



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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#TourismTuesdays

A word from the editor

Dear Industry Partner,

As the year draws to the end, we are all looking forward to a fun summer season in South Africa. The weather in all our nine provinces is perfect and allows for one to enjoy the many fun experiences South Africa has to offer. No doubt, South Africans cannot wait to traverse the various provinces to go and enjoy a much-needed holiday break while they also visit family and friends. Equally, we cannot wait to welcome visitors from different parts of the world to come share in our festivities and various events. There is lots to explore in South Africa.

In this week's Tourism Tuesdays edition, we invite our trade partners in South Africa to sign up to participate in a North Europe roadshow arranged by South African Tourism that will take place in January 2024. South Africans continue to make a mark on the global stage, this week we also celebrate some South Africans who have been nominated for the much coveted Grammy Award.

As a regular feature, we also showcase some of South Africa's diverse products and experiences.

Have a good week.

Kind regards,

Tourism Tuesdays Team



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Minister of Tourism, Patricia de Lille and Google sign agreement

The Minister of Tourism for South Africa, Patricia de Lille and global tech giant, Google have signed an agreement which is aimed at promoting South Africa as a prime tourist destination and providing training and support to the sector in digital training.

This agreement will see the Ministry of Tourism and the digital platform collaborate on several areas of work, in line with the department's work of enhancing the use of technology to market South Africa's tourism offering.

Minister de Lille and Dr Alistair Mokoena, Country Director for Google South Africa signed the agreement in Cape Town on Monday, 13 November 2023.

The primary goal of this collaboration is to harness Google's technological expertise to support the Ministry of Tourism's efforts in promoting South Africa as a prime tourist destination. The partnership aims to facilitate knowledge sharing, skills development, and the use of digital tools to enhance tourism experiences and sustainability.

[Click here for more information](#)



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South African Tourism North Europe “Live South Africa” roadshow 2024

South African Tourism North Europe Hub will in January 2024 host the Live South Africa roadshow. The objective of this roadshow is to contribute to the growing number of arrivals from the Netherlands and Belgium to South Africa.

A secondary objective for this roadshow is to provide market access for the South African travel trade value chain (product owners) to Dutch and Belgian buyers (tour operators and travel agents).

This will be done through showing the travel trade that currently sell South Africa that there is still ample opportunity beyond the high price and value packages that have been historically sold, while educating them about differentiated product and packaging opportunities.

South African Tourism will collaborate with South African trade and suppliers qualified to accompany them to the Netherlands and Belgium in presenting the very best of what South Africa has to offer.

South African Tourism is calling on tourism product owners to submit applications to be considered to be part of our North Europe “Live South Africa” roadshow.

For more details on how to enter, [click here](#).

Details for entry have been included in the document. If you have any questions, you can contact our North Europe hub team: Abby Jacobs: Acting Hub Head for North Europe at abby@southafrica.net or Jordy Liems: Marketing and Communications Officer at jordy@southafrica.net



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Mount Nelson receives TGCSA's 5-Star Premium status

As part of the Tourism Grading Council of South Africa's (TGCSA) enhanced grading standards which were implemented in April 2019, a 5-Star Premium grading status was introduced. This is earmarked for graded establishments in South Africa that epitomise the essence of luxury in both product quality and service standards.

TGCSA, a business unit of South African Tourism, is proud to award Mount Nelson Hotel a 5 star Premium status.

Built in 1899, Mount Nelson Hotel has long been regarded as one of Cape Town's top 5-star hotels. Affectionately known as Nellie, Mount Nelson, a Belmont Hotel has been quality assured, and star graded by the Tourism Grading Council of South Africa (TGCSA) in the Hotel Category for over 10 years as a 5-star Hotel.

TGCSA's Chief Quality Assurance Officer, Bronwen Auret speaking at the handover ceremony, on Monday 13 November 2023 said "star gradings or ratings are an internationally accepted indicator of a hotel's quality, the TGCSA Grading System is aligned to International best practices. Congratulations Nellie for being one of only 20 accommodation establishments in South Africa to achieve this prestigious 5 Star Premium Status."

Mount Nelson Hotel is also graded as Universally Accessible for people living with mobility challenges. (UA mobility Level 1)



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Excellent sporting and creative sector performance pumps Gauteng economy

Gauteng Province is reeling from a bumper sporting and creative sector weekend with excellent performance on-and-off the fields. Close to two hundred thousand (200 000) people attended the #SportingGP and #CreativeGP series of events this past weekend injecting an estimated R318 million into the provincial GDP and visitor economy in just over three days.

Starting with the inaugural Music & Lifestyle Expo last Friday and Saturday at the Sandton Convention Centre, the province also played champion host to the 179th Soweto Derby at the iconic Soccer City, in Johannesburg while the country's capital city, Tshwane, expertly hosted the final leg of the inaugural African Football League at Loftus Stadium to full capacity.

