

NOVEMBER 26, 2024

TOURISM TUESDAYS



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From the editor

Dear Industry Partner,

As summer approaches and festive excitement fills the air, we're thrilled to reflect on the milestones we've achieved while gearing up for an even brighter season ahead.

This month, we celebrated South Africa's dynamism on the global tourism stage. Our participation at WTM London and IBTM World 2024 in Barcelona highlighted our exceptional appeal as both a leisure and business events destination. Adding to the celebrations, South Africa was named "Most Desirable Destination for Nature & Wildlife" at the Wanderlust Reader Travel Awards at WTM – a glowing testament to the unmatched beauty of our natural heritage.

Looking to the future, South Africa's leadership on the global stage will shine even brighter as we prepare to host the G20 Summit in 2025. With our MICE industry valued at R121.8 billion in 2023 and expected to quadruple by 2032, we're proud of the sector's immense growth and its contribution to positioning South Africa as a world-class business events hub.

Closer to home, we're inspired by grassroots initiatives like KwaStuur Homestay in the Eastern Cape. Phumeza Stuurman's innovative approach is transforming rural tourism, offering authentic cultural experiences that highlight the heart of Mzansi's spirit.

Tourism Regards,

Tourism Tuesdays Team

Our arts and culture scene is another reason to celebrate! Mandla Sibeko, Director of FNB Art, shares a curated guide to vibrant events like FNB Art Joburg and the Clarens Art Festival, underscoring South Africa's rich creative energy this summer.

Traveling to South Africa is now more seamless than ever, with SAA's new direct flights to Lubumbashi and increased frequencies to key African destinations. These connections are perfectly timed for the peak holiday season, making it easier for visitors to experience South Africa's sunny beaches, thrilling safaris, and vibrant lifestyle events.

Our commitment to quality remains unwavering, as demonstrated by the Tourism Grading Council's national roadshow, which ensures our establishments meet the highest standards of excellence.

As we embrace the festive season, we're ready to share the magic of South Africa's summer – long sunny days, unforgettable adventures, and diverse experiences await.

Here's to a season of sunshine, celebration, and success for all.

South Africa Shines at WTM London and IBTM World 2024



South Africa continues to solidify its status as a top leisure and business events destination at key international trade platforms, World Travel Market (WTM) in London and IBTM World 2024 in Barcelona.

At WTM London, South Africa's vibrant presence included 25 exhibitors and 10 SMMEs showcasing the country's unparalleled offerings. The Visit South Africa stand, presented in partnership with Norse Atlantic Airlines, highlighted stunning landscapes, iconic safaris, and dynamic urban adventures. On the sidelines, South Africa won Gold at the 2024 Wanderlust Reader Travel Awards as the "Most Desirable Destination for Nature & Wildlife," reaffirming its appeal to international travellers, particularly from Europe and the Americas.

Meanwhile, at IBTM World 2024, South Africa's delegation, led by Tourism Minister

Patricia De Lille, demonstrated its readiness for the global stage. With 18 exhibitors and five SMMEs, the team emphasised South Africa's world-class infrastructure and its preparedness to host the G20 Summit in 2025. Strategic engagements, including Minister De Lille's participation in the IBTM World Forum for Advocacy, strengthened South Africa's position as a capable and attractive business events destination.



KwaStuur Homestay: Breathing Life to Community Upliftment



**Image Supplied*

Driven by a strong passion for using tourism as a catalyst for economic growth in her rural community, a young Eastern Cape woman, Phumeza Stuurman, opened her home to visitors, by creating the KwaStuur Homestay experience.

Nestled in the picturesque village of Nxarhuni, just outside East London, KwaStuur Homestay showcases the untapped potential of tourism in the rural areas.

Initially, Stuurman wanted to create a comprehensive tourism product featuring an adventure park, backpackers' accommodation, and a restaurant.

"We have beautiful landscapes, culture and heritage that we can share with the world. That was how I thought of rural tourism as a way to make Nxarhuni a tourism destination so that it would be economically vibrant," she says, reflecting on her inspiration.

