has proven it is possible to travel long distances in a sustainable way, driving a regular electric car and charging it with solar panels.

On behalf of South African Tourism's Sho't Left team, thank you to the industry for attending Sho't Left Travel Week webinar which was hosted last week Thursday, 13 July.

Registration for **Meetings Africa 2024** is now open and South African Tourism invites the global business events industry to come connect at Meetings Africa next year. The show will be preceded by BOND Day on 26 February 2024, and the exhibition days will run from 27 -28 February 2024.

Have a great week.

Tourism regards

Tourism Tuesdays Team



SOUTH AFRICAN TOURISM

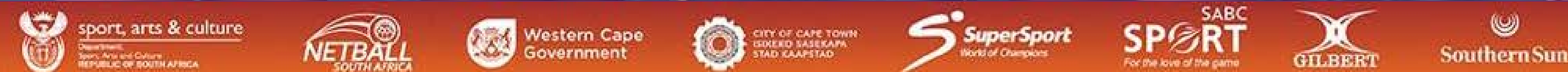
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9 DAYS TO GO

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President Cyril Ramaphosa unveils Nelson Mandela statues in Mthatha

President Cyril Ramaphosa unveiled the first of two statues commemorating the legacy of former President Nelson Mandela in Mthatha at the Nelson Mandela museum, Bhunga Building ahead of delivering the keynote address at the national commemoration of the United Nations-endorsed Nelson Mandela International Day.

The two monuments serve as a tribute to Nelson Mandela's enduring impact on South Africa and the world, and commemorate the 67 years he dedicated to the fight against apartheid and racism.



SOUTH AFRICAN TOURISM



**TOURISM
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Uncuthu Tours - promoting Mandela experiences

Madiba, as Mandela was fondly referred to by many, is a global icon of peace, equality and justice who devoted his life to serving humanity. The many monuments erected in his honour worldwide are a testament to how intensely revered he is, both in his home country and across the globe.

As people around the world embrace this occasion, there is no better way for travellers to pay homage to Madiba's memory while immersing themselves in the vibrant culture and storied history of his native province, the Eastern Cape. Uncuthu Tours is a local tour operator that offers authentic and immersive experiences that capture the essence of the region.

Founded in 2015 by Siseko Yelani, a qualified tour guide who hails from the township of Mdantsane, East London, Uncuthu Tours has swiftly established itself as a leading provider of exceptional travel experiences.

Siseko, whose family clan name, Uncuthu, also means 'a delicacy' in isiXhosa, a nod to his grandmother's lineage, has masterfully crafted his tours to exude grace and finesse. Driven by a genuine passion for tourism and a fervent desire to showcase the unparalleled beauty and diversity of the Eastern Cape, particularly the often-unnoticed rural areas, Siseko's vision has blossomed into a remarkable reality.

The Nelson Mandela tour is an awe-inspiring journey that takes visitors to Qunu, the village that bore witness to Mandela's formative years. Here, they can behold his birthplace and the neighbouring hamlet of Mvezo, where he spent his first two years. The tour encompasses visits to his primary school, the church of his baptism, and the cherished rock where he spent time with his childhood friends.



SOUTH AFRICAN TOURISM



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Uncuthu Tours - promoting Mandela experiences cont...

Additionally, travellers have the opportunity to explore the Mqhekezweni royal house, a site that played a pivotal role in grooming Mandela for his future leadership. The tour culminates with a visit to the Nelson Mandela Museum, which proudly exhibits an array of artefacts and exhibits that pay homage to his extraordinary life and lasting legacy.

During Mandela Day, Siseko thoughtfully organises special tours that revolve around giving back to the community in his township of Mdantsane. These unique excursions provide visitors with the chance to visit orphanages, schools, or elderly care homes, allowing them to contribute by donating food, clothing, books, toys, or their valuable time and skills.

Moreover, Siseko actively participates in environmental initiatives like beach and park clean-ups as well as tree-planting campaigns. He firmly believes that tourism can be a catalyst for positive change.

The sterling reputation of Siseko's tours precedes him, as clients consistently share praise on his professionalism, knowledge, enthusiasm, and friendly nature. His dedication and expertise have seen him get recognition from numerous tourism authorities and organisations, earning him acclaim as a top-tier tour guide in East London. He has actively participated in various tourism events and exhibitions both within South Africa and abroad, leveraging these platforms to promote his tours and cultivate valuable connections with industry peers. Collaborating with other local tour operators, Siseko has fostered fruitful partnerships that have yielded innovative joint offerings, as exemplified by the creation of the East London Urban Cultural Experience.

For an unparalleled and unforgettable experience, look no further than Uncuthu Tours. Travellers can enjoy these extraordinary experiences while also honoring Madiba's legacy of service and humanity, leaving an indelible imprint on their hearts and minds.