[Click here for more information](#)



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SA's Tyla, Musa Keys and Trevor Noah receive Grammy nominations

The growth of African music on the global stage is exceptional and South Africa's Amapiano genre is claiming its rightful place. While the best place to experience Amapiano is in its birthplace, Mzansi, the genre has made its way to clubs, festivals, and bars worldwide, a testament to how infectious the sound truly is. This past weekend, South African singers Tyla and Musa Keys were announced among artists nominated for the 2024 Grammys. This follows the recording academy added three new categories to the glamorous annual event, Best African Music Performance, Best Alternative Jazz Album, and Best Pop Dance Recording

Tyla's global hit song Water and Musa Keys' feature on world-acclaimed and multi-award winning Nigeria's Davido's Unavailable saw them both nominated in the "Best African Performance" category.

'Water' became the first solo song by a South African musician to make it onto Billboard's Hot 100 list since the late jazz singer Hugh Masekela 55 years ago.

Another Grammy nomination went to the world-renowned South African comedian, Trevor Noah, who is nominated in the category of the "best comedy album" for his stand-up comedy, "I Wish You Could".

The 66th Grammy Awards will take place on 4 February 2024 in Los Angeles, and we wish the three artists the best of luck.



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Jazz Sundays at Sanctuary Mandela

History and music meet at the Sanctuary Mandela this Summer! Late President Mandela's re-envisioned home turned boutique hotel, will be hosting Jazz Sundays every week until the end of December 2023, between 12pm and 3pm. Combining great food, music and the perfect ambiance and backdrop, this event is a great way to wind down the year and usher in a relaxing festive season.

Paying homage to Madiba's depth of character and contemplative spirit, Sanctuary Mandela is surrounded by lush gardens and retreat spaces filled with perfectly-curated exhibits that pay tribute to the human rights activist, former perfect president and global icon, Nelson Mandela. Time spent at Sanctuary Mandela promises a sense of healing and reflection for all visitors.

For more information on the event, artists and menu [click here](#) or contact: +27 (10) 035 0368



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Experience of the week: The Old Mushroom Farm

Location: Midlands, KwaZulu Natal

Immerse yourself in a destination with a serene atmosphere, ideal for the entire family, including your beloved pets! Discover the enchanting world of Karkloof Conservancy and its surroundings, where tiny forest creatures, ancient tree giants, and warm-hearted people co-exist in magical spaces. Formerly a working farm, The Old Mushroom Farm has transformed its original growing tunnels, farm sheds, and staff housing into vibrant spaces for exploration. Located just 10 minutes from Howick up the Karkloof Road, this countryside retreat offers a diverse range of shops, eateries, event venues (featuring live events), a gym, a food garden, a kids' play area, a walking trail, and self-catering accommodation.



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Experience of the week: Wyndford Holiday Farm

Location: Caledonspoort, Free State

At Wyndford Holiday Farm, they cater to both energetic adventurers and those seeking relaxation, allowing young guests the freedom to explore. As an all-inclusive resort, Wyndford provides three delicious home-cooked meals daily, ensuring everyone enjoys a well-deserved break. Wyndford offers a retreat to a forgotten way of living, rejuvenating your soul and creating lasting memories. Nestled on the border between Fouriesburg and Lesotho, Wyndford Holiday Farm provides full-board or room-only accommodation in the Eastern Free State.

Surrounded by picturesque gardens, the rooms are equipped with a fan, quality linen, and towels. Private bathrooms feature a shower or bath, along with complimentary toiletries. Engage in various activities within our expansive grounds, including tennis, bowls, volleyball, and giant chess. The games room boasts entertainment like snooker, table soccer, pool, darts, and table tennis. For those seeking a more tranquil experience, our guest lounge offers card games and puzzles, complemented by a secluded reading room. Stay connected with WiFi in public areas and telephones in all units.



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Experience of the week: VINE Wine Bar & Eatery

Location: Dullstroom, Mpumalanga

If you revel in the joy of sharing wine and food with loved ones and find immense satisfaction in extending this passion to others, then you're in for a treat. This "lounge-to-table" eatery, guided by Chef Michael Thomas and his dedication to seasonal, local, and sustainable ingredient choices, adds the perfect finishing touch to your experience. At Vine, the ultimate delight lies in sharing their love for food and wine with both old and new friends. The team there is excited to broaden this passion and welcome all guests into the fold. Chef Michael Thomas leads the culinary journey, championing a philosophy centered on seasonality, locality, and sustainability in ingredient selection.



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Experience of the week: The Alton Boutique Hotel

Location: Durban, KwaZulu Natal

Discover The Alton Boutique Hotel - an upscale establishment crafted by one of Durban and KwaZulu Natal’s leading architects. This new development is poised to become a “must-see, must-do” attraction in Durban, proudly showcasing exceptional design in the serene and easily accessible Durban North.

What sets The Alton Boutique Hotel apart is its distinctive design tailored to feature only 10 luxury bedrooms, including two with Universal Accessibility. This limited capacity ensures a unique experience, fostering a tranquil and leisurely atmosphere for visitors to Durban. The Alton is constructed using locally manufactured products and adorned with authentic original artworks sourced from talented local artists.

Equipped with top-notch facilities, The Alton includes an in-house gym and sauna. Its standout features include a rooftop cocktail bar and pool offering breathtaking views of the ocean stretching to Umhlanga, as well as the Durban City and Harbour. Indulge in fine dining at the hotel’s restaurant, and for exclusive gatherings, the rooftop venue accommodates intimate groups of 20 to 30 people. The Alton promises a blend of luxury and accessibility for a truly memorable stay.



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