



SOUTH AFRICAN TOURISM

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A special Women's Day Message: From the Minister of Tourism, Patricia de Lille

August marks Women's Month where we reflect on the many amazing women in our country, and the struggles they have to endure and we pay tribute to the more than 20 000 women who marched to the Union Buildings on 9 August 1956 in protest against Pass Laws. While our country has made numerous strides in helping advance women, the full potential of women in our society is still to be realised.

This year, a particular focus over the month will be on opportunities that women can access in the different sectors of the economy as we commemorate Women's Month under the theme: "Accelerating socio-economic opportunities for women's empowerment"

For many years women have been at the forefront to make their mark and carve their rightful place as equals in society and in business. After many struggles, we now live in a country where women have achieved so much and they are indeed leaders in society and business. My view on successful women is that, empowered women must empower other women. When we rise, we must also lift others. It is our duty not to bemoan injustice but to stand up and do something about it and fight for our place. Women make up more than half of the world's population and it is only right that we bring parity in all areas of life to see more women rise and make a meaningful contribution to everyday life.

Over the past few months, I have been impressed to see that across the tourism sector, many women are leaders and business owners. The strides we have made are to be commended and we must celebrate our success but we must also salute our women in the tourism sector for their resilience and for persevering through adversity to become leaders in this sector.

The Department of Tourism has the Women in Tourism programme to advance women in the sector to grow their businesses with various business support programmes. I want to appeal to Women in Tourism chapters to do more to support and help emerging women-owned businesses especially rural women and women in township tourism. We can only grow this sector to its full potential if we all work together as partners and help uplift those who need to grow. I also urge all South Africans and visitors to support women-owned businesses with their many unique and creative products so that we can help their businesses grow from strength to strength.

At this time, our country is also beaming with pride after hosting of the 2023 Women's Netball World Cup in Cape Town which was a resounding success and saw so many spectators visiting our country from all over the world. Our Spar Proteas netball squad put on an amazing performance during the tournament and although they did not make it to the semi-finals, we remain proud of them and they are still winners. I was honoured to meet the SA Netball team at the final day of the Netball World Cup and I conveyed to them how proud we are of them as a country. At the 2023 Women's Soccer World Cup, Banyana Banyana's time at the tournament has come to an end but again, the ladies filled us with pride and hope with their spectacular performances. These two tournaments have seen our women in sport reaching new heights and they are to be commended for displaying excellence.

Just as sport has an amazing ability to unite the nation, we must also see the immense value that tourism has to unite us, to provide a platform where cultures and diversity are celebrated and used to attract more visitors to this beautiful country we call home.

As we celebrate Women's Month, may we remember the power that women hold and that when you empower a girl or a woman, you empower a community.

Thank you once again to all our Women in Tourism for the wonderful work you are doing for our sector.



SOUTH AFRICAN TOURISM

**TOURISM
TUESDAYS**



Unveiling the Power of Women: More women in the tourism sector translates to bigger profits

In recent weeks, South Africa has reverberated with the remarkable achievements of its women in sports, from the Proteas securing the sixth spot at the Netball World Cup 2023 in Cape Town to Banyana Banyana's impressive journey to the last sixteen in the ongoing FIFA Women's World Cup. This vibrant spirit of women's significance transcends the confines of sports fields, resonating across diverse facets of society, even casting its empowering glow upon the realm of Tourism.

Background

A survey by South African Tourism found that women are significant contributors to the tourism sector, making up 51% of the workforce, 45% of ownership, and the majority having served the industry for decades.

In fact, 39% of women in tourism have over 20 years of experience, and 37% report higher earnings than in other industries.

Despite some challenges, 84% of women in tourism would recommend a career in the sector.

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SOUTH AFRICAN TOURISM



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Netball World Cup 2023 wows visiting teams in Cape Town

Congratulations to the city of Cape Town for hosting a spectacular Netball World Cup! And special congratulations to the winners, Australia! It was an incredible event that brought together teams from all over the world, showcasing their skills and passion for the sport.

