



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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#TourismTuesdays

A word from the editor

Dear Industry Partner,

Today is World Mental Health Day and it is commemorated to raise awareness about mental health and to mobilise efforts to support those experiencing mental health issues. Every year since 2013, the World Health Organization (WHO) has organized a global campaign for World Mental Health Day.

This week's edition of Tourism Tuesdays kicks off with an update from the Honourable Minister of Tourism, Patricia de Lille on the Tourism Equity Fund. We also take a look at the work that South African Tourism is doing in the various markets to promote the destination. There is also some exciting news coming out of India, as South African Tourism India Hub was awarded 'Best Adventure Tourism Destination' at Today's Traveller Awards 2023. The celebrations were held at Taj Mahal Palace in New Delhi last week.

On the business events front, the South Africa National Convention Bureau team together with some South African business events products and services, will be attending IMEX America, in Las Vegas. This is the largest trade show in the United States of America for the global meetings, events and incentive travel industry. It is therefore the ideal platform for South Africa to promote the country as an attractive and capable business events destination.

South African Tourism will also be participating at the International Golf Travel Market (IGTM) trade show which is taking place in Portugal next week. This show brings together golfing professionals from across the world who are looking for ways to grow their businesses. South Africa boasts some of the world's best and most celebrated golf courses and facilities and offers a range of unique golfing experiences. IGTM offers South Africa the opportunity to showcase this and more to the world.

Have a great week.
Kind regards,

Tourism Tuesdays Team



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Minister de Lille provides update on the Tourism Equity Fund

Minister of Tourism, Patricia de Lille, welcomes Cabinet's concurrence for the implementation of the Tourism Equity Fund (TEF). Following a protracted court case, earlier this year, an out-of-court TEF settlement was reached with the applicants and the court application was subsequently withdrawn. The Department of Tourism has been given the green light to implement the amended Tourism Equity Fund in line with existing legislation.

The R1.2 billion fund is managed by the Small Enterprise Finance Agency (sefa) on behalf of the Department and was tailored to provide a combination of debt and grant finance to facilitate equity acquisition and entrepreneurship.

"The Department of Tourism and sefa are currently finalising the amended Tourism Equity Fund. We will announce the call for TEF applications by end of October 2023 and will also provide clarity on previous Tourism Equity Fund applications," stated Minister De Lille.

"The Department of Tourism remains committed to advancing the transformation agenda through creating equitable opportunities to realise an inclusive and revived tourism economy," concluded the Minister.



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South African Tourism India Hub wins ‘Best Adventure Tourism Destination’ at Today’s Traveller Awards 2023

Standing testament to the exceptional experiences and adventures that South Africa offers to its travellers, South African Tourism India Hub wins yet another prestigious title of ‘Best Adventure Tourism Destination’ at Today’s Traveller 26th Anniversary Celebrations & Awards 2023, held at Taj Mahal Palace in New Delhi.

Boasting diverse landscapes, rich cultural heritage, and a vibrant spirit, South Africa offers an array of adventurous pursuits for every discerning traveller. The destination is home to more than 3000 adventure activities including one of the world’s highest bungee jumping, shark-cage diving, big swing options, skydiving, ziplining amidst the awe-inspiring scenery, and many more along its breathtaking coastlines.

Recognising the achievement, Ms. Neliswa Nkani, Hub Head – Middle East, India, and South East Asia, South African Tourism said, “I feel humbled that our persistent efforts have amounted to South Africa being named as the ‘Best Adventure Tourism Destination’ at Today’s Traveller Awards 2023. It is my honour to share this milestone with my team at home and express heartfelt gratitude to the travel trade fraternity here in India for being the backbone of executing our strategies which have paved way for a smooth recovery.”



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South African Tourism returns to IMEX Las Vegas inviting the world to come host its business events in South Africa

Team South Africa is this week gearing up for IMEX America. With a clear message that South Africa is not only capable but ready to host events that cater for various needs and sizes with service excellence, there is optimism all round. The South African delegation will consist of South African National Convention Bureau (SANCB) and 20 South African exhibitors who will be showcasing a variety of quality-assured business events products to the world.

Taking place from 17 to 19 October 2023 at Mandalay Bay in Las Vegas, IMEX America is one of the world’s largest global trade exhibitions. The trade exhibition promises to be a great networking platform for doing business and reassuring the global business events industry that South Africa’s doors are indeed open for business.



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South African Tourism ignites African wanderlust with an awe-inspiring campaign

Captivating stretches of unspoiled coastlines, rugged and remote wonders, lush forests, pristine beaches, thrill-seeking adventures, verdant hills, panoramic mountain views, charming small towns, warm hospitality and rich cultural heritage. South African Tourism's new brand campaign reveals the incredible, vast and unparalleled possibilities for travel in the country.

Four new commercials have been released for radio, print, television and digital distribution throughout the continent. Conceptualised by film director Lamar Bonhomme, the commercials – two of which have been nominated for best film in the directing category of The Berlin Commercial Awards – collectively showcase the limitless possibilities that deliver on the promise that there's always 'so much more' to see throughout South Africa.

This latest brand campaign video explores solo travel.

Bonhomme describes the experience of creating the ambitious commercials as 'making art for the love of South Africa'. "When I received the brief for the SA Tourism campaign three words stood out to me. Disruptive. Visual. Creative... I laid my soul bare in a treatment that proposed a daring direction for a campaign spanning all nine provinces and months of shooting that was deeply rooted in the authentic human experience," he said.