When securing funding for the ambitious project proved unsuccessful, a new opportunity emerged. She was invited to join a group of women in Mdantsane, a township across her village, who were opening their homes as part of a homestay initiative.

"I thought, let me join the ladies and start small. I also saw it as an opportunity to learn the ropes in the tourism industry".

And so, KwaStuur Homestay – an establishment that can accommodate 12 people – was born. Today, the establishment not only provides direct employment to those working at the homestay but also generates economic impact across the entire value chain.

"For example, if a guest is interested in experiencing day-to-day living in a village, a local tour guide will take them through that. If guests want to go to the beach, a



**Image Image Supplied / Phumeza Stuurman*

tour guide and a local with a taxi will drive them. There are also some traditional dishes that we can order for the guests from locals who specialise in those specific dishes."

Although KwaStuur Homestay is not officially graded yet, it has completed the Basic Quality Verification (BQV), a Tourism Grading Council of South Africa (TGCSA) programme.

The two-year BQV programme provides a structured developmental approach assisting establishments in VTSD through assessments and further supports them through the incubation programme in meeting grading criteria. It provides participants with training, resources, and funding opportunities to help them achieve TGCSA grading.

This year, KwaStuur Homestay is participating in the Eastern Cape Homestay Incubation Programme run by the National Department of Tourism in collaboration with TGCSA. Stuurman says this programme will assist her homestay in getting graded as a B&B or Guest House.

"Being graded will boost the confidence of

the target audience to book with us, as they will know that there are certain standards. That will result in our main goal of being a profitable and sustainable business to be achieved, meaning we create more sustainable jobs and support other tourism products like crafters, cultural dancers, tour guides, etc," she says.

KwaStuur Homestay attracts a diverse range of visitors, with most of them being domestic travellers attending local events such as weddings and funerals.

However, it also serves as an ideal retreat for leisure tourists seeking to immerse themselves in the area's natural beauty and local culture. The picturesque landscapes, characterised by rolling hills, a river meandering through the village, and its proximity to a game reserve, make it a tranquil escape.

The homestay offers guests an authentic glimpse into rural South African life, including traditional meals. "On request, guest can get a hands-on experience on how their meal was made, from fetching firewood, making dough, picking veggies from the garden, preparing fire to cook," explains Stuurman.

Conveniently located near major routes like the N6 and N2, KwaStuur is easily accessible. Stuurman has even bigger dreams for KwaStuur Homestay as she sets her sights on voluntourism - a concept that combines travel with meaningful volunteer work.

She aims to attract guests who are about 'travelling with a purpose' and 'travelling to make an impact'. "These are the individuals or groups who will visit us through volunteer programmes, helping to uplift the village while experiencing its culture."

South African Art Shines Bright in the Summer: A Celebration of Culture and Diversity

Written By FNB Art Joburg's Mandla Sibeko



**Image Supplied*

South Africa's cultural landscape springs to life each summer, offering a vibrant tapestry of artistic experiences that showcase the nation's creative spirit. From metropolitan galleries to rural art havens, the country pulses with artistic energy that draws both locals and international visitors.

At the heart of this cultural renaissance stands FNB Art Joburg, the country's premier contemporary art fair that transforms Johannesburg each September. The fair spills beyond convention centre walls through its Open City program, turning the city's streets into a canvas for exhibitions, performances, and cultural celebrations that last more than two weeks.

The artistic journey continues across the country's diverse regions. Cape Town's HEAT Festival brings experimental arts to the Western Cape, while Durban enriches

the cultural calendar with its International Film Festival and the innovative FNB Pop Opera Concert, where classical orchestration meets contemporary South African music. In the Eastern Cape, the historic town of Makhanda becomes a cultural focal point during the National Arts Festival, hosting eleven days of theatrical performances, music, and visual arts.