A big thank you to all South Africans, for being the perfect hosts providing high service levels, top-notch facilities and creating an electric atmosphere for both players and fans. Your hospitality and enthusiasm added an extra spark to the tournament, making it an experience to remember. Among the supporters, was South African Tourism's global advocate and Springbok Rugby Captain, Siya Kolisi who took time to wish the Spar Proteas well.

South Africa's Tourism Minister Patricia de Lille attended the final match on Sunday 6th August where she also met with the South African team, the Spar Proteas, encouraging them and wishing them well for future tournaments. The team finished off in 6th place after squaring off with Uganda in the 5th/6th playoff match.

Speaking about her overall experience of the tournament, England captain Nat Metcalf said: "We are absolutely loving it. To be part of the first World Cup on African soil is an incredible moment for us.

"We love the people here, it's been running really smoothly and we are loving our time out here. We love coming to Cape Town and South Africa, whenever we come out here, we really enjoy it. We are really grateful to be here."

Zimbabwe captain Felisitus Kwangwa reckoned: "It was really good to have the World Cup in Africa, it felt really good with the crowds. It means a lot for the development of netball, probably more nations will chip into netball since it has been hosted in Africa, they now know what netball can do." The captain of 11-time Netball World Cup champions Australia, Liz Watson, added: "It has been incredible being in Cape Town, it's an awesome city and we have loved being here. The tournament has been fantastic, and the crowds have simply been the best."

Meanwhile, enjoying the spectacle from the stands has been former Proteas captain and South African Fast-5 coach Martha Mosoahle-Samm who said: "I think it's been very exciting. Everyone is here, we are here, we are witnessing it for the first time so everyone is excited.

"It's everything that we've been wanting for little girls to see netball at such a high level, and I hope and believe that after this netball will change for the best."

Let's celebrate the success of the Netball World Cup and continue to support and promote this amazing sport. Congratulations to all the teams for their hard work and dedication



SOUTH AFRICAN TOURISM

**TOURISM
TUESDAYS**





HAPPY WOMEN'S DAY

Women's Month Product: Bushra Razack, CEO of Philippi Village

Philippi Village, a versatile commercial park located in the Cape Flats township of Philippi, emphasizes that while smart technology platforms can undoubtedly assist people in improving their lives, they are not a standalone solution. The village acknowledges that technology alone cannot address all challenges. Instead, they believe in the significance of creating community and business hubs like Philippi Village to harness the true potential of technology in a meaningful, inclusive, and relevant manner. According to the village representative, the approach is more than just informing or consulting the community; it aims to promote a culture of collaboration without using passive coercion. Moreover, Philippi Village plays a crucial role in facilitating administrative aspects that empower the community to establish and nurture their own economies. The focus is on empowering people to be active participants in their own development, with technology acting as an enabler rather than a sole answer to all their needs.



SOUTH AFRICAN TOURISM



TOURISM
TUESDAYS

SA Tourism Hosts Inaugural Interprovincial Cruise Tourism Workshop

SA Tourism in collaboration with Wesgro hosted the inaugural Interprovincial Cruise Tourism Workshop in Cape Town this week. The workshop was supported by the host province, Wesgro, through its cruise tourism arm, Cruise Cape Town, and attended by various cruise-focused entities across other coastal provinces.

The objectives of the workshop were to:

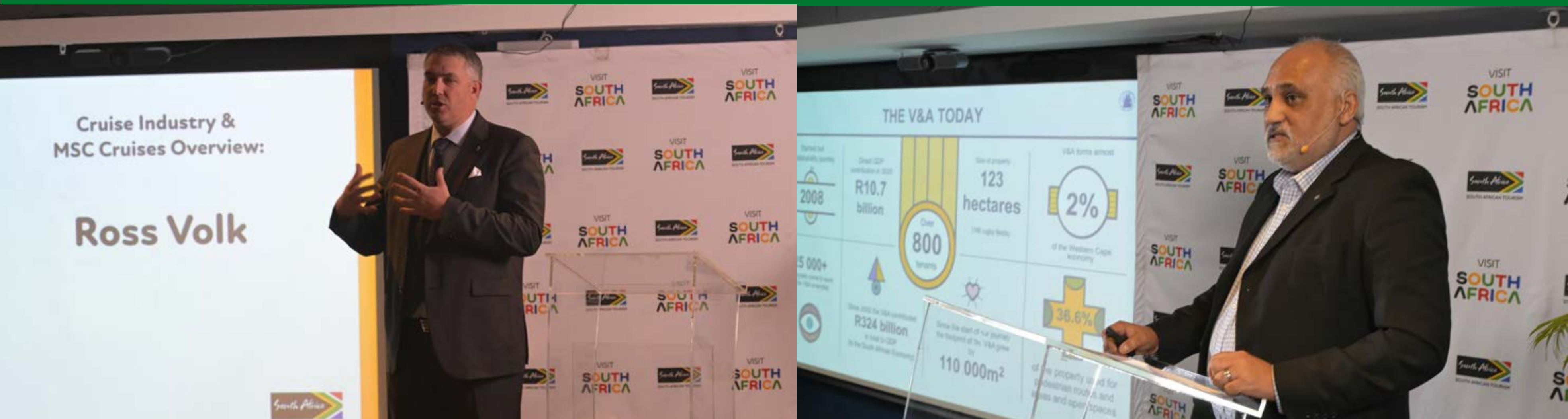
- Share cruise tourism knowledge, criticism, ideas and insights
- Hear from cruise liners where challenges and opportunities lie in the industry as well as their plans for South Africa and Africa at large
- Better understand what cruise liners and tour operators are looking for from a destination and subsequently strategise towards meeting these needs to capture adequate traffic

Whilst this is the inaugural cruise tourism workshop, the workshop actually comes off the back of South African Tourism's and some provincial authorities' participation at Seatrade Cruise Conference (held in Miami in March 2023) in which the South African delegation agreed to convene post the event and before next year's conference in order to share learnings, align plans where possible and mutually work towards growing SA's share of this market.

MCCof Economic Growth City of Cape Town (Alderman James Vos); CEO of Wesgro; Heads of Department and Executives from the tourism sector as well as SA Tourism's CQAO (Bronwen Auret), Head Visitor Experience and Head Global Trade were amongst the attendees.



SOUTH AFRICAN TOURISM



**TOURISM
TUESDAYS**

Product updates: Africa House

The Royal Portfolio, a collection of hotels in South Africa, recently reopened their exclusive-use luxury bush villa, Africa House, located in Royal Malewane within the Greater Kruger National Park, after a thorough redesign.

The newly renovated villa has set a new standard for the perfect blend of luxury and natural beauty in Southern Africa.

In the Okavango Delta, a NEW premier camp is opening its doors.

The guest rooms at Africa House have been individually designed with distinctive colour schemes, each representing specific moments or memories from the bush. The décor showcases original artworks by renowned contemporary African artists, including Michael Gah and Tega Tafadzawa.

Africa House can comfortably accommodate up to 12 guests in its six en-suite guest rooms, each offering a private deck with an outdoor shower. The communal areas include a spacious front deck, social spaces, and a swimming pool. The villa is nestled amidst lush bushveld, providing breathtaking views of a dry riverbed crisscrossed with animal trails. Qualified guides lead game drives and guided bush walks, and the schedules can be fully customised to suit guests' preferences.



SOUTH AFRICAN TOURISM

TOURISM
TUESDAYS

Experience of the week: Bongiwe Mlangeni, Owner of Wow Zulu

For more than a decade, Bongiwe has been dedicated to rural tourism and craft development in various regions of KwaZulu-Natal. Currently, she holds the position of Programme Leader for the WOWZULU Sustainable Tourism project, which is an Africa! initiative. Additionally, she takes charge of the craft pillar, which provides support to a large group of over 1000 crafters. These skilled artisans create premium-quality products catering to both local tourists and international markets.



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**TOURISM
TUESDAYS**