



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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A word from the editor

Dear Industry Partner,

We start off this week on a high note, following yet another thriller of a sporting weekend in South Africa with both Cricket and Rugby national teams winning World Cup matches against England. In true South African character this was followed by jubilation and cheers as our nation united in sports victory and glory. Now, for Rugby, South Africa goes into a dream final with New Zealand in what promises to be a nail-biting encounter with only one team set to emerge as Rugby World Cup Champions. Both teams are looking to set the record of winning the Webb Ellis Cup for the fourth time.

This week the Minister of Tourism, Patricia de Lille, is hosting the BRICS Ministerial Meeting with a clear focus on collaborative efforts between the BRICS nation with the aim to grow tourism and relations.

This week sees the official launch of the SAA Brazil flights. These direct flights not only mean strengthening business ties but also an opportunity to attract more tourists from this region to South Africa.

On that high note, I would like to wish you all a great week ahead.

Kind regards,

Tourism Tuesdays Team



SOUTH AFRICAN TOURISM

TOURISM
TUESDAYS

Minister of Tourism, Patricia de Lille hosts a BRICS Ministerial Meeting

Following the successful hosting of the BRICS Summit in South Africa earlier this year, this week, from today until Thursday, 26 October 2023, Minister of Tourism, Patricia de Lille will host the BRICS Tourism Ministers Meeting in Cape Town.

The BRICS Tourism Ministers' Meeting for 2023 will provide an opportunity for exchange of information and experiences as well as deepen cooperation among BRICS Members to reach consensus on key policy priorities for a balanced tourism recovery.

South Africa's chairship of BRICS will also promote dialogue among BRICS Members and build on the successes of the previous chairs as well as advance the aspirations of the BRICS Summits where the leaders acknowledged, among others the urgent need for tourism sector's recovery and the importance of increasing intra-BRICS tourism for a more resilient, sustainable and inclusive tourism sector.

The Minister of Tourism delivered a key note address and the theme for today's Meeting is "Sustainable and inclusive tourism recovery". Today's Meeting explores cooperation priorities for BRICS Members to achieve a resilient, sustainable, inclusive tourism recovery.

[Click here to read Minister's full speech](#)

SATSA CEO Mr. David Frost, Minister of Tourism, Patricia de Lille, Director General at Department of Tourism, Victor Tharage, Acting CEO of SA Tourism, Nombulelo Guliwe and CEO of V&A Waterfront, David Green



SOUTH AFRICAN TOURISM



**TOURISM
TUESDAYS**

South African Tourism UK and Ireland Hub wins ‘Luxury Tourist Board of the Year’ at Aspire Awards 2023

South African Tourism UK and Ireland Hub is delighted to announce its recent victory at the prestigious Aspire Awards 2023, where it was named the ‘Luxury Tourist Board of the Year.’ This recognition comes from Aspire, the trade’s leading luxury magazine, and was awarded at the iconic Kimpton Clocktower Hotel in Manchester on the 18th of November.

It’s a continuation of a remarkable year for the hub which was awarded ‘Best Country’ for South Africa and ‘Best City’ for Cape Town at the Telegraph Travel Awards in July.

The success of the South African Tourism UK and Ireland Hub underscores the vibrant luxury tourism industry in South Africa. Luxury experiences in the country are not confined to a single definition but span the entire nation, offering diverse and unique encounters, from city hotels to secluded nature reserves and barefoot glamping.

The hub’s achievement is a testament to its unwavering commitment to the travel trade, fostering robust partnerships and collaboration. This award acknowledges the dedication of the entire team in promoting South Africa as an exceptional luxury travel destination.



SOUTH AFRICAN TOURISM



TOURISM
TUESDAYS

South Africa wows at the Sanganai World Tourism Expo

South African Tourism is celebrating a successful trip from the 2023 Sanganai Hlanganani World Tourism Expo. Organised by the Zimbabwe Tourism Authority, the expo took place in Bulawayo, Zimbabwe, from 12-14 October.

Leading up to the Expo, South African Tourism (SA Tourism) and the South African Embassy in Zimbabwe hosted a networking event in Harare where the South African Ambassador to Zimbabwe, HE TR Mabudafhasi, expressed her appreciation for the opportunity to enhance the bond between the two countries.

