



# WELCOME TO AFRICA'S TRAVEL INDABA

Dear Industry Partner in Tourism

It gives me great pleasure to welcome you to Africa's Travel Indaba. This is my inaugural Africa's Travel Indaba as the Minister of Tourism and I'm excited for us to gather here in Durban with the sole focus of advancing our beloved African continent.

It is without a doubt that the sector has experienced some incredibly difficult times over the last couple of years, as we were one of the hardest hit sectors by COVID-19. I am so pleased that all of that is behind us and we are working collaboratively towards recovery, and the results of our hard work are evident.

Trade shows such as Africa's Travel Indaba help us to stay true to what we set out to do in the Tourism Sector Recovery Plan, ensuring that the recovery is inclusive both for South Africa, rest of our African continent and for the entire global tourism sector.

This year, Africa's Travel Indaba comes back under a new theme of 'Unlimited Africa' which speaks directly to the continent's uncapped potential. It is very important that we reposition and refresh the look of the show to ensure that we remain relevant in the post-pandemic environment.

Africa's Travel Indaba is a truly Pan-African show and we are pleased to welcome just under 1000 exhibitors from 20 countries on the continent. They will be showcasing their various tourism products and experiences. They will be exhibiting to no less than 1000 buyers from over 63 countries, globally.

For us to really grow our tourism sector, we need to support SMMEs. This year, the Department of Tourism is supporting 123 local small inbound tourism enterprises through its Market Access Support Programme (MASP). These SMMEs will get to showcase their products and services at the Hidden Gems pavilion. The programme aims to address the cost barriers associated with exhibition and roadshow participation for small businesses by offering partial financial support to qualifying enterprises to participate at selected international and local tourism trade shows.

I would like to thank you all for continuously putting Africa's Travel Indaba on your calendar, and for your unwavering support. It is our collective work and efforts that will indeed advance our tourism sector.

I wish you everything of the best for the next three days of trading. I am confident that the



show will yield great results for your business and that you will build lifelong beneficial networks.

I cannot wait to see you and engage with you on the trade floor.

Best regards

*Patricia de Lille*

Minister of Tourism – South Africa

ICC 501



**Aquila Collection:** a portfolio of Big 5 safari lodges and unique bucket list experiences situated just outside of Cape Town – offering wide ranging accommodation types, day trip excursions, adventure activities, culinary experiences, conference venues and event spaces: **Real Africa; real close to Cape Town.**



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# NEW POLICE UNIT TO BOOST TOURISM INVESTMENT

The 2023 Africa's Travel Indaba in the vibrant and bustling city of Durban was a grand affair when it kicked off with the Business Opportunity Networking Day (BONDay) session, featuring a line-up of top-tier speakers who delivered riveting addresses.

Held at the iconic Inkosi Albert Luthuli International Convention Centre, this preeminent African leisure trade show started smoothly, setting the stage for an exciting and unforgettable 3-day event to be officially opened tomorrow by South Africa's Minister of Tourism, Patricia De Lille.

South Africa's Tourism Deputy Minister, Fish Mahlalela held the audience spellbound with his keynote speech, while the dynamic Vusi Thembekwayo captivated the crowd with his unparalleled charisma and wit. And if that wasn't enough, the Acting Chief Executive Officer at South African Tourism, Nomasonto Ndlovu, took to the stage and enthralled everyone with her inspiring wisdom.

Delivering a keynote address, Mahlalela said South Africa's tourism sector might soon "receive an added layer of security to improve its safety profile in the eyes of tourists." This announcement comes amidst concerns about safety and security in South Africa, a significant issue for the country's tourism industry in recent years.

Mahlalela emphasized the Government's commitment to ensuring the safety and security of visitors to South Africa, stating that the proposed unit would be dedicated to protecting tourists while they travel in the country.

He also announced that the Government plans to spend almost R300-million in the next financial year on developing enterprises and transforming the tourism sector.

"This investment is expected to stimulate growth and development in the tourism sector and support small, medium, and micro

enterprises (SMMEs)," he clarified.

Furthermore, the Department of Tourism's flagship programme, dubbed the Tourism Incentive Programme, has "set aside almost R250-million to provide financial assistance to privately owned tourism enterprises, the Deputy Minister remarked.

The Government also focuses on developing rural tourism "as it has the potential to create job opportunities and support economic growth in rural communities," he noted.

