

OCTOBER 29, 2024

TOURISM TUESDAYS



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From the editor

Dear Industry Partner,

As we wrap up the tenth month of 2024 and look ahead to the festive season, our Minister of Tourism, Patricia de Lille, has today, officially marked the start of the 2024 Summer season highlighting all Mzansi has to offer. South Africa continues to offer domestic and international travellers an incredible variety of experiences. With long warm sunny days, a diverse landscape, travellers can enjoy everything from beach holidays to wildlife safaris, adventure activities, lifestyle and cultural events.

In this edition, we explore the potential of South Africa's Wildlife Tourism, we examine key trends, economic impacts, and the role of wildlife tourism in driving recovery post-pandemic.

On the business events front, we look at how business events contribute significantly to the economy of South Africa. The National Tourism Careers Expo was held in Limpopo from 8-10 October 2024.

We also highlight the call for nominations for the prestigious Kudu Awards 2024, an initiative that honours the unsung heroes of conservation.

As South Africa continues to place a great deal of emphasis on quality assurance and service excellence, the Tourism Grading Council of South Africa (TGCSA) is hosting workshops across the country, to update stakeholders on the tourism grading criteria, ensuring that travellers get the best of these establishments and services.

Our international hubs in Australia and America share updates on their efforts to promote South Africa as a top destination, while aviation developments bring welcome news. We celebrate Air Tanzania's resumption of the direct flights between Dar es Salaam and Johannesburg and Air France's reinstating its seasonal flights between Cape Town and Paris.

All this just in time for the holiday season – we cannot wait to welcome all the visitors from these regions and beyond!

We're also thrilled to celebrate a South African culinary achievement, as Siba Mtongana's SIBA: The Restaurant wins at the prestigious World Culinary Awards. And finally, we extend an invitation to the upcoming SA Chef Conference & Expo on 25 and 26 November, where industry leaders will gather to share insights and innovations in culinary excellence.

Tourism Regards,

Tourism Tuesdays Team

Dome Glamping SA: Revolutionising Luxury Outdoor Experiences



**Image Courtesy of Dome Glamping SA*

In the heart of the Berg River Resort, near Cape Town, lies Dome Glamping SA, an innovative venture merging luxury with nature. Spearheaded by Jana Breet, the company has swiftly carved a niche in the hospitality industry. Breet proudly noted that her company offers “a unique romantic getaway experience for couples,” with luxurious dome tents featuring queen-sized beds, walk-in showers, private decks, and wood-fired hot tubs, all set against the stunning backdrop of the Cape Winelands and serene Berg River.

Launching Dome Glamping SA in July 2023 was the realisation of a long-standing dream for Breet and her partner, who had always been passionate about creating memorable experiences. “Our love for camping without the hassle of setting up inspired us to launch this venture,” she explained.

The goal was simple: “to offer something that combined the beauty of nature with the conveniences of modern living.” Since its launch, the glamping site has catered to couples seeking an intimate and peaceful escape from the bustle of everyday life.



**Image Courtesy of Dome Glamping SA*

However, like many entrepreneurs, Breet and her team faced challenges early on. "Navigating the unfamiliar territory of the hospitality industry was tough," she noted. As newcomers, finding the right platform to showcase their glamping business was one of their biggest hurdles. "We had to research and test different booking websites to determine which aligned best with our needs, both for functionality and exposure," she added.

A significant aspect of the business's success is its appeal to local and international markets. While some view glamping as an activity primarily for foreign tourists, Breet's experience tells a different story. "We've found it to be more of a 50/50 split between local and international visitors," she insisted. The site's proximity to Cape Town—just a 40-minute drive from the city—makes it a convenient escape for South Africans looking for a weekend getaway. "The ability to quickly get out of the city and into a remote paradise is a big draw for our local clients," she explained.

Breet observed that South Africa had embraced this glamping trend, "We believe the glamping industry will expand even more in South Africa, much like it has in the USA and Europe," she added confidently.

The unique selling proposition for Breet and Company is their ability to cater to couples seeking a short, luxurious escape. "We offer one-night stays during the week, which many other establishments don't," she explained. While some might find the logistics of one-night stays challenging, she believes it's part of the appeal. "It works for people with busy lives who want a quick breather away from their kids and hectic schedules," she noted.

