



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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#TourismTuesdays



A word from the editor

Dear Industry Partner,

All eyes are on South Africa this week as leaders from various countries gather on our shore for the 15th BRICS Summit. At least 40 heads of state and government have joined South Africa's Cyril Ramaphosa, China's Xi Jinping, India's Narendra Modi and Brazil's Luiz Inacio Lula da Silva in Johannesburg for the summit. Russian Foreign Minister Sergei Lavrov represents Vladimir Putin, who will attend virtually.

The Summit brings together leaders of developing countries who represent almost half the world's population and is aimed at reinforcing their alliance as a counterweight to the West.

President Cyril Ramaphosa urged all South Africans to give all our visitors a warm welcome and hospitality that we are known for.

We are still celebrating Women's Month, and this week, we feature Patricia Chiloane. She is the Founder and owner of Serurubele Boutique Hotel, based in Mpumalanga Province.

Tourism Regards,

Tourism Tuesdays Team



Cyril Ramaphosa 🇿🇦
@CyrilRamaphosa

As the week begins tomorrow, the streets of our country will be hubs of activity as visitors from various countries will be our guests.

Let us welcome them and give them the warmth and hospitality that we are known for.

A number of them may choose to stay for a few days beyond the summit to visit the various beautiful parts of our country.

I call on all of us to show them the very best of South African Ubuntu.



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South African Tourism celebrates BRICS 10-year anniversary by showcasing South African Exceptionalism

Ahead of the BRICS Summit, which officially kicked-off today, 22 to 24 August 2023, South African Tourism (SA Tourism) hosted delegates at the welcome event of the 10th Anniversary of the BRICS Business Council on Sunday, 20 August 2023.

Speaking at the welcome event, Nomasonto Ndlovu, Acting CEO of South African Tourism said, “Over the years, we have seen growing enthusiasm for travel among the people of BRICS countries. We can all agree that tourism serves as a bridge that connects cultures and opens avenues of dialogue that transcend language barriers and political boundaries. Tourism is also a contributor to economic growth. Tourism is a force that unites people in their pursuit of discovery, adventure, and shared experiences. Therefore, tourism has a profound impact on strengthening bilateral relations.”

[Click here to read the full press release](#)



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RUGBY WORLD CUP

17 DAYS TO GO

STRONGER TOGETHER.





SANParks

Vision 2040



Website



Vision 2040 Video

#ImagineAWorldWhere #SANParksVision2040

#SANParksVision2040

The Minister of Forestry, Fisheries, and the Environment, Hon. Barbara Creecy launched the development of the South African National Parks (SANParks) Vision 2040 at Groenkloof National Park in Pretoria back in April 2023.

Recently, the Vision 2040 Team organized two engaging sessions in Gqeberha and Knysna, where a diverse group of stakeholders came together to discuss the future of SANParks in 2040. During these thought-provoking gatherings, participants shared their valuable perspectives and ideas, demonstrating their passion for nature conservation and sustainable tourism development.

The future of tourism products within SANParks also sparked interest, with stakeholders advocating for a more diverse range of offerings

[Click here for more information](#)

[More information about the launch of SANParks vision 2040](#)



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Patricia Chiloane: Founder owner of Serurubele Boutique Hotel

Patricia Chiloane is a passionate and dedicated ambassador of Mpumalanga province. She is a descendant of landowners, who have lived in the area of Bushbuckridge for generations. When she initially conceptualised Serurubele Boutique Hotel, the MBA graduate's goal was to create a tourism ecosystem to benefit everyone in the small town. Her other goal was to elevate Bushbuckridge on the tourism map.

The land on which Serurubele Boutique Hotel is built has been in her family for four generations.

The hotel's name, Serurubele, is derived from the SeSotho word for butterfly, the small insect that is endemic to the Lowveld. As visitors walk through the hotel, they are immersed in the story of the region. The hotel's 16 luxury rooms are punctuated with pictures of the Lowveld butterflies, paying homage to the natural splendour of the area.

Chiloane's philosophy is to make a lasting impression on all visitors, and works hard with her team to make one's stay at Serurubele Boutique Hotel a unique experience of luxury and comfort. The hotel is especially well located for travellers to the Kruger National Park and all the neighbouring private game reserves, who are seeking the comforts of a luxury hotel, while also experiencing the grandeur of the bushveld. The iconic panoramic route leading to the beautiful Canyon, Gods Window, Potholes, and the Gorge Lift Company is within the vicinity of the hotel.