In her speech at the event, Ambassador TR Mabudafhasi said, “Africa is an important source market for South Africa and continues to bring the largest share of tourist arrivals to the country. Tourism is a strategic sector in our respective economies. It provides economic opportunities for women and youth through employment and supports the development of SMMEs through enterprise development. Tourism has multiple linkages with other sectors of the economy and generates significant multiplier effects.”

On winning Best International and Overall stand at the expo, SA Tourism Regional Manager for Africa Evelyn Mahlaba said, “We are immensely proud to have received these two accolades. Our stand was intentionally curated with business in mind, focused on building sustainable relationships with those we meet, and showcasing our incredible tourism offering to our neighbours”.

[Click here for more information](#)

Ms Mmaditlonki Setwaba, Deputy Director-General Tourism Sector Services at Department of Tourism joined by the South African Tourism team at the trade show



SOUTH AFRICAN TOURISM



TOURISM
TUESDAYS

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SA Tourism North America Welcomes APTA's first Global Forum held on the African continent

South African Tourism North America Hub recently welcomed more than 100 delegates to “The Association for the Promotion of Tourism to Africa (APTA) Global Forum” in Cape Town with an activation that featured a performance by the Cape Minstrels, a variety of locally made food and wines, an Amapiano masterclass, and a sustainability village showcasing local crafters.

As this was APTA's first Global Forum held on the African continent, their North American member travel advisors spent the week immersing themselves in South Africa's history and culture while furthering business relationships with many of the continent's top hoteliers, safari operators, and destination management companies.

During the destination training presentation, the team shared August 2023 arrival statistics from SAT's Strategic Insights Unit which continue to bode well for recovery from the US market. For the period January – August 2023, tourist arrivals from the US were 235,315, representing 93.3% of US arrivals in the same period January – August 2019. This year-to-date result currently puts the US as the top overseas market for South Africa and the APTA delegates were enthusiastic about continuing to keep the destination top of mind for their clients.

[Click here to see a recap video of the activation](#)



SOUTH AFRICAN TOURISM



**TOURISM
TUESDAYS**

South Africa Shines at IMEX America: A Resounding Success for the Business Events Industry

South Africa proudly showcased its diverse and vibrant business events offering at the prestigious IMEX America, held last week at Mandalay Bay in Las Vegas. With almost 15,000 confirmed participants on the show floor, of which over 5,000 were buyers, the exhibition was a success for the South African business events sector.

As an emerging global player in the business events sector, South Africa left an indelible mark at IMEX America where the show floor was buzzing with excitement as buyers learned about the array of immersive and unique tourism products that make South Africa stand out from the rest.

Participating in such global trade continues to yield returns for the South African business events sector. The International Society for Magnetic Resonance in Medicine (ISMR) will host its annual conference at the Cape Town International Convention Centre (CTICC) in May 2026. This comes at the back of a meeting which took place at the SANCB stand during last year's IMEX in Las Vegas when the ISMR representatives showing a keen interest they visited the SANCB stand, engaged with the SANCB team with a request for proposal, and within a short period of two months, the deal between the SANCB, Cape Town ICC and ISMR was signed and converted. This conference will see over 5000 delegates from over 55 different countries coming to explore to South Africa. This is an illustration of the value and the economic benefit of participating at global business events trade shows.

[Click here for ENCA interview](#)

[Click here for Newzroom Afrika interview](#)



SOUTH AFRICAN TOURISM



**TOURISM
TUESDAYS**

IGTM in Portugal, a swinging success

Last week members of the South African tourism industry participated at The International Golf Travel Market (IGTM) in Portugal. They left a lasting impression at the trade show where they showcased some of the country's unique golf courses. In attendance at the show was South African Ambassador to Portugal Her Excellency Mmamokwena Gaoretelelwe. She engaged with media and exhibitors.

“The relations between South Africa and Portugal are excellent. The Portuguese love South Africa. Our presence at IGTM, presented us with an excellent opportunity for establishing connections with Portuguese and other international golf tour operators and industry professionals. Following the trade show, we are looking forward to attracting even more golf enthusiasts to South Africa,”

South Africa's presence at IGTM showcased the country's variety and diversity of tourism experiences, further reassuring golfing enthusiasts from various parts of the country to come visit South Africa.

South African Ambassador to Portugal Her Excellency Mmamokwena Gaoretelelwe at IGTM



SOUTH AFRICAN TOURISM



**TOURISM
TUESDAYS**

South Africa making sports history

In a historic weekend of sporting excellence, South Africa delivered an unforgettable double blow to England in the cricket and rugby world cups, securing their place in the next round and final respectively. Fans from around the globe were treated to a spectacle of skill, determination, and sheer athleticism, as the Springboks and Proteas overcame their English counterparts in two thrilling contests.