This flexibility has resulted in her business being 95% fully booked.

On sustainability, Breet said her company is carefully positioned to minimise environmental disruption and adheres to strict guidelines to preserve the surrounding ecosystem. "We're committed to reducing our carbon footprint," she explained. One notable feature is a historic tree near the domes, which is so old that Breet and her team must consult specialists before making any modifications. "We're very conscious of preserving nature," she added.

Breet advises newcomers: "It's essential to focus on your niche that excites you, whether live streaming, adventure tourism, or romantic getaways like our glamping business."

She has big plans for her business, and while remaining tight-lipped about specific details, she hinted at future expansion and diversification. "We're currently researching options, but it's still a hush-hush process," she concluded.



**Image Courtesy of Dome Glamping SA*

“It’s Wild How Much Potential There Is: Unlocking the Power of South Africa’s Wildlife Tourism”



**Image Courtesy of SAT Digital Library*

Wildlife is a centrepiece of South Africa's tourism industry, renowned globally for offering exceptional safari and nature experiences. As a premier wildlife destination, South Africa attracts a significant number of tourists, primarily from Europe and the Americas (when compared to the other regions). In 2023, about 91% of wildlife tourists came from these regions, with countries like Norway showing a robust recovery and the highest incidence (61% in 2023) in tourist numbers.

This article explores the state of wildlife tourism in South Africa, including key trends, economic impacts, challenges, and solutions to ensure continued growth.

[CLICK HERE FOR MORE INFORMATION](#)

Kudu Awards 2024 - Call for Nominations



**Image Courtesy of The Boucher Legacy*

South African National Parks (SANParks) in partnership with First National Bank (FNB) and TotalEnergies Marketing South Africa is proud to announce the call for nominations for the 18th annual Kudu Awards.

The Kudu Awards is an initiative to celebrate the successes and contributions of individuals and groups in conservation management in South Africa.

The key to the success of conservation management lies in the dedication of all people involved in the protection of South Africa's natural assets and heritage. These people often do selfless, unrecognised work to protect and educate the South African citizenry about our natural assets that are endangered. At times this occurs in the cold face of physical harm and danger, and trying financial constraints.

The Kudu Awards is an annual event that was launched in June 2005 and is one of the highlights of the social calendar in conservation circles.

[CLICK HERE FOR MORE INFORMATION](#)



**Image Courtesy of SANParks*

SIBA: The Restaurant Wins Big - Celebrating SA's Culinary Excellence



**Image Courtesy of World Culinary Awards*

Congratulations Siba Mtongana!

Globally renowned South African Chef, Siba Mtongana clinched a remarkable achievement at the fifth annual World Culinary Awards in Dubai, UAE, her Restaurant was named Africa's Best Fine Dining Hotel Restaurant for the second year in a row. This prestigious award, voted for by culinary professionals, media, and consumers globally, is a testament to the world-class excellence of South African cuisine.

SIBA – The Restaurant is a fine dining establishment that offers an iconic five-star dining experience in the heart of Cape Town and serves unique dishes that encompass world flavours with local flair in a true Sibalicious style.

Speaking at the event, a delighted Siba said, "Family, we did it. South Africa, we did it. Africa, we did it".

"I am always honoured to accept this award on behalf of my team who puts in much hard work to maintain our high standards. This is what keeps guests coming back for more, and spreading the word both locally and internationally," said chef patron Siba Mtongana. "What makes the World Culinary Awards so special is that our guests were given the chance to vote, so it is thanks to their love and support that we got to bring it home."

This win continues to fly the South African flag high, showcasing the richness and diversity of our culinary heritage, proving that South African food is truly among the best.

SA Chef Conference & Expo Set to Ignite Growth in the Culinary and Tourism Sectors



**Image Courtesy of SA Chef Media*

Join SA Chef Media for the inaugural SA Chef Conference & Expo on November 25 and 26, 2024, at the Protea Hotel Cape Town Waterfront Breakwater Lodge.