The art scene flourishes not only in urban centres but also in unexpected places. The Nirox Sculpture Park, nestled in the Cradle of Humankind, offers a unique blend of art and nature, while the small town of Clarens in the Free State has earned its reputation as an artistic haven. From Johannesburg's sophisticated Rosebank galleries to Cape Town's bustling art districts, South Africa's summer art calendar reflects the nation's commitment to creative expression and cultural dialogue.

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SAA Launches Direct Flights to Lubumbashi, Democratic Republic of Congo



**Image Courtesy of SAA*

South African Airways (SAA) earlier this month introduced a new flight route connecting Johannesburg to Lubumbashi, Democratic Republic of Congo (DRC), which started on 04 November 2024. The service will operate five times weekly from OR Tambo International Airport to Lubumbashi International Airport.

South Africa and the DRC share a strong trade relationship, with exports from South Africa to the DRC growing significantly over the past few years. In 2022, South African exports to the DRC reached R26.6 billion, primarily consisting of refined petroleum and mining machinery.

The airline also announced that it has increased its flight frequencies to key African destinations as of the beginning of the month and will operate 12 weekly flights to both Harare and Lusaka, up from the current ten times a week to Harare and up from seven to Lusaka. Flights to Lagos and Accra will increase to four times a week, up from three weekly flights.

Next year, SAA will increase its flights to Mauritius in December and to Perth in January next year. Domestically, SAA will increase its flights to Gqeberha to three times a day.

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TGCSA Engages Stakeholders in Grading Criteria Review Roadshow



From late October to mid-November, the Tourism Grading Council of South Africa (TGCSA) conducted its triannual grading criteria review in different provinces of the country. The purpose of the roadshow was to review and update the grading criteria, ensure the continued relevance of the criteria and grading framework towards enhancing the quality of South Africa's tourism offerings. Additionally, expand the responsible practice (sustainability), ensure universal accessibility and develop an attractions and experiences criteria.

The national roadshow saw participants using their market knowledge to identify effective criteria & areas for improvement, providing feedback to refine the country's current grading system.

Additionally, new trends and consumer requirements were considered for inclusion in the grading criteria towards shaping the future of tourism standards in South Africa.

A continued consultation process following the grading criteria input provided at national roadshows will ensue with stakeholders, which will include focus groups and in-country benchmark visits. The agreed upon-standards will only be implemented once the monitoring and evaluation facilitated by the Department of Planning, Monitoring and Evaluation (DPME) have been approved and gazetted for public comment.

