



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

JOIN THE CONVERSATION

#TourismTuesdays

A word from the editor

Dear Industry Partner,

It is that time of the year for the Big South African sale, in this week's edition, the South African Tourism's Sho't Left team invites the tourism trade who have not yet signed up for Sho't Travel Week to capitalise on the various opportunities and platforms available to enhance their products and services by loading their deals on www.shotleft.co.za/travelweek. Businesses have up to 25 August to do so.

South Africans have always loved sport, which has proven to be a great unifier. Over the few months, our country has been buzzing with excitement with our various national teams representing our country very well in various sporting codes.

In this spirit, Acting CEO of South African Tourism, Nomasonto Ndlovu writes an opinion piece about Sports Tourism and the significant role it plays in the tourism industry.

Meanwhile, in true Rainbow Nation spirit, South Africans from all walks of life joined hands on Saturday, 12 August to give the national rugby team a heartfelt send-off befitting their status as national heroes.

As we continue to celebrate Women's Month, we feature amazing women-owned businesses and experiences in honour and celebration of all passionate women changing the face of the tourism sector in South Africa.

Tourism Regards

Tourism Tuesdays Team



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BRICS SUMMIT: 6 DAYS TO GO

Gearing up to host the 15th Brics Summit

We are less than two weeks away from the BRICS Summit hosted by South Africa at the Sandton Convention Centre in Sandton, from 22 to 24 August 2023. As the tourism sector, we continue to leverage on such platforms and events to showcase South Africa's hosting capability and of course to promote our destination attractiveness.



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BRICS 2023
SOUTH AFRICA

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RUGBY WORLD CUP

24 DAYS TO GO

STRONGER. TOGETHER.



South Africa's vibrant sports tourism: A field of dreams and opportunities

By Nomasonto Ndlovu - Acting Chief Executive Officer of South African Tourism

As Acting CEO of South African Tourism, I am often drawn to the vibrant blend of experiences that our beautiful country offers to both domestic and international visitors. Among these, sports tourism has emerged as an exciting frontier with boundless potential. I have witnessed first-hand the transformation of our sports tourism, a sub-sector that isn't merely a pastime but a vital part of our nation's identity and economy. South Africa's rich sports culture is more than just a game to us; it's a passion, a unifier, and an economic powerhouse.

I recently posted on social platforms that I strongly believe that Sports tourism has the potential to change the trajectory of our tourism industry and fast-track tourism recovery following the COVID-19 pandemic. After that post, I received a flurry of messages and comments about this topic, and this prompted me to expand here on my thoughts on this matter.

[Click here for the full opinion piece](#)



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South African Tourism invites travellers from North Europe to “Live South Africa!” in a new campaign

Travellers from Netherlands, Belgium and Sweden place high priority on sustainability and responsible tourism, and South African Tourism North Europe Hub has launched a Live South Africa! campaign, focused on inviting travellers from these countries to recognize that coming to South Africa is a responsible tourism behaviour in itself.

The Netherlands, as the biggest market out of this hub and the fourth largest market out of Europe, recorded 54 083 arrivals in the period of January to June 2023. This number is significant as it places the Netherlands at 93% towards the 2019 arrivals numbers by comparison to the same period. Other markets within this hub are Belgium and Sweden, recording 19 087 and 12 660 arrivals for January to June 2023 respectively.

Sustainable travel as a driver for consumer’s travel choices is a key trend out of Europe, with the North Europe region having led this conversation since 2018 when the flight shaming movement out of Sweden was highlighted.

Acting Hub Head: North Europe – Abby Jacobs, notes that “The North European Hub focus, based on this trend and insight, is to recognise values-based marketing as a lever to reach consumers that are driving the sustainable tourism conversation”.

[Click Here to view the campaign video](#)



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SA Tourism joins Future of Black Tourism inaugural E3 Leadership Conclave

Last week in Washington D.C., the South African Tourism North America team joined representatives from the Embassy of South Africa and Future of Black Tourism for the inaugural E3 Leadership Conclave. The team hosted a lively evening at the Embassy of South Africa where attendees gathered to amplify the message of equity, economics and education required to fuel the future of Black tourism, a growing billion-dollar market segment for the tourism industry. Recent years have seen an awakening of Black Americans to the possibilities of travel to Africa, reflecting a deep affinity between Black Americans and the ancestral homeland.

The participating founders, CEOs and industry leaders met with South African Tourism team members to learn more about South Africa's rich cultural heritage and exceptional tourism offerings. Throughout the evening, attendees advanced the conversation of economic opportunities for Black-led travel and tourism businesses, and the targeted investment and cross-sector collaboration that is imperative to ensure that Black travel and tourism experts continue to build on their share of voice in the industry. Data from MMGY Global indicates that Black travelers from the US spent over \$100 billion in 2019 and with tourism rebounding, the evening's conversations largely focused on the trends that are influencing the growth in this market.



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THE GREAT SOUTH AFRICAN SALE IS COMING

Calling Tourism Trade: Last chance to sign up for Sho't Left Travel Week

As the excitement builds for the upcoming Sho't Left Travel Week, tourism businesses are reminded to not miss a great opportunity to promote their products and services.

