



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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#TourismTuesdays

A word from the editor

Dear Industry Partner,

Welcome to the latest edition of our newsletter. With the year approaching a close, the events and festivities schedules are fast packing in. This week we bring you stories showcasing a global tourism sector at work and we combine this with some great new products and experiences to match a summer season that is in full swing in South Africa.

We kick off with South Africa's participation at the combined East Africa Regional Tourism and Magical Kenya Travel Expo in Nairobi currently underway. The global business events sector is gearing up for the 2023 edition of IBTM (Incentive, Business Travel, and Meetings) World, due to take place from the 28th to the 30th of November in Spain, Barcelona. Team South Africa will showcase the country's wide variety of business events products and experiences on this global stage.

South Africa's award-winning streak continues with the South African Tourism's Africa team winning BIG on their 2022/23 digital media campaign and our country's latest triumph at the Wanderlust Reader Travel Awards in the UK.

The South African Tourism Visitor Experience team recently rolled out the Season Readiness Welcome training initiative. This proactive approach ensures that our welcoming spirit remains unmatched, enhancing the overall experience for our valued visitors.

Lastly, we reflect on the insightful Deputy Minister's Tourism Imbizo held just last week Thursday, providing a crucial platform for dialogue, collaboration, and shared visions for the future of our tourism landscape.

Have a great week

Kind regards,

Tourism Tuesdays Team



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South Africa showcases at the combined East Africa Regional Tourism Expo and Magical Kenya Travel Expo

South Africa is in Kenya this week for the third edition of the East Africa Regional Tourism Expo (EARTE), which rotates annually among the East Africa member states and the 13th edition of Magical Kenya Travel Expo (MKTE).

This event hosts over 1000 companies within the tourism industry. SA Tourism is hosting ten South African Product Owners (SAPO) at the South Africa stand showcasing our country's variety of tourism products and services.

“Kenya has been a core source market for South Africa in East Africa for a while now. Our participation and presence at this Expo is a significant and important part of how we view this region and indeed the rest of the African continent. We are here because we are partners in collaborating as we compete to grow travel between our respective countries and to grow our continent's overall tourism sector. I am looking forward to interacting with the various stakeholders and to gaining some more insights and knowledge to further promote our country. While our performance is looking great, we are keen to grow this further through focused marketing, various collaborations and leveraging opportunities in the region.” says Acting CEO of South African Tourism, Nombulelo Guliwe who will also be participating in a panel discussion on sustainability and climate change taking place during the Expo.

From January to September this year, South Africa welcomed a total of 28,554 visitors from Kenya, representing a 100.5% surge from the 14,243 visitors during the same period in 2022.



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South Africa's Business Events sector to participate at IBTM World 2023

For any destination to stay ahead in a rapidly evolving global industry, it is important to enhance brand awareness. This is why South Africa's business events sector will be participating in the highly anticipated IBTM (Incentive, Business Travel, and Meetings) World, from 28 to 30 November 2023 in Barcelona, Spain.

As one of the biggest trade shows in the global business events industry, IBTM World provides a unique platform for engagement, connection, and business interactions. Known for its networking opportunities, IBTM World's programme includes educational sessions highlighting the latest trends and innovations in the industry. More than its wide reach and network opportunities, IBTM World is essential for professionals seeking insights and new contacts in the global business events market.

The South African delegation headed to IBTM World includes representatives from various sectors, including provincial tourism authorities, destination management companies, tour operators, and accommodation providers ensuring that South Africa's business events industry is showcased in its entirety, highlighting the country's capacity to host world-class events.



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South African Tourism North America destination experiences in Montreal, Canada

South African Tourism North America Hub team recently supported the South African High Commission in Ottawa with their activation at the International Tourism & Travel Show held in Montreal, Canada.

SA Tourism showcased key destination experiences utilising an interactive photo booth to allow consumers to picture themselves on holiday in South Africa and hosted a happy hour with tastings of South African wine. The team was joined by Québécois tour operator Xplore Voyages who were able to share details on their value-for-money packages and assist consumers in French. In further promoting South Africa as a country filled with culture, consumer contact details were gathered to follow up through a lucky draw of a beautiful beaded bracelets and key rings distributed to consumers who shared their details.

2023 Canada arrivals (Jan-Sep) represent 82% of arrivals in the same period (Jan - Sep) in 2019. Forward bookings indicate that Canada is on track to close the calendar year at an estimated 83% of 2019 arrivals.



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SA Tourism’s Visitor Experience team rolls out season readiness training

The Welcome Programme led by SA Tourism is designed to inspire and educate South African tourism role players and ordinary South Africans to exceed tourist expectations. This is done through warm, authentic interactions and the delivery of great customer service. An extension of the Welcome Programme is the “Make Someone’s Day” initiative, which is positioned to showcase and highlight the importance of trade in the tourism value chain.

One of the primary objectives is to cement partnerships with various stakeholders including the private sector through training, information sharing and toolkit developments.

