



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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#TourismTuesdays



A word from the editor

Dear Industry Partner,

As we are nearing the end of Women's Month, we reflect on women's contributions to making the tourism sector a great success. Throughout the month of August, we featured incredible and amazing women who make the tourism industry the tremendous success it is today.

Women's Month is critical, not only because of its historical significance, but also for carving a trajectory for this country that centres on women, their development, and prospects for growth.

In today's edition, we feature yet another incredible woman. Eunice Rakhale – Molefe from Moletsane Township in Soweto. She is the author of a pictorial coffee table book of special recipes. Eunice wanted to showcase her family's accomplishments and to preserve this legacy for future generations. When she began her research, Molefe realised that not all the facts and history of our food were written by South Africans themselves. This discovery inspired her to embark on a journey to change this narrative.

The Minister of Tourism, Patricia de Lille today held the National Tourism Safety Forum, to update media and stakeholders on progress on tourism safety measures. The story is also featured in today's final edition for the month of August

Tourism Regards,

Tourism Tuesdays Team



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STRONGER TOGETHER

RUGBY WORLD CUP

10 DAYS TO GO

Happy birthday, Deputy Minister fish

Team Tourism offers its heartfelt congratulations on the celebration of your birthday. As you continue to embody the ethos of servant leadership, we wish you much success for the year ahead.

from Team Tourism



Progress on tourism safety measures by government and the private sector

The Minister of Tourism, Patricia de Lille held the National Tourism Safety Forum today, to update media and stakeholders on progress on tourism safety measures.

The National Tourism Safety Forum includes all Tourism MECs, the South African Police, the National Prosecuting Authority, the Department of Tourism, the Department of Transport, the Tourism Business Council of South Africa and its members, the South African Tourism Services Association, Airports Company South Africa, Federated Hospitality Association of South Africa (FEDHASA), the South African Township and Village Tourism Organisation (SATOVITO) and other tourism sector bodies.

The Safety Forum aims to improve the visitor experience within South Africa.

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SA Tourism North America Hub activates Virtuoso Travel Week

Team North America delivered a robust series of activations during this year's Virtuoso Travel Week including 150 1:1 meetings with travel advisors and 25 1:1 meetings with top trade and consumer media. Additionally, 250 adventure specialists were engaged during community globetrotting and 200 top producers (with sales of \$1M+ per annum) were engaged during our Pinnacle Lounge activation. The team also joined a collection of Virtuoso Member African products and suppliers to present an Africa lunch with 275 Africa specialists attending.

As the leading global network of agencies specializing in luxury and experiential travel, with more than 20,000 advisors, Virtuoso's CEO and senior leadership team reported that the first half of 2023 brought record sales to Virtuoso members—the group recorded 36% higher sales in 2023 than in 2022 and 69% higher than the same period in 2019, its pre-pandemic high mark. Those numbers were buoyed by the full return of international travel. According to the Virtuoso team, the amount of international travel that members are booking is “on par” with where it was in 2019 now, marking a full recovery. There's also growing optimism from its members—according to its Global Pulse Survey from July 2023, 88% of U.S. members, and 84% of Canadian members, are optimistic about their business.



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Mpumalanga parks go cashless

The Mpumalanga Tourism and Parks Agency (MTPA) will implement a cashless service system at all its nature reserves and its Visitor Information Centre with effect from September 1.

The cashless service promotes transactions that do not expose the tourists and the employees to danger.

It responds to the control environment that ensures optimal revenue collection, safety of the MTPA employees and the comfort of tourists, who will not need to carry cash with them when travelling.

“Visitors to our nature reserves do not have to carry cash when visiting our facilities but would rather use card or cellphone payment services. We want to ensure that our patrons enjoy a memorable experience when visiting our facilities. This cashless service will ease their frustration about being robbed carrying large sums of cash with them,” said Mduduzi Vilakazi, MTPA CEO.

“The MTPA will be able to account for every cent collected. It is a way to ensure that we generate more revenue to be able to maintain our nature reserves. This cashless system will go a long way in ensuring that we tighten all the controls on site,” concluded Vilakazi.

[Click here for more information](#)



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Women's Month profile With Eunice Rakhale-Molefe

Celebrating South African indigenous ingredients, wines and teas.

One of Eunice Molefe's plans before retirement was to compile a pictorial coffee table book of special recipes. Molefe wanted to showcase her family's accomplishments and to preserve this legacy for future generations. When she began her research, Molefe realised that not all the facts and history of our food were written by South Africans themselves. This discovery inspired her to embark on a journey to change this narrative.

She was moved to get Africans to write their own stories and document their own history. This idea gave birth to what is now known as Book Tourism. The primary aim of this project is to preserve and promote South African Heritage through storytelling. The book illustrates the culinary diversity of African cuisine. It looks at the tastes and textures indigenous to South Africa and some of the other neighbouring states. It outlines the similarities between the cultures and also authenticates their unique heritages.

The stories about African cuisine are written in conversational style, to make it easier for the reader to follow. This celebration of African cuisine elevates it and creates room for it to be exported and celebrated internationally. This handy culinary compilation will bestow the reader with explorations regarding local African lifestyles, history, art, dress code, music, perhaps even some song and dance.

