



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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#TourismTuesdays



A word from the editor

Welcome to the month of August. Every year, in August, our country marks Women's Month, where we pay tribute to the more than 20 000 women who marched to the Union Buildings on 9 August 1956 in protest against the extension of Pass Laws to women.

This month is a reminder to celebrate women's milestones and their extraordinary roles in all spheres of society. It is also the month to call for gender equality. Women's Month is a celebration to recognise and acknowledge women in all appearances, contributions, roles, and perspectives around the world.

In celebrating women's month, the upcoming editions of Tourism Tuesdays newsletter, during the month of August, will feature content that honours and celebrates women, as well as showcase establishments that are women-owned, and showcase fun itineraries, products and experiences for female travellers.

Have a great week.

Tourism regards,

Tourism Tuesdays Team



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Domestic Tourism – The bedrock of South Africa’s tourism sector

Today, the tourism industry, led by Minister of Tourism Patricia de Lille, came together for the launch of Tourism Month 2023 and to reflect on tourism’s vital role in our country’s growth and development - particularly, domestic tourism.

South Africa commemorates Tourism Month in September to coincide with World Tourism Day on the 27th of September.

Tourism Month aims to create awareness and promote domestic tourism and cultivate a culture of travel among South Africans. It is also an opportunity to showcase the country’s diverse tourism offerings and foster a sense of national pride and appreciation for the beauty and richness of South Africa. Speaking at the national launch of Tourism Month, Minister of Tourism Patricia de Lille highlighted the importance of domestic tourism to South Africa’s tourism sector.

[Click here for more information](#)



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Siya Kolisi is South African Tourism's new global advocate

South African rugby captain Siya Kolisi is South African Tourism's new global brand advocate. Kolisi is the first of the brand advocates who will take part in a new campaign - The best of us - to celebrate South African excellence. "With the Rugby World Cup starting in September in France, and as the Springboks prepare for the upcoming tournament, Siya is the perfect person to partner with South African Tourism in marketing and promotional efforts as we seek to attract more travellers to come to visit our country.

[Click here for more information and video](#)



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Registrations for Meetings Africa 2024 are open

The countdown to Meetings Africa 2024 has begun.

Meetings Africa, is set to take place at the Sandton Convention Centre, Johannesburg, from 27 to 28 February 2024, with Business Opportunity Networking Day (BONDay) preceding the show on 26 February 2024 and delegates from all over the world are now invited to register and book their spot at this all-important trade show.

Meetings Africa is a Pan-African trade show, where African associations and meetings industry professionals come together to showcase Africa's diverse offering of business events services and products to global buyers. At Meetings Africa, delegates also come together to share knowledge as they partner to contribute to transforming and growing the continent's business events sector.

"I am pleased to invite business events product owners from across the continent to register to exhibit at Meetings Africa 2024. This is the ideal platform for us to collectively showcase to the world what Africa has to offer as a business events destination and amplify the continent's stories of success. I also invite buyers from various parts of the world so they can come to witness first-hand the wide variety of business events quality assured facilities," says Zinhle Nzama, Acting Chief Convention Bureau Officer at the South African National Convention Bureau.

Meetings Africa's official host partners, the Gauteng Tourism Authority, along with the City of Johannesburg and the Sandton Convention Centre, are also ready to welcome delegates to Meetings Africa.



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Netball World Cup underway

Friday, 28 July marked the official start of the 2023 Netball World Cup (#NWC2023) in Cape Town. SA Tourism Acting CEO, Nomasonto Ndlovu did the coin toss to officially open the first game.

Bringing thousands of international visitors to South Africa, the #NWC2023 gives our tourism industry a significant boost as visitors explore our beautiful winelands, magnificent natural wonders and more! The spectacular opening ceremony of the 2023 Netball World Cup was a perfect representation of why South Africa is a preferred destination for mega-events. With venues like the Cape Town International Convention Centre, a variety of world-class accommodations, and so much to experience, South Africa is guaranteed to captivate visiting teams and supporters.

The closing ceremony is set to take place on 6 August



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Telling a Fresh Story: SAACI hosts 36th National Congress

The Southern African Association for the Conference (SAACI) hosted its 36th Annual National Congress in Addo, Eastern Cape province from 30 July to 1 August. The congress was hosted in conjunction with the South Africa National Convention Bureau (SANCB), The Eastern Cape Tourism and Parks Agency, and the Sarah Baartman District Municipality.

This year's congress theme was "TELLING A FRESH STORY" and was focused on taking a fresh approach to evolving South Africa's industry through sustainability, discussing key areas that affect the sector, and providing fresh knowledge from thought-provoking expert speakers.

The South Africa National Convention Bureau (SANCB) used the platform to update the local business events industry on the performance of the destination's recovery progress and the country's bidding performance. The unit also participated in a panel discussion of how the business events industry can improve its data and insights collection. The panel discussion also focused on different scenarios of how Artificial intelligence will impact the industry from a supply and demand perspective.

The Deputy Minister of Tourism, Fish Mahlalela focused on the importance of bidding for meetings, incentives, conferences, and exhibitions to assist the country with its developmental goals for different sectors of our economy. He focused on the importance of all provinces, not only the country's Metropolitan areas, to actively bid for international and regional business events.



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Millicent Shai: Founder and owner of Thaba Legae Guest Lodge

When one thinks of tourism in South Africa, the North West Province and its Magaliesberg mountain range and lush bushes come to mind. Not new to leisure and travel, the province has always held its baton, offering the famous Sun City resort and its surrounding holiday destinations. The province's natural beauty has always added to the allure.