Cricket World Cup Semifinal: The day started with the much-anticipated cricket clash between South Africa and England in the ICC Cricket World Cup. With both teams having displayed outstanding performances throughout the tournament, the semifinal was a contest that promised high drama and intense action.

South Africa batted first and their top-order batsmen, led by Quinton de Kock, played a scintillating innings, setting a formidable target for England. Their total of 399 runs was challenging, to say the least. England, with their powerful batting lineup, made a valiant effort but was bowled out for 170. The Proteas' victory secured their place in the next round of the Cricket World Cup, and fans across South Africa celebrated their team's impressive performance.

Rugby World Cup Semifinal: The excitement continued in the evening as the South African national rugby team, the Springboks, took on England in the semifinals of the Rugby World Cup. The game was played in front of a packed Stade De France stadium and millions of viewers worldwide.

In a thrilling contest, the Springboks emerged victorious with a final score of 15-16. With this win, South Africa booked their place in the Rugby World Cup final, setting up a clash with New Zealand.

The nation of South Africa erupted in joy and celebration, as their rugby team achieved unprecedented success on the same weekend. The atmosphere in the streets was electric, with fans wearing their team colors, waving flags, and singing songs of victory late into the night.

As South Africa prepares for more world cup action , the entire nation is filled with hope and anticipation. These historic victories over England are not just about the sports but are seen as moments that unify a diverse nation and symbolize the determination and resilience of the South African people. Sports fans around the world eagerly await the upcoming games, where South Africa will aim to etch their names in the annals of sporting history by claiming both cricket and rugby world cup titles.



SOUTH AFRICAN TOURISM



TOURISM
TUESDAYS

TGCSA Corner

TGCSA closed with the following properties numbers:

- Approved Properties = 309
- Rejected Properties = 15

The following properties were identified as 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:

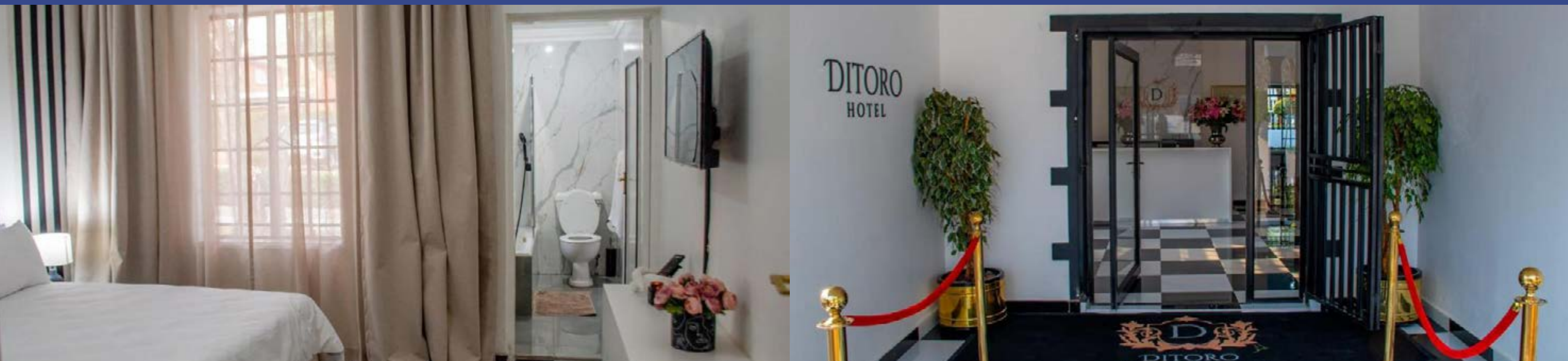
Benchmark Property: Ditoro Hotel

Pretoria, Gauteng

This elegant establishment is conveniently situated near top tourist spots. Our location offers easy access to the Union Building, Loftus Stadium, and various other attractions in Pretoria. Ditoro Boutique Hotel has recently undergone renovations. Here, you can relish the warmth of a family abode while enjoying the allure of being in a new environment. Ditoro Hotel (which means “Dream” in Setswana) is a boutique hotel nestled in Arcadia, Pretoria. We boast twelve stylish rooms adorned with contemporary touches. The architecture reflects elements of traditional English house design, complemented by sleek modern finishes in a monochromatic palette. We are open to hosting intimate events such as birthday parties, although prior arrangements must be made before your arrival.