For more information about Uncuthu Tours or to book your tour, contact them at info@uncuthutours.co.za or +27 (0)73 184 9617

[Click here for more](#)



SOUTH AFRICAN TOURISM



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Tourism Minister celebrates Mandela Day in the Northern Cape

Mandela Day outreach: It is in our hands to make a difference and help the most vulnerable in society

Written by: Patricia de Lille

This year as we mark Mandela Day under the theme: “It’s in your hands”, I think of the many men and women across the country who open their hands and serve the most vulnerable every day.

They are the men and women in our communities serving soup or sandwiches, selling fruit or vegetables at a price that’s affordable to the poor, they are the ones taking care of children or running community gardens. They are the heroes of our country, they are the ones who live the ethos of former President, Nelson Mandela’s life: to serve with humility and compassion.

They emulate the life of Tata Nelson Mandela by opening their homes to provide shelter, by feeding a hungry child or families, by lending a hand in any way they can to lighten the burden on the most vulnerable in our society.

Mandela Day on 18 July each year, is marked by South Africans coming together to perform an act of service to those in need. Also known as “67 minutes for Mandela” to reflect Madiba’s 67 years of service to the country, people all over the country roll up their sleeves to serve the needy.

This year South Africans are called to contribute to turning the tide against food insecurity and climate change in honour of Nelson Mandela’s legacy.

Climate change threatens to reverse the progress our country has made towards eradicating hunger and malnutrition.



SOUTH AFRICAN TOURISM



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Tourism Minister celebrates Mandela Day in the Northern Cape cont...

This year, as part of Mandela Day activities, I visited an impoverished community in Riemvasmaak in the ZF Mgcawu District Municipality in the Northern Cape.

Riemvasmaak is 75 000 hectares of sheer mountain desert wilderness, located between the Orange and the dry Molopo Rivers, approximately 57km from Kakamas and 170km from the Nakop Border Post with Namibia.

The town is managed by a Riemvasmaak Board of Trustees. The Trust has realised that one way to make Riemvasmaak sustainable is through enhanced tourism development.

A number of projects are underway to develop the tourism offering in this area which are already bringing benefits to the community.

However, the community is still confronted with high levels of poverty and unemployment.

We reached out to the community leadership to ask how we could assist and serve them as part of Mandela Day activities and the request was for non-perishable food and blankets.

I was joined by the Northern Cape MEC for Economic Development and Tourism, Abraham Vosloo to hand over a donation of 100 bulk packs of non-perishable foods and blankets to bring some relief to this community in need.

As Tata Madiba said: "Freedom is meaningless if people cannot put food in their stomachs."

We hope that the donation will bring comfort to the community and we will continue to work with them to develop tourism projects in the area to enable sustainable economic growth for the community of Riemvasmaak.



SOUTH AFRICAN TOURISM



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Tourism Minister takes Sho't Left in Mpumalanga

Last week, Minister of Tourism, Patricia de Lille visited various sites within the Kruger National Park as part of her oversight duties. During her visit, the minister inspected investment projects by the Department of Tourism and the private sector at this world-renowned, top tourist attraction in South Africa.

Tourism is an important sector in the country's economy due to South Africa's attractiveness to travellers and the many jobs created by this vibrant sector. In order to grow the economic contribution of tourism even further, there is a need to work harder on all fronts, with government, communities and the private sector, working hand in hand, to grow tourism offering and attract more tourists to South Africa from all over the world.



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Seven Tips for Marketing South Africa to the Black American Leisure Travel Market

The US market was South Africa's second-largest overseas market pre-pandemic in 2019 with 373,694 arrivals and the second highest overseas market for tourism pre-pandemic spend in South Africa with R7.8 billion. The US market has grown significantly since then, with R8.3 billion (6% above the 2019 spend) in tourism spend in 2022 which was the number one spending market in South Africa despite remaining the second market in terms of arrivals behind the United Kingdom. The recovery in 2022 was at 70%, however in the first five months of 2023 the US market reached 94% of the arrivals in the same period of 2019.

"Black American travellers, in particular, seek to reconnect with their ancestral roots and explore the continent as a powerful journey of self-discovery," noted Jerry Mpufane, President of South African Tourism North America. "A key opportunity to attract Black Americans lies in festivals and events, cultural experiences, and sustainable tourism that emphasizes giving back and leaving a positive impact following a trip."

South African Tourism has compiled the seven key experiences Black Americans seek when visiting South Africa based on insights presented by Stephanie M. Jones, founder and CEO of Cultural Heritage Economic Alliance, Inc. during the recent USA Market Access Workshop held at Africa's Travel Indaba in May this year.

1. Explore Cultural Diversity and Interact with Locals
2. Marvel at Natural Beauty and Take Part in Wildlife Conservation
3. Experience Warm Hospitality and Taste the Culinary Delights
4. Support Local Economies
5. Challenge Stereotypes and Expand Perspectives
6. Safety and Well-being in All Contexts
7. Building a Lasting Legacy

[Please click here for more](#)



SOUTH AFRICAN TOURISM



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Dutch couple drives a solar electric car from the Netherlands to Cape Town

Renske Cox & Maarten van Pel spent just over 800 hours in the car from the Netherlands, through West Africa and down to Cape Town, South Africa.