It is against this backdrop that Mamelodi-born Millicent Shai, who grew up in Rustenburg, took to travelling from an early age. The province's hospitable culture planted a seed in Millicent when her grandmother took her on long walks to visit relatives in neighbouring villages in Rustenburg, savouring the province's natural beauty. Later on, a holiday in Namibia changed all that.

She observed how European tourists in her group got so excited each time they saw a hill.

"This made me think of the magnificent Magaliesberg mountains surrounding Rustenburg and what a beautiful town we come from! The concept of Thaba Legae Guest Lodge was born on this 2007 trip to Namibia with my husband. On our return, we started looking for a plot to build our own guest house. We bought it the same year, developed it in 2008 and on the 1st of June 2009 opened the doors for business."

Thaba Legae Guest Lodge started with seven rooms and a 50-seater conference room. It is a 4-Star graded establishment and currently has 22 luxury rooms, all en-suite, two 250-seater events halls, a 120-seater chapel, bar, boma and a swimming pool with Lapa. The lodge is an accommodation, weddings and functions venue located 10km from the Rustenburg CBD, a serene setting.

For Millicent, there was no way she could pass up an opportunity to showcase her province and what it has to offer tourists. Armed with nothing but a desire to sell her beautiful town to discerning travellers, she took the plunge and has never looked back. The guest lodge offers the experience of a luxury holiday while nestled in a natural setting, with sceneries and an ambience that offers the experience of home.

Women love doing things for themselves: social clubs, stokvels, retreats, me-times, and the business cater for all those.

"We focus on the experiences that our guests will have in our country, provinces and establishments. Being authentic is what works. Collaborating with other businesses to offer full packages to showcase our products gives our visitors a good impression of who we are."

"Our resilience during the Covid 19 pandemic made us value our employees more and involve them in seeking solutions. Against all odds, they stuck with us even when they were not being paid fully. They were multi-tasking, loyal and committed!

South Africa is a beautiful country with its diverse heritage and culture, fauna and flora, landscape, and wonderful weather, all offering value for money. The gem is its people, who are friendly, warm and welcoming! Thaba Legae Guest Lodge offers all that!" adds Millicent.



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Emazulwini Restaurant

A modern Zulu-inspired restaurant, which celebrates Nguni cuisine and South African ingredients. Emerging from the kitchens of top fine dining restaurants, owner Mmabatho Molefe stepped out on her own with a tiny restaurant at Makers Landing where she presents traditional Zulu cuisine in a fine dining context. Chef Mmabatho Molefe's modern Zulu fine-dining restaurant has received a contemporary African-inspired decor look by local design studio Clout SA in collaboration with up-and-coming interior designer Walter Train.

The cuisine pays heritage to the rich history of Zulu culture and fond childhood food memories of Chef Molefe, all served with a fine-dining twist.



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Experience of the week: Glamping Adventures

Meet Gugu Sithole, the creative force and owner of Glamping Adventures, the mastermind behind unforgettable luxury travel experiences in South Africa. Prepare to embark on a journey that blends adventure and opulence, courtesy of Glamping Adventures. We are here to revolutionize your travel experiences, offering trendy and glamorous camping options that prioritize comfort without compromise. Delight in our thoughtfully curated roving glamping retreats, designed to immerse you in the splendors of iconic natural destinations and foster lasting connections with fellow travellers.



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Experience of the week: Red Dune Experiences

Vinkie van der Westhuizen is the woman behind the Vinkie's Kalahari Experience. Immerse yourself in the wonders of eco-tourism with Vinkie's Kalahari Experience, a unique venture set amidst the breathtaking Southern Kalahari dune belt on the Khomani farm Witdraai. The exceptional 'bush' encounters offer tailor-made experiences that unveil the richness of this region's heritage. Embark on captivating walking tours, leading you to iconic heritage sites such as Die Grotte op Witdraai, Skappie se boom, and Kaptein boom. Each step through this mystical landscape unveils the essence of the Kalahari, leaving you with unforgettable memories of an extraordinary adventure.

Contact Details: Vinkie van der Westhuizen



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Experience of the week: Ritsako Game Lodge

Ms. Poppy Zinyana, the visionary behind Ritsako Game Lodge, a prominent lodge situated in Dinokeng Game Reserve, Hamaanskraal, Pretoria, Gauteng, has transformed the hospitality landscape. This leading game lodge offers an ideal setting for conferences, catered and self-catering accommodations, weddings, functions, and team-building activities, attracting visitors from far and wide. However, for Ms. Zinyana, Ritsako Game Lodge is not just a personal venture; it represents a commitment to empowering the neighboring communities, particularly in Hammanskraal. Her vision extends beyond hospitality, as she actively seeks to uplift and support the local communities through various initiatives and programs. Ritsako Game Lodge serves as a catalyst for positive change, contributing to the socio-economic development of the region. Ms. Zinyana's passion for community empowerment drives her to create opportunities for education, employment, and skill development, fostering a sense of pride and self-sufficiency among the local residents.

Through her unwavering dedication, Ms. Zinyana has woven a powerful tapestry of hospitality, empowerment, and community upliftment. Ritsako Game Lodge stands as a testament to her vision, providing not only a memorable experience for its guests but also leaving a lasting impact on the lives of those living in and around Hammanskraal
Website: <https://www.ritsakogamelodge.co.za/>
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