



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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A word from the editor

This is our final edition for Mandela Month. Throughout this month we observed the significance of Mandela Day, 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. Our country also received great accolades this month with the UK Telegraph's readers voting South Africa the "Best Country" while the iconic city of Cape Town, has claimed the coveted title of "Best City in the World."

These accolades are a testament to the remarkable experiences our country offers and the unwavering dedication of our tourism industry. We are thrilled and immensely proud that South Africa has been recognized on the global stage.

The year is rolling and it is so encouraging that global tourism continues to show great signs of recovery. South Africa's tourism performance is showing this trend too. South Africa welcomed 3 465 381 visitors to our country between January to May 2023, marking an 83.7% increase when compared to January – May 2022 when we welcomed 1 886 196 visitors.

[Please click here to view the latest arrival numbers.](#)

Registration for Meetings Africa 2024 is 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 BONDay on 26 February 2024, and the exhibition days will run from 27 -28 February 2024.

We are pleased to also announce Africa's Travel Indaba 2024, our leisure trade show will take place from 14 to 16 May with BONDay taking place on 13 May 2024.

In the next few weeks, we will share more information on these Pan African trade shows.

Have a great week.

Tourism regards

Tourism Tuesdays Team



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2 DAYS TO GO

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Tourism honours the Khomani with the launch of the Twee Rivieren Interpretative Centre in the Kgalagadi Transfrontier Park

Traversing landscapes of space and time, the Kalahari is known for its rich cultural and tourism offerings of the Kalahari Red Dune Route. The route passes through such small communities such as Mier, Ashkam, Noenieput and Andreisvale, still home to the world’s oldest ancient tribe, the Khomani.

The sound of the Khomani reverberates through centuries, echoing the stories of its people. Pulsating through the Kalahari, the gift of these ancient people will be shared with all when the Minister of Tourism, Patricia de Lille, launched the R3.5 million Twee Rivieren (Khomani) Interpretative Centre and Narrative Development Project on 19 July.

“I am delighted and deeply honoured about the launch of Twee Rivieren Interpretative Centre project in the Kgalagadi Transfrontier Park as it pays homage to the unique culture of the Khomani San. Through this centre, the Department of Tourism has enabled the local community to proudly share the narrative of their captivating culture to thousands of tourists who visit the park annually,” stated Minister De Lille.

[Click here to read more](#)



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Minister leads industry-wide collaborative marketing workshop

On Friday last week, the Minister of Tourism, Patricia de Lille hosted an industry-wide collaborative marketing workshop.

The workshop was purely focused on the international positioning of South Africa with the intention to market the country with a single message.

The reason a workshop of this nature was necessary is because, the stakes are high. It is important for all destination marketing organizations, both public and private, to have a unified messaging position around which to market the destination.



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SA Tourism's North America Hub conducted trade and mission Engagements in Canada

South African Tourism's North America team conducted trade and mission engagements across Canada last week to share the exciting news that 2023 tourist arrivals from the region are up 124% over the same period in 2022 (Jan-May), with the Canadian market reaching 82% of the arrivals in the same period (Jan-May) of 2019.

Building on the momentum of these arrival figures and the Canadian trade's continued advocacy and support for the destination, the team activated a robust schedule of trade engagements in both Toronto and Vancouver reaching 75 key members of the travel trade. Consul-General, Ms. Thandiwe Fadane, attended the Toronto reception, where she delivered engaging welcome remarks and mingled with the trade partners in attendance. The team's presentation included a destination update along with data and tourist insights from the SAT Analytics and Strategic Insights Unit's recently published report on [Unlocking the Canada Market](#) to share valuable insights to engage, activate and inspire the Canadian trade to continue to grow the arrivals to surpass 2019 levels.

As part of the Hub's ongoing work with SA Missions as an extension of our footprint, the team also traveled to Ottawa on Mandela Day to meet with The South African High Commission to discuss 2023 collaborations and continuing to work closely to achieve mutual goals.

Lastly, Canadian-based ASCEND Television, with whom the hub collaborated on a pair of South Africa episodes last year, announced that through a new partnership with IMG's EDGESport Television, the two episodes would be flighted on linear broadcast television in 113 new territories to 26 million households throughout July. You can see a teaser for the episodes [here](#).



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ACSA in major tech push to boost customer experience

Airports Company South Africa (ACSA) is on a significant technology drive to enhance the customer experience across its airport network.

ACSA Chief Information Officer, Mthokozisi Mncwabe, said the need to digitalise the passenger experience, the airport environment, and ACSA's operational processes, has been identified as a core strategic focus for the business.

"ACSA working on several initiatives that will harness the power of artificial intelligence and robotics to drive self-service functionality through the various touchpoints at ACSA's airports," Mncwabe highlighted.

"For example, we will introduce robotics to enhance the customer experience in line with a global trend that is seeing increased use of this technology for the delivery of retail and food and beverage services at airports."

Airports Company South Africa SOC Ltd (the Company) owns and manages nine South African airports



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South Africa Tourism nominated at Aviators Africa Tower Awards in the MICE and Events categories

SA Tourism's flagship event, Africa's Travel Indaba, has been nominated for Aviators Africa Tower Awards under the M.I.C.E category. While Acting Chief Convention Bureau Officer (ACCBO), at the South Africa National Convention Bureau, Ms. Zinhle Nzama is also nominated under the Events Award category.

The awards recognise, celebrate, and honour excellence as well as sustainability within the African Aviation sector.

The awards seek to appreciate organisations and acknowledge individuals who have contributed immensely to the growth of African Aviation.

[Click here to vote](#)



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TGCSA
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TGCSA Corner

The Tourism Grading Council of South Africa (TGCSA) team conducts monthly property approval meetings to review properties submitted from the Provincial Quality Assurance Specialists' [PQAS] pre-screening process. The list below sums up the new properties for the month of July 2023.

TGCSA closed with the following properties numbers:

- Approved = 268 establishments
- Rejected = 19 establishments
- Returned = 1 establishment

A benchmark property refers to a standard or reference property against which other establishments are compared or evaluated. It is a high-quality establishment that represents the standard level of service, facilities, and overall experience expected in the industry. The following property was identified as a benchmark property:

Blackheath Lodge

This property is recognised and recommended by the TGCSA Screening Committee as a benchmark property for the month of July because, it has exceptional product offering and it stands out from the rest.

Blackheath Lodge Boutique Hotel is situated in Sea Point on Cape Town's Atlantic Seaboard, right under the iconic Signal Hill – close to the city centre of Cape Town, as well as the popular V&A Waterfront and Green Point Stadium. Blackheath Lodge has a rich history dating back to the 1880s. Its Victorian design, spacious interiors, high ceilings and wooden floors are combined with eclectic touches of African style and charm. A host of world-class restaurants is within easy reach of the lodge, and the famous beaches of Clifton and Camps Bay are just around the corner.

TGCSA Star Rating: 4 Star

Location: 7 Mountainview Ave, Blackheath, Randburg, 2195



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Experience of the week: Mthatha Dam Resort

The Mthatha Dam Resort or Nduli Luchaba Nature Reserve is located in Nduli Luchaba Nature Reserve, Eastern Cape, Nelson Mandela's birth province. The nature reserve has added two state-of-the-art self-catering chalets to the facility.

One chalet has three bedrooms, a kitchen, and a lounge while the other has two bedrooms. The property boasts two conference halls that could accommodate up to 158 people, a boardroom, and a restaurant that could cater to 150 people.

Location: Nduli Luchaba Nature Reserve



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