



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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#TourismTuesdays

A word from the editor

Dear Industry Partner,

Today South Africa welcomed our national rugby team, The Springboks, as they returned home with the Webb Ellis Trophy for the fourth time! They arrived to a hero's welcome at OR Tambo International Airport earlier today. From this Thursday, the team will embark on a trophy tour across the various provinces in our country.

Over and above the big Bokke win, in this week's edition of Tourism Tuesdays, we take a look at some of the accolades received by South Africa in the last week. It is encouraging and indeed a rewarding feeling to see that the work that South Africa is doing to market the country is not going unnoticed.

As we gear up to welcome visitors from various parts of the world to come visit and enjoy the festive summer season in South Africa, we look at the new stops that were recently introduced as part of Johannesburg City's sightseeing experience. South Africa prides itself for quality-assured establishments that espouse service excellence and so we look at some of the latest TGCSA -benchmarked properties.

As usual, we end off with a showcase of some experiences we can all enjoy – whether as South Africans exploring our own country or as visitors from various parts of the world looking for unique and authentically South African experiences

Here's to another great week ahead!

Kind regards,

Tourism Tuesdays Team



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Springboks clinch historic fourth Rugby World Cup title

Congratulations to the South Africa national rugby team, The Springboks, for securing their fourth Rugby World Cup victory after defeating the New Zealand All Blacks in a resounding final.

This achievement cements South Africa's place in rugby history as the first country to win the prestigious tournament four times. The Springboks' win at the Stade de France on Saturday night will be remembered as an extraordinary display of skill, determination, and sportsmanship, as the Springboks outperformed their rivals with a tight final score of 12 – 11. This victory is a testament to the incredible talent of these athletes.

As a nation, South Africans rallied behind The Springboks. People from all walks of life supported the Springboks throughout the tournament and we now welcome them back home in South Africa and we cannot wait to celebrate with them throughout the length and breadth of our country.

This year has been a great sporting year for our nation. Our national men's cricket team, The Proteas, are performing well in the Cricket World Cup currently underway in India; our ladies soccer team, Banyana Banyana, made it to the round of 16 at the FIFA Women's World Cup earlier this year while we hosted a successful Netball World Cup tournament in Cape Town in August.

Sport has once again been a great communicator of the resilience that is South Africa's people. These are the many South Africans that stand ready to welcome visitors from around the world to come and explore our beautiful country.



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Team North America Scores 3 Wins at Travel Weekly's Magellan Awards

With a record number of entries, Travel Weekly in the US has announced the winners of the 2023 Magellan Awards and local campaign work by South African Tourism's (SA Tourism) North America team was honoured in three categories.

The team received a GOLD Magellan Award in the Destinations - Overall-Cultural/ Arts for Destinations category for their campaign celebrating South Africa as an arts & culture destination through Hugh Masekela's induction into the Ertegun Hall of Fame. SA Tourism, in collaboration with the Hugh Masekela Heritage Foundation and Jazz at Lincoln Center, honored Masekela's contributions to jazz music and his impact on South Africa as a cultural destination with an induction ceremony and special musical performances.

The team received two SILVER Magellan Awards: the first in the Destination Marketing - Live Events for Destinations category for their Amapiano to the World campaign. SA Tourism presented an industry-focused panel discussion in collaboration with Maphike Attorneys Inc., providing an opportunity for creators of this musical style, like Pabi Cooper, to speak about the cultural impact of Amapiano and discuss the genre's future as it continues to gain popularity worldwide.

The second SILVER Magellan Award was presented in the Destination Marketing - Live Installation/ Activation Program for Destination category honouring the team's campaign with the Atlanta Hawks. Capitalizing on Delta Air Lines' non-stop service between Atlanta and both Cape Town and Johannesburg, SA Tourism collaborated with the Hawks to incorporate the sights and sounds of South Africa into various in-game activations to showcase expanded, direct access to the destination.

From design, and marketing to services, the Travel Weekly Magellan Awards honour the creativity and innovation in travel marketing and salute the outstanding travel professionals behind it all.



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SAA spreads wings to São Paulo, Brazil from Cape Town & Johannesburg

October represents a watershed month for South African Airways. Not only is the airline launching its first intercontinental flight to Sao Paulo in Brazil since it took to the skies again two years ago, but it has also taken delivery of another two leased A320s to boost its domestic fleet.

With air travel playing a crucial role in connecting the country locally, regionally, and intercontinentally, the launch of new routes and the bolstering of the national airline's fleet are critical to building relationships and providing access to intercontinental trade.

The Brazil route will facilitate numerous export and import opportunities and augment existing trade relations between the two countries. SAA will operate a wide body fleet with sufficient space to load palletised cargo and provide faster movement of goods, whether it is general cargo, pharmaceuticals, or high value cargo, boosting the movement of time-sensitive goods.