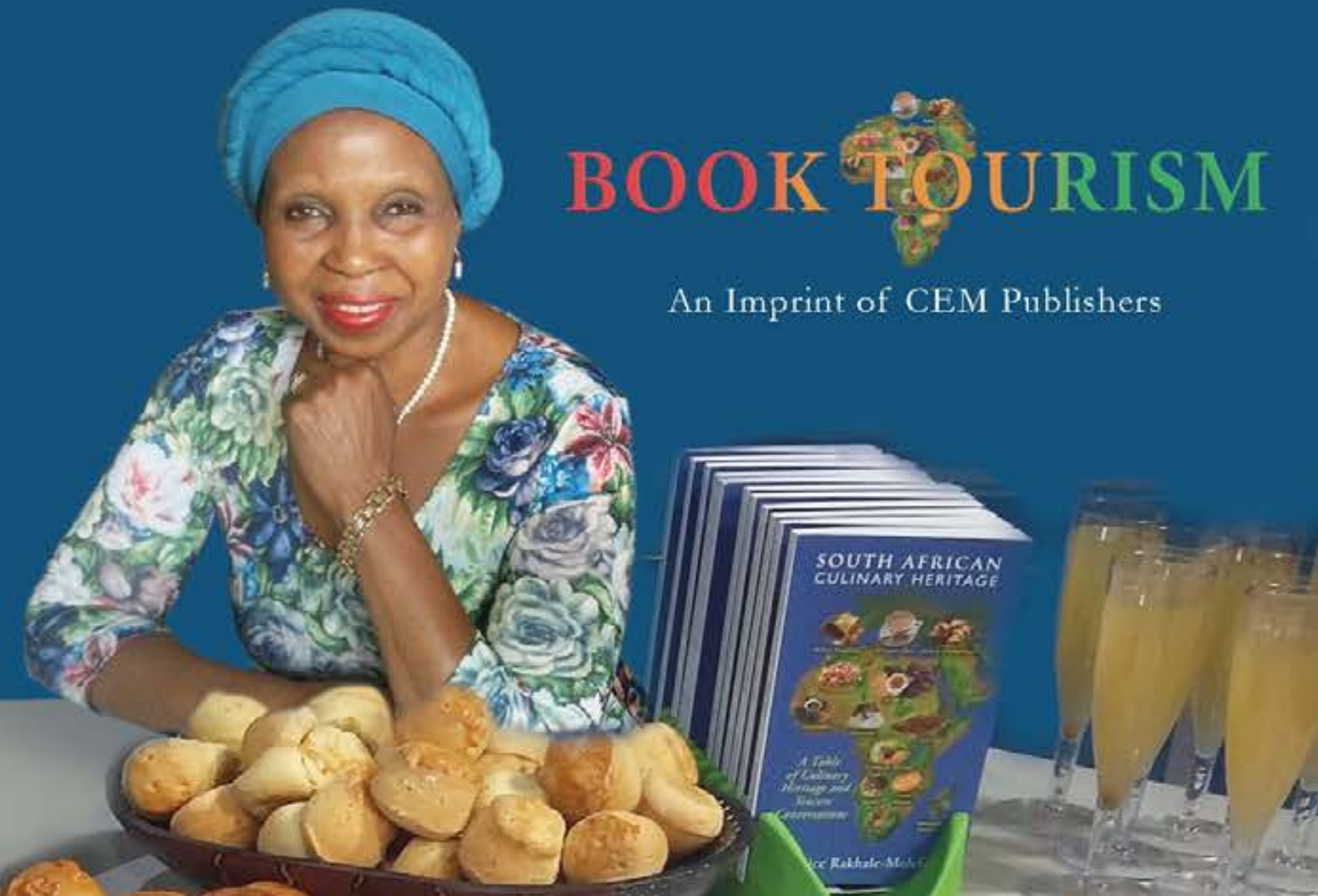
Since 2017, Molefe's culinary story has become an experience that attracts tourists to South Africa. This experience is targeted at both local and International tourists, but mainly the Free Independent Travellers (Fits). Contact Eunice on +2773 472 7451



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CULINARY STORYTELLING

For an authentic African food experience, every overseas visitor should consider a culinary encounter with Eunice Rakhale-Molefe.



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NFL experience set to touch down in Cape Town

Cape Town is gearing up for a rare taste of gridiron action when the National Football League (NFL) hosts the NFL Experience in the city ahead of the kick-off of its 2023 season.

The series of events takes place on the weekend of 16 and 17 September at the Cape Town International Convention Centre (CITCC) as part of the NFL Africa programme, a long-term, multi-market commitment to growing the game at every level across the continent.

The event will offer an immersive American Football experience for fans rarely exposed to the game, from testing their skills through interactive NFL football and NFL Flag activities to learning more about the history of the League.

There will also be an opportunity for fans to check out authentic NFL merchandise, including the iconic Vince Lombardi Trophy, which is awarded to the Super Bowl Champions at the end of each season.

[Click here for more information](#)



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Experience of the week: Faeenza's Home Kitchen

Cooking Classes, Restaurant and Team Building Events in Bo-Kaap, Cape Town.

Faeenza's home is nestled on the corner of a courtyard in the heart of Bo-Kaap.

Faeenza's Home Kitchen is where you get to experience her passion for food, her culture, her life journey, and stories.

In her kitchen you get to know about authentic Cape Malay cuisine.

She grew up in Bo Kaap eating the delicious Cape Malay Dishes her mother used to cook. Her mum never taught her the recipes, but she knew exactly how they had to taste.

Her journey with cooking and catering started 25 years ago when she decided to open a sandwich kiosk at the University of Cape Town. 25 years later she was asked to organise cooking classes for local and international tourists.

"I love interacting with people from all over the world and live out my passion for food!" said Faeenza

"Malay food is not just a recipe; it is a culinary experience that will change the way you think of food forever. We offer more than food; we offer a Bo-Kaap cultural experience."

Discover Faeenza's food experiences

Contact details:

Email: bookings@faeenzashomekitchen.com

Mobile: +27 72 120 3710

Operating Hours: Open daily from 9am till 7pm

Address

1 Chiappini Lane

Bo-Kaap

Cape Town 8001



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