In this regard, the SA Tourism Visitor Experience team partnered with the V&A Waterfront and several other private sector stakeholders to roll out season readiness cruise ports of entry welcome training at the Cape Town Cruise Terminal. The Cape Town Cruise Terminal is operated by the V&A Waterfront and provides access to customs and immigration check-ins, baggage collection, foreign exchange, restaurants as well as a variety of transport and tourism information services.

The team completed a “Welcome Cruise Readiness” training programme on the 26th of October ahead of the arrival of the first cruise liner at the Cape Town cruise terminal on the 2nd of November 2023.

A total of 50 front line officials from various entities were trained and they included staff from Cape Town’s some of Cape Town’s most iconic attractions.

This training will also be rolled out in other provinces nationwide and will extend beyond cruise terminals into airports and other ports of entry. The team is currently conducting the training at OR Tambo International Airport in Gauteng and King Shaka International Airport in KwaZulu-Natal.



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Deputy Minister of Tourism hosts Tourism Imbizo

The Deputy Minister of Tourism Mr. Fish Mahlalela, hosted a Tourism Imbizo on Thursday last week, to engage in a dialogue of empowerment specifically for women and youth on available programmes and opportunities in government across the tourism value chain.

The Tourism Imbizo took place in Nkomazi Local Municipality, Mpumalanga Province and was attended by MEC Nompumelelo Hlophe, Mr Mcebisi Skwatsha – Deputy Minister Rural Development and Land Reform, Ms Busi Shiba - MEC Agriculture, Rural Development, Land and Environmental Affairs, Cllr Phindile Magagula – Executive Mayor Nkomazi local Municipality, Councillors, and Executives of Government Institutions among many other important stakeholders.

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



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South African Tourism's Africa Team's digital media campaign wins BIG

South African Tourism's Africa 2022/2023 digital media campaign has seen resounding success scoring multiple awards. The campaign, which featured renowned South African Rapper Sho Madjozi as the cultural Ambassador for South African Tourism over the past fiscal year, focused on exploring the province of Limpopo and celebrating the Xitsonga culture through the Xibelani dance.

The campaign's success was affirmed by a slew of awards at the prestigious international MarCom Awards, further solidifying South African Tourism's digital prowess in the travel and tourism sector – alongside awards for the use of the digital tool - 'Calabash'.

These accolades include:

- 2022/2023 Assagai Integrated Marketing Awards - Sector: Travel, Hospitality & Transportation: Project: A Year of Calabash
- 2022/2023 Assagai Integrated Marketing Awards - Channel: Social Media: Project: A Year of Calabash
- 2022/2023 SMARTIES Awards - Bronze Award: Project: #XibelaniMoves
- 2023/2024 The New Generation Social & Digital Awards - Silver Winner - Excellence in Content Marketing: Project: #XibelaniMoves
- 2023/2024 The New Generation Social & Digital Awards - Gold Winner - Most Viral Campaign: Project: #XibelaniMoves
- And most recently on 9 November 2023 - 2 Leader and 1 Bronze Assegai Awards also for #XibelaniMoves

“We are extremely proud of the work that we do and these accolades are a great encouragement to the our team . The central reason for the campaign was to showcase culture. The elements that were critical when developing this campaign were - to be true to the consumer insights, being creative and true to the South African story without compromising authenticity, and choosing a South African that would not only exudes the spirit of our people but is also relevant to our audiences. We could not have chosen a better cultural curator than Sho Madjozi to work with, and the result was magic, “ says Evy Mahlaba, South African Tourism's Regional General Manager for Africa.