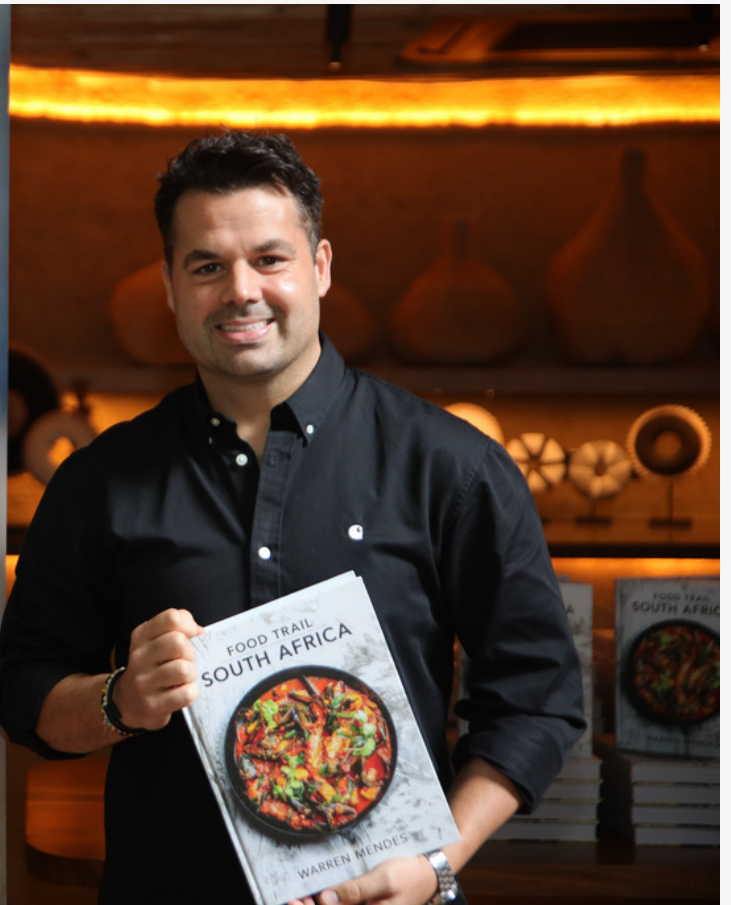
Hosted in partnership with the South African Chefs Association, the City of Cape Town, and FEDHASA, this pioneering event is specifically designed for restaurant owners, executive chefs, and stakeholders across the hospitality and tourism sectors,

from SMMEs to large enterprises, to discuss the “business of restaurants” and how to grow the culinary sector and leverage gastronomy tourism to benefit all hospitality stakeholders.

REGISTER NOW for R1,700 for two full days of invaluable insights, networking, and tailored learning. Limited seats available.

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Food Trail South Africa Launches as a Cookbook



Food Trail South Africa the cookbook, by chef Warren Mendes, has launched at a media event at Sydney's new South African restaurant The Meat and Wine Co. 'Safari'.

The cookbook is the first for South African-born chef Warren Mendes and celebrates the series of the same name created by South African Tourism and production company Projucer which has reached over 3.5 million viewers on Network 10 alone over the course of two seasons, been broadcast on SBS, and now also airs across Asia and beyond.

And much like the series, the book gives readers an instant ticket to the stunning sights and tantalising tastes of South Africa through stories, incredible visuals and a hundred tried and tested recipes.

Featuring a breadth and depth of unique and vibrant South African ingredients and cuisines, bursting with big flavours to inspire cooks and foodies, there is a dish for everyone. The book features iconic South African dishes to try including the much-loved Bobotie, Bunny Chow and Koeksisters, and includes plenty of new favourites such as the peri-peri seafood curry and chilli risotto, all full of authentic South African flavours.

The launch was attended by a wide range of media and some familiar faces who turned up to support including Matt Preston, Miguel Maestre, Tristan McManus, George Calombaris, Manu Feildel, Justine Schofield, Adam Liaw, Rose Adam, Daniel Doody, Mitch and Mark and Barry Conrad.

On the launch of the book, Warren said "As a proud South African, I am thrilled to be able to bring part of the country's colourful culture to an international audience. *Food Trail South Africa* dives beyond the TV series to give readers more of a taste of what South African cuisine has to offer and discover more of the secrets from the kitchen and beyond."