Those that have not yet signed up for Sho't Travel Week are encouraged to capitalise on the various opportunities and platforms available to enhance their products and services. Businesses have up to 25 August to create their deals once they have registered and created their profile on <https://shotleft.co.za/travelweek>

Sho't Left Travel Week aims to improve affordability for domestic travellers and foster partnerships within the tourism sector. It continues to redefine the landscape of travel, proving that memorable adventures need not come with a hefty price tag.

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South Africans rally behind the Bokke!

In true Rainbow Nation spirit, South Africans from all walks of life joined hands on Saturday to give the national rugby team a heartfelt send-off befitting their status as national heroes.

The event was held at the OR Tambo International Airport before the Springboks jetted off to Europe, where they will compete for the Webb Ellis (the Rugby World Cup) trophy. With many of them adorned in the national colours of green and gold and proudly waving South African flags, the patriotic fans had one message for the team: "We are fully behind you!"

The nation holds a hopeful breath, trusting that the reigning world champs will successfully defend their title in France. For South Africans, the Springboks transcend sports. They embody the country's resilience, dedication to nation-building, pursuit of reconciliation, excellence, and immense pride and potential.

When the country hosted and won the Rugby World Cup tournament in 1995, the first major sporting event hosted in a democratic South Africa, it was a victory that bridged the gaps in a nation previously torn apart by racial divisions.

Minister of Sports, Arts and Culture Minister, Zizi Kodwa gave a heartfelt speech at the event and, in a symbolic move, handed over a South African flag to the team.

The passion shown by South Africans will surely propel the Springboks as they dazzle challengers in France.

Go Bokke!



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TBCSA: Tourism Leadership Conference 23

The Tourism Business Council of South Africa (TBCSA) is hosting the 2nd annual TBCSA Tourism Leadership Conference, taking place from 6-8 September at the Sun City Resort in the North West, South Africa.

Coinciding with tourism month and the beginning of spring, the conference will be held under the theme “Tourism – The Engine of Growth”. The theme of the conference has been chosen to highlight the role of tourism for the South African economy.

The conference will be an open forum for discussion on the opportunities and challenges facing the tourism sector. The solutions required for South Africa’ tourism sector to continue being sustainable and competitive will also be discussed

[Click here to register](#)



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Women-owned products: SheBeen by Brutal Fruit

In a remarkable salute to the month dedicated to women, a distinctive pop-up shebeen catering exclusively to women is set to make its debut in Soweto this Wednesday, 16 August 2023.

Dubbed “SheBeen,” this pioneering endeavor is championed by the renowned alcohol brand Brutal Fruit Spritzer and takes residence at the revitalised RockerFella in Molapo, Soweto, throughout the month of August.

SheBeen is poised to be an elegant sanctuary, a haven exclusive to women, curated to be both inclusive and welcoming to all women in Gauteng during the celebratory month of August, coinciding with National Women’s Month.



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Upcoming Product: Apostle Battery - Mountain Lodge

Embrace History and Luxury at Our Upcoming Boutique Retreat Overlooking Llandudno and the Atlantic Ocean

A haven of elegance and heritage awaits you as we unveil our plans for an exquisite boutique retreat, poised to grace the illustrious Apostle Battery site. A tribute to military history, this forthcoming gem will seamlessly blend restored structures from the World War II era, a captivating museum, and immersive historical encounters. Nestled within the embrace of Table Mountain National Park's landscape, this captivating venture is on track for completion by 2025.

Transcending Time: A Tribute to Military Legacy - The heart of this retreat will pulsate with echoes of the past, as meticulously restored buildings from the World War II era stand as living testaments to a significant period of history. Immerse yourself in a museum experience that brings the past to life through interactive displays and engaging narratives. Each step taken within this hallowed ground will be a journey back in time, honouring the sacrifices made while celebrating the resilience of the human spirit.



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Upcoming Product: Plett quarter hotel

Plett Quarter Hotel, an exquisite retreat strategically situated at the pinnacle of bustling Main Street, offering a gateway to the vibrant essence of the town. Venture outside and immerse yourself in a plethora of chic eateries, stylish bars, and alluring boutique shopping venues, all conveniently accessible on foot from the hotel's prime location. For a moment of solace, the in-house restaurant beckons, providing a haven to savor the richness of barista-crafted coffee, a pot of fragrant tea, or a delectable, freshly prepared culinary delight.



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New Product: Samara Karoo Reserve

Immerse yourself in the captivating allure of Samara Karoo

Reserve, nestled near Graaff-Reinet in the scenic expanse of the Eastern Cape's Great Karoo region. Discover the latest addition to our offerings, the enchanting Plains Camp, crafted for the intrepid explorer in you. This new camp, situated in the southern reaches of the reserve and nestled against a gentle hill with majestic mountain vistas, embraces an atmosphere of tranquility, ensuring uninterrupted seclusion and a sanctuary free from light intrusion.



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Experience of the week: Wine-ish

Wine-ish specialises in wine marketing, wine events, digital content creation and wine education. They offer wine experiences by empowering your palates; making wine easy to find, easy to experience and easy to buy.

Co-Founders Palesa Mapheelle and Hlumelo Williams created Wine-ish to provide their customers with memorable, relatable, and enjoyable wine experiences. Their mission is to debunk wine, the drinking of it, and challenge the industry while ultimately transforming it.



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