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TGCSA CORNER

TOURISM GRADING COUNCIL OF SOUTH AFRICA

NEW TOURISM EXPERIENCES



**Image Courtesy of Obscura Bar & Eatery*

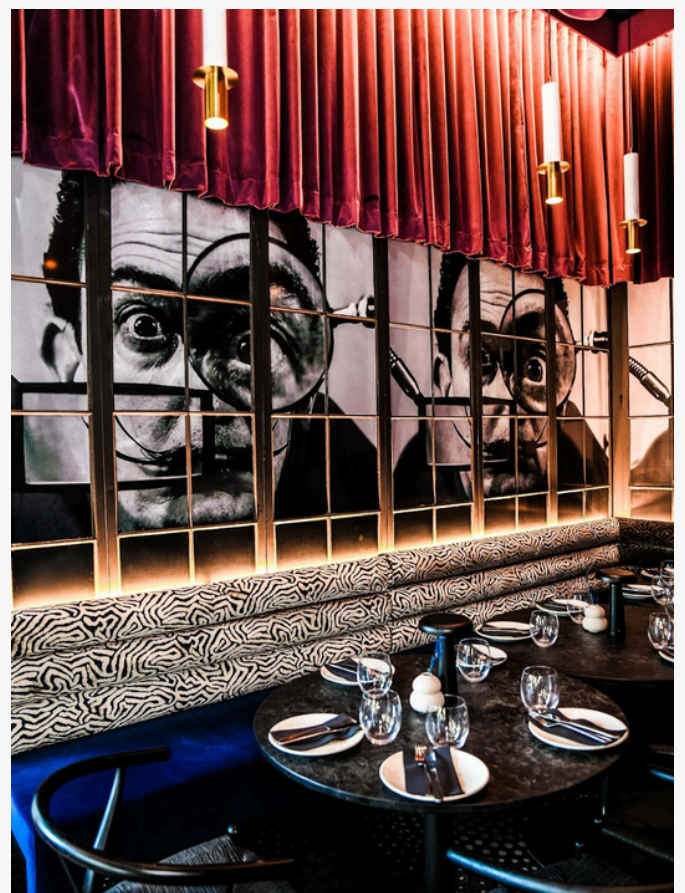
Obscura Cocktail Bar & Eatery

Location: Rosebank, Gauteng Province

Contact: 010 500 7573 |
hello@obscurabar.co.za

Obscura is not just a bar – it's a tantalising experience that defies expectations. They invite you and those seeking more than usual, to visit and discover the hidden gems within their walls. After a long week of deadlines and meetings, please stop by to unwind and explore their selection of refreshing and unique cocktails. And as for something to eat, there's a wide selection of sharing plates, one-bite desserts, and tasty sides and salads that will satisfy your palate.

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**Image Courtesy of Obscura Cocktail Bar & Eatery*

NEW TOURISM EXPERIENCES



**Image Courtesy of he Wes Bistro & Bar*

The Wes Bistro & Bar

Location: Cape Town, Western Cape Province

Contact: 082 770 3573 | info@wes.co.za

Located in The Trade Hotel – a new boutique hotel in Shortmarket st – The Wes Bistro & Bar transports you to a world where playful sophistication meets the charm of a Parisian street-side café. As its name implies, cult American filmmaker Wes Anderson is the inspiration behind this whimsical space. It's both a bar and an eatery with bistro-style food conceptualised and designed by food guru Peter Goffe-Wood. Along with an extensive cocktail menu, there's also a selection of local wines from SA's Stellenbosch, Franschhoek, Hemel en Aarde, Swartland, and Constantia wine regions.



**Image Courtesy of The Wes Bistro & Bar*

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NEW TOURISM EXPERIENCES



**Image Courtesy of Umganu Private Lodge*

Umganu Private Lodge

Location: Elephant Point Reserve,
Mpumalanga Province

Contact: 013 880 0170 |
hello@umganulodge.com

Umganu Lodge can accommodate up to 12 guests in 5 spacious en-suite, air-conditioned bedrooms, each one beautifully decorated in one of Africa's big 5 animals ~ lion, leopard, elephant, rhino and buffalo. The 5 suites consist of 2 standard suites, 2 twin suites and 1 master suite. All suites have a generous bathroom including a bath and a separate spacious shower along with his and her sinks. The master suite has been decorated slightly differently with copper finishes and has a large copper bath and a private outdoor heated plunge pool.

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**Image Courtesy of Umganu Private Lodge*