Serurubele Boutique Hotel opened its doors in 2018. The hotel is surrounded by the beauty of the lush mountains and the neighbouring Kruger National Park. The hotel is ideal for lone travellers and group tours alike. Chiloane's vision for Serurubele Boutique Hotel was for it to offer something for everyone. The 300-seater conferencing facility, a 200-seater restaurant, the Monarch Beauty Spa, the glorious garden, private swimming pool, and roof top, all cater to different users, be they individuals or groups.

Chiloane employs local people at Serurubele Boutique Hotel. The team is made up of passionate, professional and loyal people who are always eager to serve. Service excellence and quality assurance are at the core of the training that the staff Serurubele receive. At the height of the COVID-19 pandemic, it was the hotel staff that kept it going, despite salary cuts and other challenges. Chiloane and her team are now looking to capitalise on the growing trend of solo female travellers. They are forging ahead with creating a safe haven for them, in line with the safety requirements of such travellers.

Contact details:

894 Arthurseat, Acornhoek on the R40, Acornhoek, Mpumalanga Province – 1360 South Africa.

Mobile: +2765 801 3736

Email: info@serurubelehotel.co.za



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Experience of the week: Ximuwu Safari Lodge

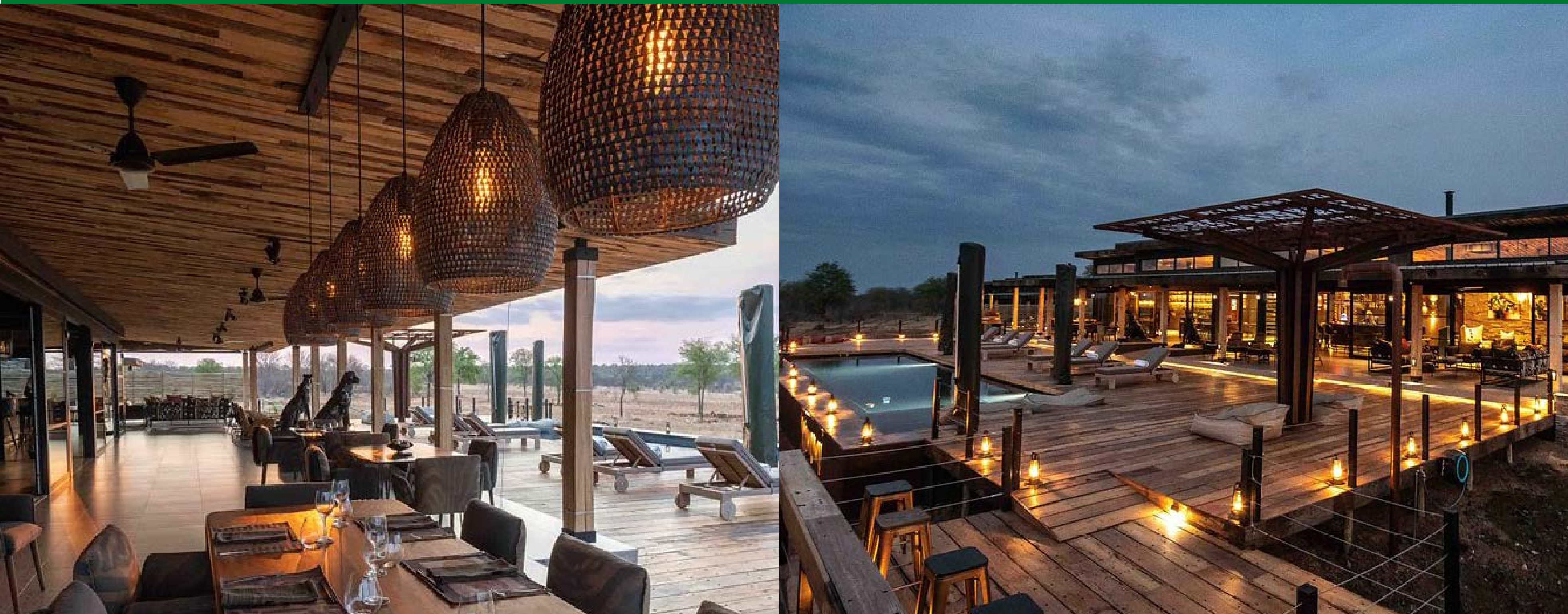
An exclusive sanctuary within the Klaserie Private Nature Reserve, Ximuwu Lodge is the ultimate executive-level luxury safari travel destination, offering unparalleled access to the wonders of the Greater Kruger National Park. Ximuwu is unique in that it is the only truly exclusive lodge.

Four exquisite, spacious, and tastefully decorated private suites will accommodate a maximum group size of eight, meaning you and your companions will experience the wonders of Africa from a personalized level of luxury that most can only dream about.

Email: info@ximuwu.com
Hoedpsruit, South Africa
+27 15 004 0340 (Landline)
+27 78 653 0622



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