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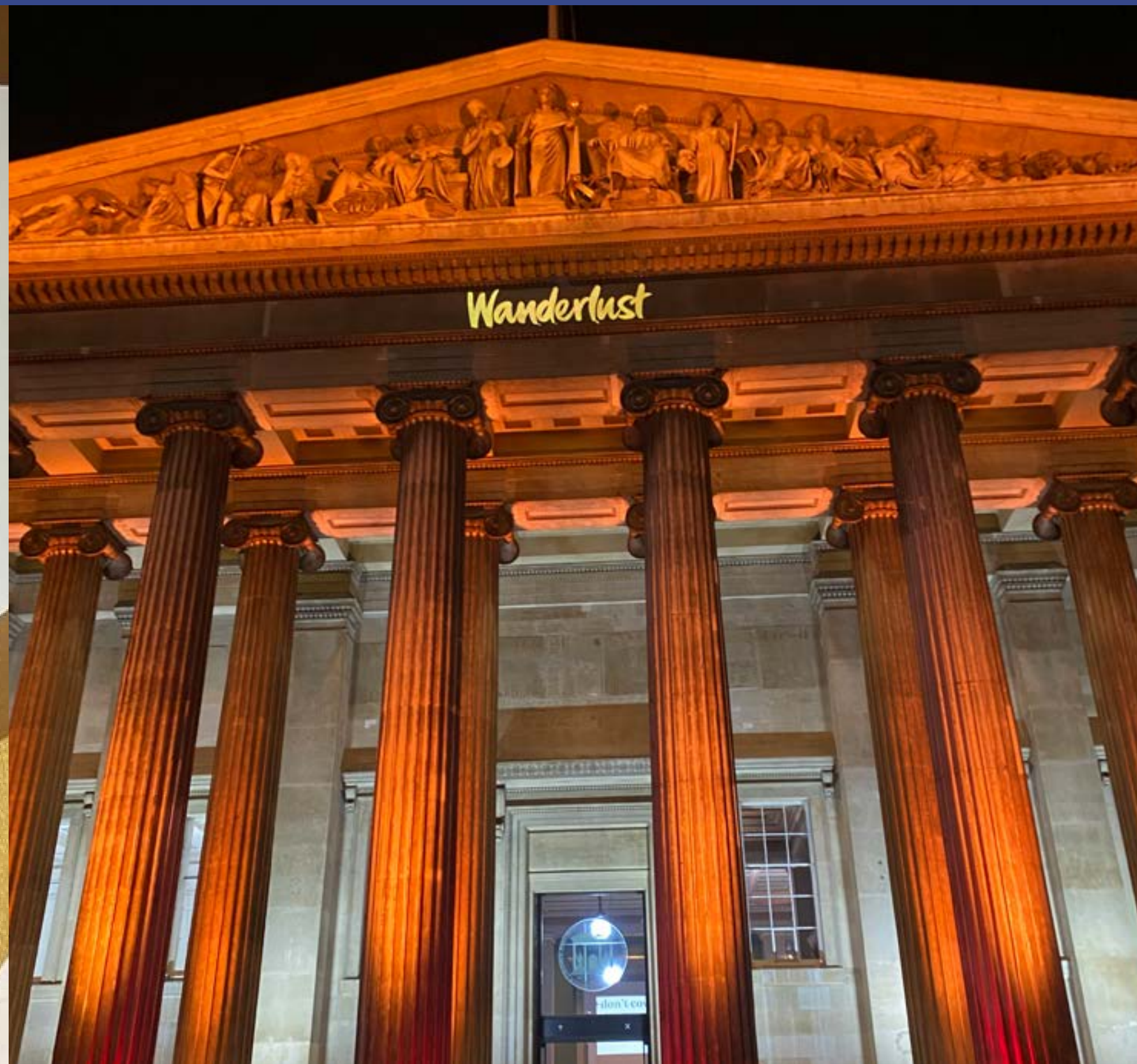
South Africa and Cape Town Triumph in Wanderlust Reader Travel Awards

In recognition of its charm, Cape Town has secured the gold prize in the 'Most Desirable City Worldwide' category at the Wanderlust Travel Reader Awards 2023 which was held at The British Museum on 7 November. South African Tourism UK & Ireland Hub continued its award-winning streak by picking up the bronze prize for South Africa in the "Most Desirable Country for Nature & Wildlife" category.

This amazing recognition is especially meaningful as Wanderlust is the UK's largest circulated travel magazine and the 22nd edition of the Reader Travel Awards witnessed unprecedented participation, with over 91,000 votes cast!



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Brand Experience: Lepogo, Lapalala Wilderness - Melote House

Location: Limpopo

An intimate and pristine oasis of luxury and exclusivity, Lepogo, Lapalala Wilderness offers a truly comfortable experience. Opening in 2024, it accommodates up to 12 guests in the main house, which is spread across three tiers. A separate cottage adjacent to the main house also comfortably houses four people. Guests have the flexibility to book only the main house for 12 guests, or both the main house and the cottage together, providing space for a total of 16 guests for a relaxed family living experience.



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Experience of the week: The Station, Parkhurst

Location: Gauteng

The House Of London brings you the Station Parkhurst!

Whether one is looking to grab a quick coffee, sit down for lunch or dinner or wind down with a cocktail while catching the sunset, the Station Parkhurst is the perfect spot. A melting pot of cultures from around the world, it is also a meeting spot for business moves. The Station is proud to be an award-winning gin bar where travellers can enjoy a Gin tasting experience like no other.



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Experience of the week: 11th Floor, Bedfordview

Location: Gauteng

Rooftop restaurant & cocktail bar in Bedfordview, 11th Floor is an international award-winning realm of culinary excellence. Through the amazing ambiance and great food, guests at the restaurant are transported to the picturesque countryside of Florence, Italy where time-honoured traditions combined seamlessly with modern elegance. The harmony between the freshest seasonal ingredients and the rarest Italian imports forms the foundation of 11th Floor's culinary symphony, where each plate is a canvas painted with passion, precision, and a touch of enchantment. Live music elevates guests' dining journey to a crescendo of delight, with soundscapes from the piano and saxophone resonating with every bite, creating a fusion of pleasure for both the palate and the soul. 11th floor is inviting guests to savour the flavours of the Mediterranean in an atmosphere of renaissance charm.



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