SOUTH AFRICAN TOURISM



**TOURISM
TUESDAYS**

Benchmark Property: The Marly Boutique Hotel and Spa

Location: Cape Town, Western Cape

The Marly Spa serves as a haven for rejuvenation and personal wellness in Camps Bay. Relax and rejuvenate at our tranquil urban retreat, providing a range of exquisite spa treatments. Recognized as the esteemed boutique hotel in Camps Bay, The Marly Boutique Hotel and Spa proudly stands above the lively Camps Bay Beach strip. Our establishment embodies an urban sanctuary that pays homage to refined design, the allure of beachside living, and unparalleled five-star hospitality. Begin your sojourn by selecting a suite with breathtaking views of either the sea or the majestic mountains, allowing you to truly immerse yourself in the essence of the captivating Mother City.



SOUTH AFRICAN TOURISM



**TOURISM
TUESDAYS**

Premium Awards: Sabi Sabi Private Game Reserve - Earth Lodge

Location: Greater Kruger National Park, Mpumalanga

Located within the Sabie Game Reserve, in the South-Western part of the Greater Kruger National Park, is the renowned Sabi Sabi Private Game Reserve. Within our exclusive game reserve, you'll find four opulent lodges, each possessing a distinctive charm, yet unified by our unmatched standard of hospitality. The suites are a testament to exquisite design, boasting remarkable spaciousness. Equipped with both indoor and outdoor showers, as well as an outdoor soaking pool, they provide a picturesque view of the adjacent pond, where animals often gather in the afternoon and evening to quench their thirst. Indulge in the delightful culinary offerings, bask in the warmth of our accommodating staff, and revel in the breathtaking natural setting that surrounds you.



SOUTH AFRICAN TOURISM



**TOURISM
TUESDAYS**

Premium Awards: Lion Sands Ivory Lodge

Location: Mpumalanga

Luxuriate in the safari lodge accommodation provided by Lion Sands Ivory Lodge, nestled in the Sabi Sands Game Reserve close to Kruger National Park. This esteemed establishment caters to those who desire absolute exclusivity. A mere eight Suites, situated along the water's edge, emerge seamlessly from the vibrant riverscape, allowing for the frequent passage of the reserve's diverse wildlife. Whether you're gazing from the comfort of your bed, the expansive deck, the private plunge pool, or even the guest spa, this location offers an unparalleled vantage point to behold the unspoiled beauty of Africa.



SOUTH AFRICAN TOURISM



**TOURISM
TUESDAYS**

Premium Awards: Saxon Hotel, Villas and Spa

Location: Johannesburg, Gauteng

In the vibrant hub of the City of Gold, basking under the radiant sunlight within the luxurious, tree-adorned neighborhood of Sandhurst, you'll find the captivating Saxon Hotel. Seamlessly combining a rich cultural legacy with modern five-star hospitality, the Saxon graces ten acres of stunning native gardens, offering an exclusive and tranquil haven unlike any other. During your stay at the Saxon, you can opt for one of the lavishly refined suites in the main Hotel, or you might favor the seclusion provided by the more intimate Villa suites.