Additionally, he said Government is working to develop tourism infrastructure in rural areas, such as establishing tourism hubs, to support the sector's growth in these areas.

He added: "We have set a target of spending 40% of the tourism budget on procuring goods and services from SMMEs, including women-owned businesses, to support their growth and development."

According to Vusi Thembekwayo, the CEO of MyGrowthFund and a renowned speaker, it is time for Africa to focus on "the liberation of the mind." He said, "We, Africans are just as capable, smart, educated, driven, and gifted as anyone else.

He emphasized that framing the narrative about the continent is the starting point for this liberation. In his view, Africa is like a giant multinational corporation with a unique syrup but no market. The continent has all the ingredients for success but lacks foresight and is bogged down by the narratives of others about its capabilities.

During the Inside Track session, Olayinka Bandele, Senior Economist at the United Nations European Commission for Africa, Southern Africa, emphasized the need for Africa to develop and implement effective tourism policies that look towards the future. Bandele urged employee training in the tourism ecosystem to be geared towards growth and to come from accredited training institutions.

"We have set a target of spending 40% of the tourism budget on procuring goods and services from SMMEs, including women-owned businesses, to support their growth and development."

During the same session, Rohit Talwar, CEO of Fast Future in the United Kingdom, stated that technology deployed in tourism must be fit for purpose and easy for consumers to use. Talwar suggested that while guests are queuing, they can be asked to complete a short survey while enjoying a complimentary coffee. Additionally, Talwar suggested we meet our guests upon arrival at the airport for an on-camera first impression or on their way out to enhance their experience even further.

Nomasonto Ndlovu, Acting Chief Executive Officer at South African Tourism, emphasized that despite being a long-haul destination, South Africa provides value for money and experiences for all travellers. Ndlovu stressed that, even though travelling has changed post-COVID-19, we cannot take our eyes off the ball, as the bread and butter of tourism hinges on the level of trust in the destination. She spoke highly of the South African grading system, which rates hospitality establishments and offers consumers "peace of mind" regarding their experience.

Amy Hills, Senior Associate of Capital Markets in JLL's Hotels & Hospitality Group, echoed the sentiments of the changing needs of a new type of traveller. Hills outlined the attributes of this new tourist, stating that "they track destination carbon footprint and prioritize sustainability." She revealed that tourism produces a staggering 80 per cent of carbon emissions, hence the need for an honest conversation about "sustainability."

## TOP REASONS TO USE THE AFRICAS TRAVEL INDABA MOBILE APP

New improved, one password login for the mobile app and diary system



1. Create a business profile for delegates to view



2. Save time and book appointments with fellow attendees



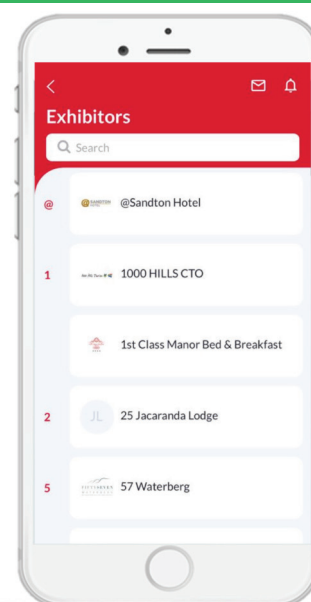
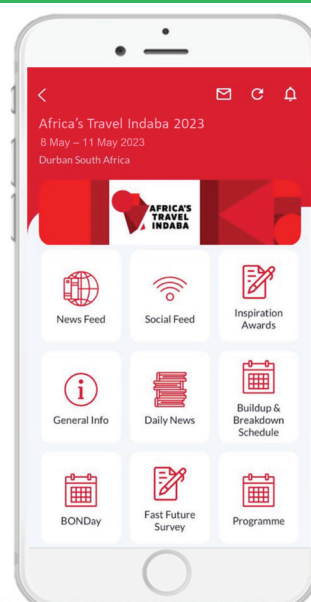
3. Receive crucial information about exhibitors and buyers