**Image Courtesy of Umganu Private Lodge*

NEW TOURISM EXPERIENCES



**Image Courtesy of Nako Safari Lodge*

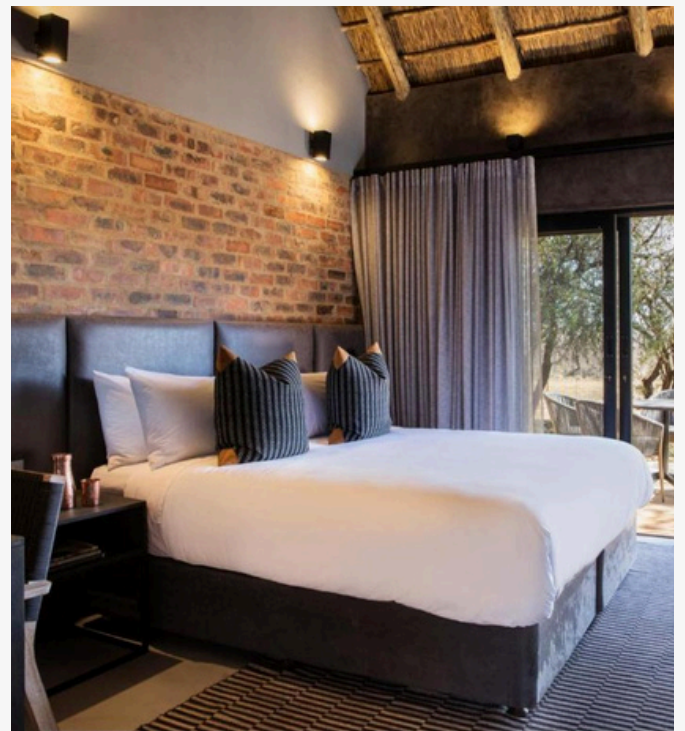
Nako Safari Lodge

Location: Dinokeng Game Reserve,
Gauteng Province

Contact: 082 887 8614 |
info@nakosafarilodge.com

NAKO Safari Lodge's world-class accommodation is the pinnacle of African authenticity and opulent luxury; with 5 luxury suites. All bedrooms feature secure screen doors, allowing you to sleep with a fresh breeze, and the soulful sounds of surrounding nature.

Wake up to the sounds, sights and smells of the African bush, sip on a creamy cappuccino from your private deck overlooking the wandering myriad of wildlife at the waterhole, or refresh with a morning shower under African skies, ensuring each moment is an unforgettable, timeless adventure.



**Image Courtesy of Nako Safari Lodge*

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NEW TOURISM EXPERIENCES



**Image Courtesy of Matter Studios*

Matter Studios Retreat in Vrede

Location: Vredehoek, Cape Town, Western Cape Province

Nestled in the heart of Cape Town, South Africa, Vrede is a reimagined lock-up-and-go holiday apartment by Matter Studio that serves as an ode to raw materials and the honesty of their natural beauty. With a focus on natural textures and locally sourced elements, Matter Studio brings a uniquely South African narrative to life in the form of Vrede. The earthy interiors embody the architectural and interior design studio's commitment to honest materials that convey a meaningful spatial narrative.

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**Image Courtesy of Matter Studios*

NEW TOURISM EXPERIENCES



**Image Courtesy of Future Found Sanctuary*

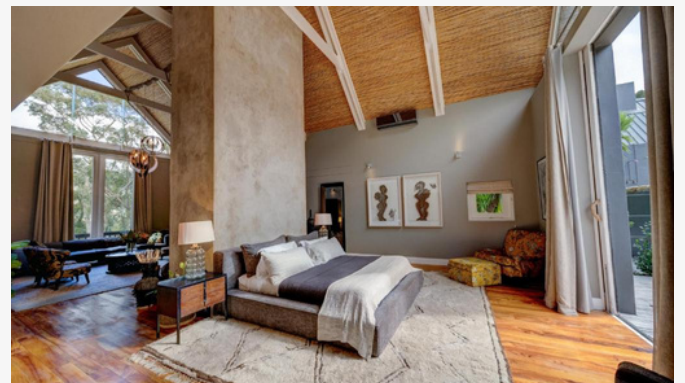
Future Found Sanctuary

Location: Cape Town, Western Cape Province

Contact: 021 427 5901 |
info@futurefoundsanctuary.com

Future Found Sanctuary is Cape Town's premier 5-star luxury hotel, offering unparalleled elegance and sophistication on the slopes of Table Mountain. Discover indulgent villa accommodations, exquisite farm-to-table dining, and personalised services that cater to your every desire. With breath taking views, curated South African art, and an array of tailored experiences, our sanctuary invites you to immerse yourself in the ultimate luxury and serenity.

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**Image Courtesy of Future Found Sanctuary*



**Image Courtesy of Future Found Sanctuary*

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Send your submissions to mediaq@southafrica.net.