"It was a privilege to meet so many wonderful people and visit so many amazing places in South Africa while making this book with each and every person and community contributing to unlocking the vibrant flavours and ideas behind every dish."

South African Tourism Australasia's Acting Hub Head, Yana Shvarts said "Insights tell us that food tourism is the biggest trend of 2024 and that eating the local cuisine and trying authentic food is the most popular activity for Australian travelers; but *Food Trail South Africa* – both the series and the book – is so much more than that, because it tells the stories of our cultures, places, unique ways and warm people that truly give South Africa its flavour."

Food Trail South Africa is available to buy now in Australia and New Zealand exclusively at boutique retailer, Brio Books, priced at \$59.99 AUD RRP. Readers can order their copy directly from the Brio Books website.

[CLICK HERE TO ORDER](#)



Join TGCSA for the Tourism Grading Criteria Review Workshops



The Tourism Grading Council of South Africa (TGCSA) is hosting its triannual grading criteria review. The purpose of the workshops is to review and update the grading criteria, to ensure the continued relevance and effectiveness of the criteria and grading framework to enhance the quality of South Africa's tourism offerings. New trends and consumer requirements will be considered for inclusion in the grading criteria.

The workshops kicked off in KwaZulu-Natal on 22 October, followed by sessions in Gauteng on 23 and Limpopo on 25 October. This week, the workshop series continues in North-West on 28 October, Eastern Cape on 29 October, and Mpumalanga on 31 October.

These workshops will provide an essential platform for industry stakeholders to share insights and contribute to shaping the future of tourism standards in South Africa.

You are cordially invited to attend one or more of the Provincial Workshops that the TGCSA will be hosting as part of the review of the Tourism Grading Criteria, please find the venues below:

Upcoming Workshop Schedule:

- ✈ Mbombela, Mpumalanga Province
31 October 2024
Venue: The Capital Mbombela, 4 Penny Gum Street, West Acres, Mbombela, 1211

✈ Cape Town, Western Cape Province
11 November 2024
Venue: To Be Confirmed

✈ Bloemfontein, Free State Province
18 November 2024
Venue: To Be Confirmed

✈ Universal Accessibility Workshop
Cape Town, Western Cape Province
12 November 2024
Venue: To Be Confirmed

Don't miss this chance to impact the future of South Africa's tourism industry! Confirm your attendance by reaching out to Engela Seate at eseate@bdo.co.za.

✈ Kimberley, Northern Cape Province
14 November 2024
Venue: To Be Confirmed

We look forward to your participation and contribution as we work together to elevate South Africa's tourism standards!



Inspiring the Next Generation: NTCE Encourages Youth to Explore Tourism Careers



Earlier this month, the Peter Mokaba Stadium in Polokwane buzzed with energy as tourism and hospitality stakeholders gathered for the National Tourism Careers Expo (NTCE), held from 8-10 October 2024. Under the theme, "Tourism and Peace: 30 Years of Connecting People to Places and Cultures," the event brought together key players in the tourism sector to spotlight exciting career paths in the tourism industry.

A collaborative effort between The Department of Tourism (DT), The Culture Arts, Tourism, Hospitality & Sport Education Training Authority (CATHSSETA) and the Limpopo Department of Economic Development, Environment and Tourism (LEDET), and its marketing agency the Limpopo Tourism Agency (LTA), this year's NTCE was designed to ignite interest among learners, TVET students, university attendees, and unemployed graduates.

With free entrance, the expo featured motivational talks from local entrepreneurs and industry personalities, seminars by tourism educators, and interactive exhibitions from over 20 local tourism products and services.

South African Tourism and the Tourism Grading Council proudly participated, with enthusiastic interns engaging learners at both stands, offering them an inside look at exciting career opportunities within the industry. The three-day expo proved to be a vibrant hub of learning and inspiration, showing young people that tourism is more than just tour guiding—it's a dynamic sector filled with diverse roles and endless possibilities.

The expo, aimed at grade 9-12 learners, TVET, university students and unemployed graduates served as an opportunity for information sharing among tourism curricula experts, and industry stakeholders about diverse careers available in the sector.