The pair's eight-month-long expedition started on 4 November 2022 and came to an end last week as they touched down in Cape Town.

The journey was about finding a more sustainable way to travel. Despite some challenges, the team has proven it is possible to travel long distances in a sustainable way, driving a regular electric car and charging it with solar panels. With this new way of travel, one can be completely self-sufficient. The journey so far has showcased the capabilities of sustainable travel, inspiring others to follow in their footsteps and consider eco-friendly travel options in their own adventures.

To find out more about their journey, visit their [Instagram page](#), or their [website](#)



SOUTH AFRICAN TOURISM



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Experience of the week: Nelson Mandela Metropolitan Art Museum

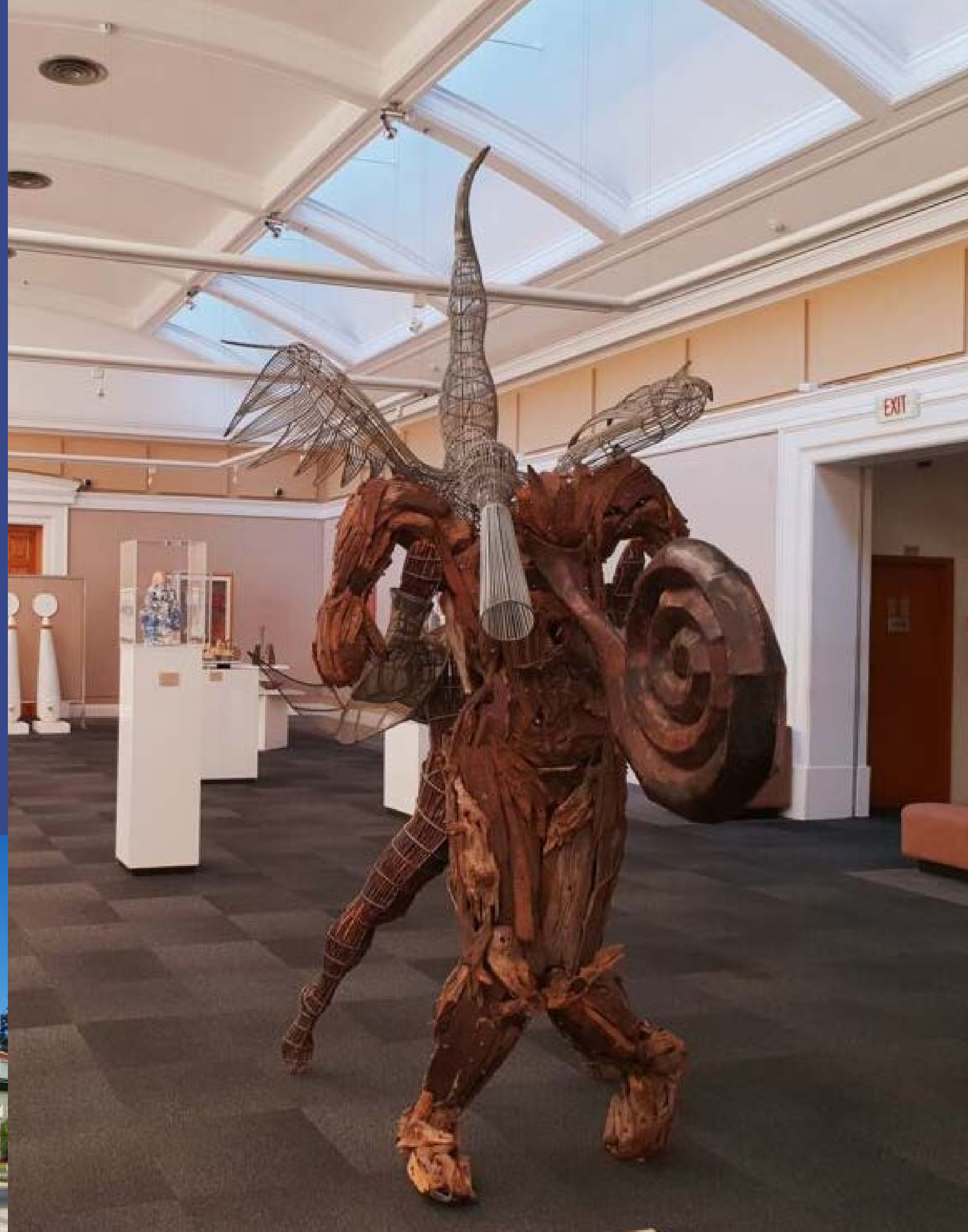
The Nelson Mandela Metropolitan Art Museum is home to a comprehensive collection of South African art and craft and specialises in the art of the Eastern Cape Province.

Located at St George's Park, the museum has three exhibition halls that are re-hung throughout the year to accommodate the museum's collections as well as programme of special exhibitions. The mission of the Nelson Mandela Metropolitan Art Museum is to collect, preserve, exhibit, and foster the understanding and enjoyment of works of art at the highest possible museum and scholarly standards.

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