SOUTH AFRICAN TOURISM



**TOURISM
TUESDAYS**

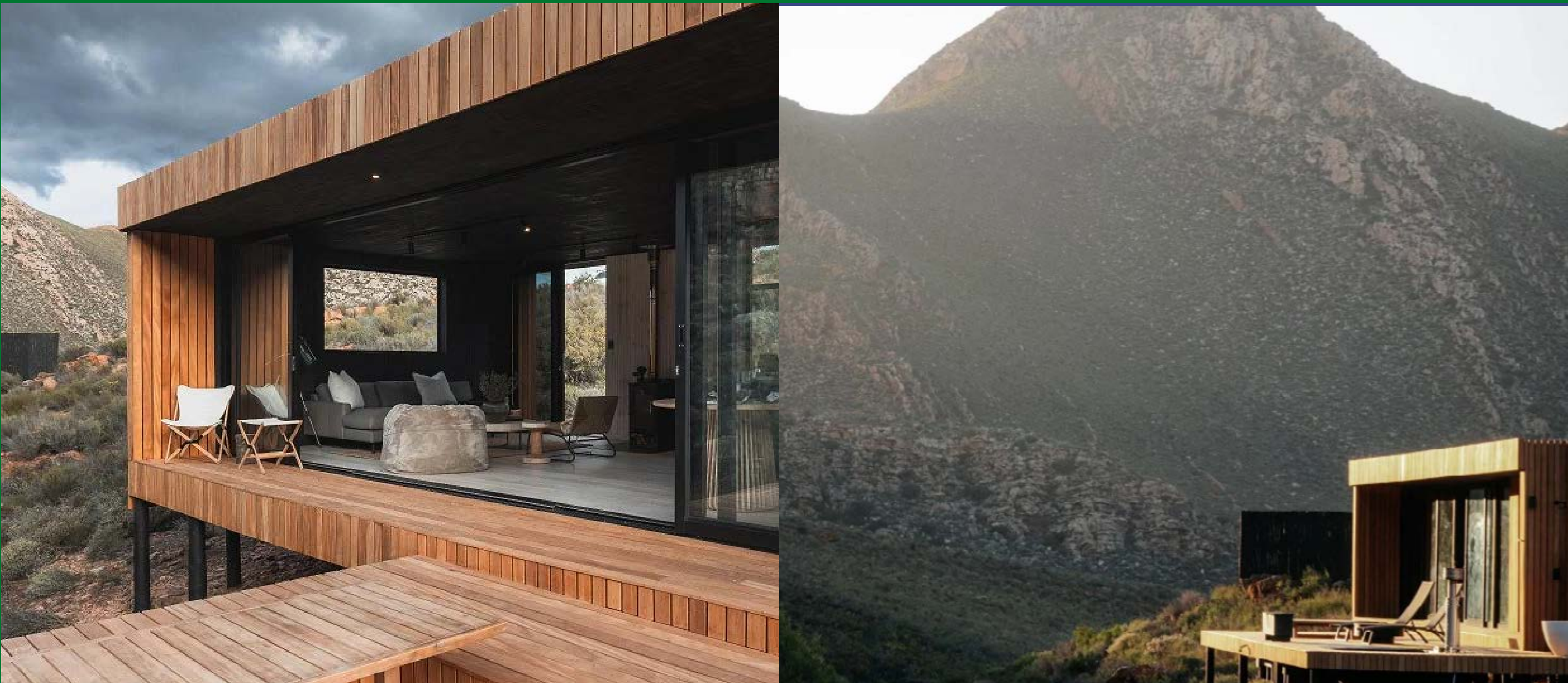
Experience of the week: Verloren Cabin

Location: Mountain Escape in Touws River , Karoo

A charming, well-appointed cabin tailored for two, meticulously designed to harmonize effortlessly with the breathtaking Karoo surroundings. Nestled in the Breede River District, found between Touws River and Montagu, this secluded haven exudes an irresistibly romantic ambiance. Offering sweeping panoramas, the cabin features an extra-long king-size bed, an al fresco bath, shower, and hot tub. The open-plan kitchen boasts a gas stove, essential cutlery and crockery, and a dining area. A cozy fireplace graces the lounge, while Wi-Fi connectivity is readily accessible. Situated in the picturesque Breede River district, positioned between Montagu and Touw River, this location is renowned for its striking vistas and diverse flora, including the resilient Karoo succulents, the famed fynbos of the Cape, and the rare renosterveld vegetation. Embrace the freedom of the farm, where indigenous wildlife such as Eland, Brown Hyena, Aardvark, and Steenbokkies wander freely across the land.



SOUTH AFRICAN TOURISM



**TOURISM
TUESDAYS**

Experience of the week: Golf Simulation

Location: Johannesburg, Gauteng
Immerse yourself in the realm of virtual greens, where challenging courses and precise swing analysis await. Equipped with cutting-edge simulators crafted by golfers, for golfers, you can now elevate and perfect your golfing prowess through the ultimate indoor golf encounter. Delight in an array of delectable food and beverage choices at your disposal. Golf Bar presents an unparalleled social golfing affair. Whether you seek to refine your technique, squeeze in 18 holes during your midday break, rendezvous with a golfing companion, engage in a four-ball game, or organize an event, Golf Bar caters to your every need. Offering an assorted menu of culinary delights and beverages, our venue delivers the quintessential social ambiance for the golfing community in Jozi.



SOUTH AFRICAN TOURISM



TOURISM
TUESDAYS