By bringing together experts, educators, and future professionals under one roof, the NTCE unlocked opportunities for the next generation of tourism leaders, underscoring the importance of educating young minds about the integral work done by organisations like South African Tourism, the Tourism Grading Council, and the SA Tourism Domestic hub, which runs the Sho't Left campaign. The event was a resounding success, opening doors to new opportunities and shaping the future of South Africa's tourism sector.

Business Events Set to Boost South African Economy by R240 Million in Five Years



Business events are a key driver of inclusive economic growth, a central focus of the Government of National Unity (GNU).

South Africa has secured bids to host 25 international business events by 2029, which are projected to contribute more than R240 million to the economy. The South African National Convention Bureau (SANCB) reports that, as of the start of 2024, the country had submitted 48 bids for international events, with an estimated total economic impact of R586 million.

In the 2023/24 financial year, South Africa submitted 95 bids, similar to the financial year before that.

Tracking Economic Impact and Upcoming Strategic Platforms

South Africa's participation in global strategic events is expected to further support the increase in business event bids.

The SANCB will showcase the country at key international platforms, often accompanied by local exhibitors and small businesses (SMMEs) that participate as stand sharers.

These events are vital for promoting South Africa as a business event destination.

South Africa Makes a Strong Impact at IMEX America: Expanding Global Business Events Reach

South Africa proudly presented its vibrant and diverse business events offerings at IMEX America, held from 8 to 10 October 2024 at Mandalay Bay, Las Vegas. This year, South Africa made a notable impression by bringing the largest contingent of SMMEs to IMEX America, with a total of 36 stand sharers at the South Africa (SA) Pavilion, including 15 SMMEs and 21 exhibitors.

These businesses not only gained exposure to key global business event decision-makers but also had the opportunity to generate valuable leads that could translate into future bidding opportunities. By tapping into SANCB's Bid Support Programme, these leads can be nurtured and ultimately converted into secured business for South Africa, enhancing the country's competitiveness in the global MICE industry.

This strong presence enabled SMMEs to achieve several important outcomes:

✈ **Engagement with global business events decision-makers:** The SMMEs had direct access to key decision-makers, giving them valuable insight into the global market.

✈ **Experience in presenting to an international audience:** The event offered a platform for SMMEs to showcase their offerings, enhancing their confidence and experience in presenting to global buyers.

✈ **Lead generation for future opportunities:** Many SMMEs generated leads that they can now nurture into bidding opportunities.

After the show, these businesses can tap into the SANCB's Bid Support Programme to convert these leads into secured business, ensuring long-term success for both the SMMEs and South Africa's business events sector.

Upcoming strategic platforms include:



✈ **World Travel Market (WTM):** Taking place from 5-7 November 2024, at ExCeL, London, WTM is one of the leading global events for the travel and tourism industry. South Africa's presence will provide an opportunity to network with international buyers and decision-makers and media, positioning the country as a top destination for leisure travellers.



✈ **IBTM World (Incentives, Business Travel & Meetings):** Taking place from 19 – 21 November 2024, in Barcelona, Spain, IBTM is a premier event in the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry. The event brings together professionals from across the globe, providing a platform to connect and create business opportunities. South Africa's participation here will showcase its capabilities in hosting events of various sizes and scale.

Through participation in these trade shows, South Africa aims to contribute to attracting more leisure travellers and business events delegates to boost job creation in the tourism sector.

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North America Hub Showcases SA' s Active Adventure and Outdoor Offerings



The North America team engaged with golf enthusiasts at the recent Annual Golf Classic in Dallas, Texas where they delivered an activation that highlighted South Africa as world-class golf destination with awe-inspiring landscapes and championship courses, some of which just might include wildlife sightings, including giraffes, hippos, and elephants, while promoting value-for-money packages from local US tour operators.

The hub is currently running radio campaigns in three of its major markets, Atlanta, Dallas and New York/New Jersey to inspire considerers to "travel now" by driving them to bespoke value-for-money packages offered by US tour operators endorsed by the on-air radio talent they know and trust. The packages are for trips taking place in March 2025, so they will positively impact arrivals from the US in the short term.