As a recent update from the Minister of Tourism, Patricia de Lille reveals, the tourism sector is experiencing a robust recovery and a remarkable surge in tourist arrivals, according to the latest data from Statistics South Africa. She noted that one standout aspect of this revival is the dominant role played by the African continent – aided by the country's continuous strides to ensure visa-free travel for visitors from our continent and South Africa's incredible value as an affordable destination with phenomenal and diverse offerings for all.

Connecting countries across the continent, a Nigerian visual artist and photojournalist, Yagazie Emezi features in, 'a documentary styled photo journal of her journeying across South Africa to celebrate everyday queens in the breathtaking landscape they call home'.

[Have a look at Yagazie exploring and finding creativity travelling through KZN, Eastern Cape and Gauteng in this Commercial for SA Tourism.](#)



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New product: Riverhorse Lodge

Experience the serenity of nature at Riverhorse Lodge, a luxurious five-room retreat nestled on the shores of a tranquil lake. Gaze through the rustling reeds towards an untouched indigenous forest, framed by dramatic dolomite rock cliffs. It's an idyllic sanctuary for nature enthusiasts seeking a lavish African escape amidst unspoiled wilderness. With the guidance of your dedicated game ranger, embark on expertly led wildlife expeditions, immersive bush walks, and captivating birdwatching excursions, delving deep into the rich natural history of the region. Explore this pristine landscape either on foot or from the comfort of a game-viewing vehicle, retracing the footsteps of our ancestors, who inhabited this land over 3.5 million years ago—a place where history itself began. Alternatively, simply unwind and soak in the symphony of birdsong and the soothing sounds of the bush while lounging by the lakeside in luxury.



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New product: Vadivelu

Under the banner of “We’re more than just your typical Indian restaurant,” Vadivelu presents a concise and straightforward menu of delectable dishes within a carefully designed, comfortable setting. The restaurant is situated among a row of Victorian semi-detached cottages, Vadivelu has taken over the former space occupied by Manna Epicure. This charming venue offers both indoor and outdoor seating options, featuring a charming street-front patio for balmy summer days and evenings, as well as an indoor original fireplace to keep patrons cosy on colder nights. Tim Wyatt-Gunning, one of the co-owners, describes the space, saying, “Once a cottage home until the turn of the century, perched at the top of Kloof Street, it’s a beautiful spot for a restaurant, boasting 30 seats indoors and an additional 20 on our sun-drenched terrace.”



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TGCSA Benchmark Properties

These are properties that are recommended by the Committee (during pre-screening and viewing) as those properties that have exceptional product offerings (irrespective of the category and the star grading level) and which are escalated to the Brand Experience team who are responsible for seeking new products in order to package itineraries for the use of the South African Tourism hosting needs; and to enable inclusive growth through itineraries that incorporate emerging/transformed businesses, encourage geographic spread across the country and address the misperceptions associated with seasonal travel. The following properties were identified as Benchmark properties:

Nare Boutique Hotel

At the Nare Boutique Hotel, we seamlessly blend design and comfort, prioritizing your well-being. Our commitment to sustainability is reflected in our environmentally friendly room materials, while our precise individual climate control allows you to tailor your room's temperature to your exact preference. With superior interior design, abundant natural light, and breathtaking views, our venue is a sought-after destination for bespoke events. When you stay with us, you have the choice of Luxury, Superior, or Executive rooms, each designed to cater to your unique preferences and needs.



58 on Hume

Experience the serene beauty of Dunkeld, nestled between Rosebank and Sandton, at 58 On Hume. Our charming oasis offers a lush garden and a refreshing outdoor pool for your relaxation. Indulge in comfort with our well-appointed rooms, each featuring a flat-screen TV and some with a cosy seating area for unwinding after a bustling day. Enjoy the convenience of in-room tea and coffee facilities.



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Premium Property: La Residence Hotel and Villas

Located on a private 30-acre estate surrounded by mountains and vineyards, La Residence sets the benchmark for luxury accommodation in South Africa's celebrated Cape Winelands. La Residence Hotel and Villas is a luxurious haven nestled in the heart of the breathtaking Franschhoek Valley in South Africa. This exquisite property is renowned for its opulent accommodations, world-class amenities, and stunning surroundings, making it a quintessential destination for discerning travellers seeking a truly memorable experience. The property boasts a collection of lavishly appointed suites and villas, each uniquely designed and adorned with exquisite furnishings and decor. Guests can expect a wide range of amenities to enhance their stay, including a pristine outdoor swimming pool, a spa offering rejuvenating treatments, and a fitness centre for those looking to stay active during their visit.



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Springboks Ready To Face Host Nation France in Quarterfinal

In what is said to be the most highly anticipated Rugby World Cup quarterfinal match, rugby fans from around the world will gather at Stade de France in Paris to witness the titanic clash between two rugby powerhouses. The stakes are high as South Africa, known for its physical and dominant style of play, face off against hosts France, the team renowned for its flair and creativity on the rugby field. Both teams will aim to secure a spot in the semifinals and move one step closer to the coveted Webb Ellis Cup. In a tournament filled with excitement and drama South Africa will be looking forward to defending their honor and showcasing their brilliance in international rugby and the indomitable spirit of the players. We would like to wish them all the best as they surely will step up to the plate in this all important fixture.



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