Reflecting on how far the airline has come over the past two years in its mission to re-entrench itself as the country's proud national carrier and flag bearer, SAA interim CEO, Prof John Lamola, says when SAA took to the skies again in 2021, it had a solid strategy in place. "It has not been an easy journey, but the more than 9,000 commercial flights under our belts to date bear testimony to the success of our strategy."

"The choice of Brazil as our first intercontinental route was informed not only by rigorous economic and market analysis, but also by considerations of the strategic linkages of South Africa in the context of the country's membership of BRICS."

When the airline commenced operations in 2021, it started off with a mere three routes. Now, it flies to 10 international destinations, 3 domestic and 1 intercontinental route. SAA has built its fleet to incorporate eight aircraft. By March 2024, it expects to fly more destinations with a fleet of 13 aircraft.

This is good news for the country's travel and tourism sector, which is expected to grow at an average rate of 7.6% annually, according to the World Travel and Tourism Council's Economic Impact Report.

The inaugural flight to São Paulo took off on Tuesday, 31 October at 12:55pm from Cape Town while the first flight from Johannesburg will take place on Monday, 6 November. Cape Town will operate on Tuesdays and Saturdays, with Johannesburg flights operating on Mondays and Thursdays.

Lamola says South Africa's transport infrastructure has a significant impact on the growth of the economy and the efficiency of the country's business transactions. "A fully functional and efficient national airline is critical for bolstering South Africa's trade relations and opening up future growth prospects."



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Joburg City Sightseeing launches new stops on its Joburg and Soweto routes

On 24 October 2023, one of Gauteng's leading tourism and enhanced visitor experience facility, the Joburg City Sightseeing hop-on hop-off bus launched the new stops on its exciting Joburg and Soweto route. As the country marks Transport Month in October, the interrelation between transport and tourism in fuelling sustained economic growth cannot be overemphasised.

The new additions include:

1. Nelson Mandela Foundation, Mandela Sanctuary, and Nelson Mandela House with Graca all in Houghton.
2. Melrose Arch and its sprawling culinary, high-end fashion, and art galleries.
3. Soccer City & South African Hall of Fame Museum
4. Soweto Brewing Company @ ubuntu kraal.

This expansion bodes well for tourism growth and development in the Golden Province. It cements Gauteng's leading position as a bleisure (business and leisure) destination and brings to the fore the unique destination offerings of township tourism, history and heritage, and the core essence of brand Gauteng, which is its people.



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Experience of the week: Salon Restaurant

Location: Woodstock, Western Cape

Diners arrive at SALON through a bright golden portal, a striking entrance into a more traditional salon space of Victorian-style floors and classical marble-topped bistro tables. The concept of the Journey menu showcases each country that chef Luke has worked in, focusing on a signature dish from that country's culinary heritage, with the menu being small focused and interactive. Diners are encouraged to come along on a voyage that shows chef Luke's evolution and influences as a chef.



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Experience of the week: Zama Restaurant & Prohibition Bar

Location: Cape Town, Western Cape

A true taste of Mozambican cuisine with a twist right in the heart of Shortmarket Street in Cape Town. At Zama, they offer a unique dining experience that combines the vibrant energy of Cape Town with a hint of Mozambique. The decor is inspired by the vibrant culture and traditions of this beautiful country, and we strive to create a welcoming, lively atmosphere that makes every visit to Zama unforgettable.



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Experience of the week: Dukkah Restaurant & Bar

Location: Durban, Kwa-Zulu Natal

Dukkah Restaurant & Bar on Durban's Florida road is a high point on the durban dining scene - a modern and luxuriant social hub with an upscale cocktail bar and lounge. Dukkah is open for lunch and dinner and serves delicious cuisine that takes its influences from the eastern coastline of our continent. The modern cuisine draws inspiration from the Maasai Market, Nairobi and Stone Town, Zanzibar in the north all along the Spice Route to the culinary melting pot of Durban.



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Experience of the week: Die Kleine Prince

Location: Great Karoo - Western Cape

De Kleine Prince, found in the tiny Karoo town of Prince Albert, is an enigma because on the one hand, it is just a house. The space is far more than just a house. it is a carefully considered, beautifully designed, warm, and welcoming home; a place imbued with palpable passion, love, and incredible attention to detail; a carefully curated, layered space, filled with fabulous yet functional furniture, perfectly placed art, and a veritable treasure trove of, well, treasures. De Kleine Prince is also a global citizen, beautifully blending a fusion of East meets West aesthetics, while retaining its proudly South African roots.



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Experience of the week: Johannesdal Villa

Location: Pniel- Western Cape

Nestled between the Groot Drakenstein mountains & and the acclaimed Stellenbosch wine region, the modern frame of Johannesdal farmhouse sits comfortably between the woods, gardens, manicured lawns, and a placid swimming pool. The farm itself is an expression of admiration for all things beautiful. A synchronicity of art, architecture, and the natural world that coalesce creating a haven of inspiration. Offering respite & and rejuvenation, this dwelling beckons its guests to both explore and reflect. To wander through the extraordinary surroundings. To soak in the luxurious comfort. To experience the pulse of life without the mundane.



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