Continuing to amplify active adventure and outdoor offerings, the team activated at the Outdoor Writers Association of America conference where the team engaged a valuable audience of outdoor storytellers whose readers are interested to learn more about South Africa's adrenaline pumping experiences like walking safaris, shark cage diving, bungee jumping and treetop zip lining. The journalists and content creators also found awe-inspiring outdoor activities like hiking, surfing, and exploring the winelands quite compelling.

Recent travel trade webinar presentations by the hub team highlighted the Eastern Cape and KwaZulu-Natal, aimed at expanding travel advisors' knowledge of these provinces and promoting a broader geographic spread of visitors to explore their variety of experiences and unique culture.



Aviation News



**Image Courtesy of O.R Tambo International Airport / Facebook*

Air Tanzania Resumes Direct Flights from Dar es Salaam to Johannesburg

Air Tanzania has announced the resumption of direct flights between Dar es Salaam and Johannesburg, set to begin on 30 November, 2024.

The airline will operate five weekly flights on Mondays, Wednesdays, Fridays, Saturdays, and Sundays, offering travellers a convenient way to reach the bustling South African city.

With fares starting at \$479 for a return ticket, passengers can enjoy generous perks, including up to eight pieces of extra baggage allowance and double points for Twiga Miles members.

Both Economy and Business Class travellers will experience enhanced comfort and amenities.

[**CLICK HERE FOR MORE INFORMATION**](#)

Air France reinstates its seasonal flights between Cape Town and Paris for the peak season of 2024

Earlier this month, Air France announced the return of its seasonal flight service between Cape Town International Airport and Paris Charles de Gaulle Airport which started on 7 October 2024.

In response to strong demand from both business and leisure travellers, the airline will be operating three weekly flights, with an additional flight scheduled to be added from November, just in time for the busy festive season. France is one of South Africa's key tourism markets.

The reintroduction of these flights offers passengers seamless travel between Cape Town and Paris, providing access to one of the most iconic cities in Europe, and from there, connecting to Air France's global network. This is also beneficial for South Africa as Cape Town continues to grow as a major hub for international tourism and business.

Flights will be on Tuesdays, Fridays and Sundays and will be operated by a Boeing Dreamliner 787-900 and are in addition to the airline's existing daily flights between Paris and Johannesburg.

The direct connection between Cape Town and Paris not only enhances travel opportunities but also strengthens the bond between South Africa and France, allowing travellers to experience the best both countries have to offer.

France and South Africa are both members of the United Nations and the G-20 major economies.

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TGCSA CORNER

TOURISM GRADING COUNCIL OF SOUTH AFRICA

NEW TOURISM EXPERIENCES



**Image Courtesy of Lifetree Collection*

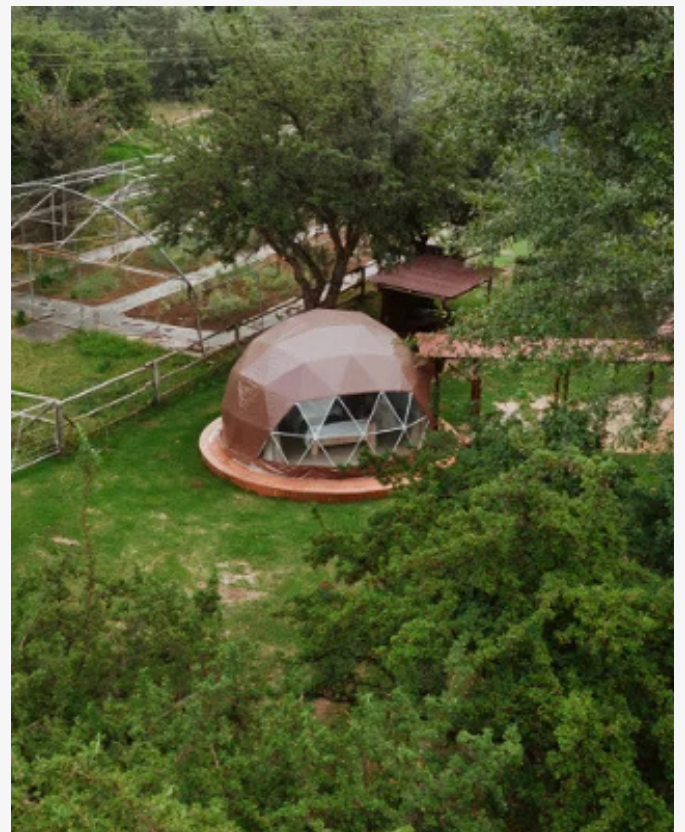
Nightjar at Katrinasrust Country Estate

Location: Machadodorp, Mpumalanga Province

Contact: 074 152 7527 |
alice@katrinasrust.com

Nightjar, the original dome at Katrinasrust Country Estate, offers a unique and intimate getaway for two. Nestled at the base of a koppie, this cozy retreat provides stunning mountain views and complete privacy. With no cell signal or Wi-Fi, guests can fully immerse themselves in the soothing sounds of nature.

The dome-shaped bedroom accommodates two guests and features a fully equipped kitchen, a living area with an open fireplace for chilly evenings, and a covered deck. A KolKol wood-fired hot tub is available for relaxing stargazing or as a plunge pool on warm days.



**Image Courtesy of Lifetree Collection*

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NEW TOURISM EXPERIENCES



**Image Courtesy of Tripvisor*

Velatswi

Location: Pretoria, Gauteng Province

Contact: Thabang Khatide | 083 572 5598 |
thabangkhatide@gmail.com

Velatswi aims to revolutionize the local tourism scene. Known for its breathtaking landscapes, South Africa offers a sensory-rich experience with an unforgettable scooter ride through the Capital City. Guests can enjoy stunning views and feel the refreshing wind while exploring. The adventure concludes with a delightful sundowner after the exhilarating.



**Image Courtesy of Velatswi / Facebook*



**Image Courtesy of Tripvisor*

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NEW TOURISM EXPERIENCES



**Image Courtesy of NH Hotels*

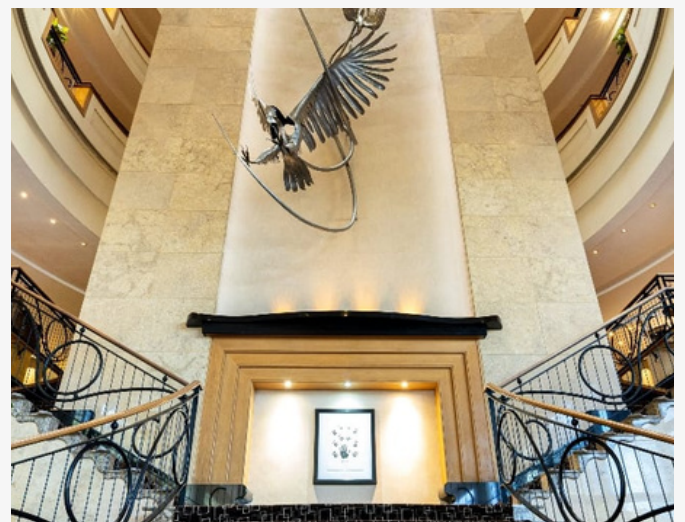
NH Johannesburg Sandton

Location: Sandton, Gauteng Province

Conveniently located near the Johannesburg Stock Exchange and just two kilometres from Nelson Mandela Square, NH Johannesburg Sandton features 329 bright and spacious rooms and suites. Guests can enjoy a family-friendly pool with urban views or relax over freshly brewed coffee in the lounge. Floodlit tennis courts and a fully equipped gym make staying active easy.



**Image Courtesy of NH Hotels*



**Image Courtesy of NH Hotels*

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NEW TOURISM EXPERIENCES



**Image Courtesy of La Residence*

Franschhoek House

Location: Franschhoek, Western Cape Province

Contact: +27 21 671 5502 |
reservations@trp.travel

Franschhoek House is a private villa nestled within the 30-acre La Residence estate. With six bedrooms, this exclusive retreat is surrounded by mountains and vineyards, providing a perfect sanctuary for families or groups of friends. This luxurious escape at La Residence opens on 1 December, 2024.



**Image Courtesy of La Residence*



**Image Courtesy of La Residence*

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Send your submissions to mediaq@southafrica.net.