4. Follow all Twitter posts featuring the Meetings Africa hashtag through the newsfeed



5. Navigate the Meetings Africa Trade Floor all in the palm of your hands



Scan the QR code or search for Africas Travel Indaba 2023 on the App Stores









# PROGRAMME

Time	Event	Venue	Time	Event	Venue
07:00-09:00	TKZN Buyer Breakfast	Meeting Room 12, ICC	12:00-14:00	Mpumalanga Tourism & Parks Luncheon	Meeting Room 12
08:30 -10:00	Speed Marketing - See with a mind's eye (Scenic Beauty	Meeting Room 21, ICC	13:00 -14:00	Lunch - Vendors Trade from 12:00pm	Designated Venues
08:30 -10:00	Africa's Travel Indaba 2023 Trade Floor Opening	Auditorium - Hall 6	14:00 -14:30	Connection Session: Toursim Investment Fourm Africa	Media Centre
10:00 -18:00	Exhibition Starts / Diary Meetings	Exhibition Areas	<b>BOMA TALKS</b>		
10:30 -12:00	Minister's Walk- About	ICC, DEC & Walnut Road	15:00 -15:30	Future Forward: Humanising Digitalisation	Future Wheel - ICC Concourse
11:00 -12:00	TGCSA Grading Citeria Panel Discussion	SAT Stand	15:15 -16:00	TSGSA Benchmarch Property Showcase	SAT Stand
11:00 -11:30	<b>BOMA TALKS</b> Shaping Sustainability: Carbon Off-Setting for Responsible Tourism	Butterfly Wall - ICC Outdoor	16:00 -17:00	Biodiversity Conversation- South Africas Competitive Advantage in Toursim	Maharini Tower, 2nd Floor, Tugela Room, Durban
12:00 -13:30	Global Media Face-Off	Media Centre	18:00-00:00	Africa's Travel Indaba Official Welcome Networking Event	North Plaza, ICC

## NEW THINGS TO EXPERIENCE AT AFRICA'S TRAVEL INDABA 2023

The annual Africa's Travel Indaba is back and sets to showcase a range of new elements to visitors from May 9-11, 2023. This year's edition is themed "Unlimited Africa", indicating that the African continent is open for the world to explore, connect and grow, especially after the COVID-19 pandemic. The event will be opened by Patricia de Lille, the new Minister of Tourism, providing visitors with an opportunity for new engagement with government agencies, trade associations, travel buyers and sellers, and media.

This year, a whopping 160 first-time exhibitors will grace the show, a remarkable achievement for the organisers. The number of African countries exhibiting at the event has also increased, indicating juicier African participation. In total, just under 800 exhibitors from 18 African countries will be present at the event, showcasing an array of travel and tourism offerings to regional and international buyers.

One of the new initiatives is the Basic Quality Verification Programme at ATI which is designed to provide access to training for unemployed youth in under-resourced areas, allowing them to reach their full potential in small tourism establishments.

Another highly anticipated launch is the global initiative on sustainable and responsible tourism by South African Tourism (SA Tourism), which will be announced at the Tourism Grading Council of South Africa (TGCSA) stand on May 10th.

The event will also be highlighting the importance of sustaining the recovery of Africa's tourism sector with valuable insights from experts that will benefit industry stakeholders and businesses. This year's



Africa's Travel Indaba promises to be an exciting event, offering visitors an opportunity to experience new things, make new contacts, seal new deals and network like never before.



## DO GOOD FOR TOURISM BY BECOMING A TOMSA LEVY CONTRIBUTOR

### Why does it matter?

Through the funds collected we have been able to;

- Contribute to the marketing of destination South Africa.
- Tourism safety initiatives
- Improve air access
- Support small businesses and communities
- Fund the operations of the TBCSA

### How you benefit

- Discounted entry for industry trade shows
- Special discounted rates on tourism grading fees
- BEE points based on the Tourism B-BBEE Sector Codes
- and many more...

To read more about TOMSA visit [www.tomsa.co.za](http://www.tomsa.co.za) or visit our stand: ICC402



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TOURISM BUSINESS COUNCIL OF SOUTH AFRICA





# IT'S *Your* NORTH WEST PROVINCE "Enjoy It"

Latitude: -27° 00' 0.00" S Longitude: 26° 00' 0.00" E

Give a fist bump to a stranger, give a smile, it goes a long way.  
A simple "Hola" to a fellow citizen, can change how their day goes.

Take a Shot Left in your backyard, Support a local joint, Post a grand review,  
Spoil yourself, because you deserve it, yet, Keep it Local.

Abandon the Kerb, Absorb the wilderness, live your best, you deserve it.  
Retreat to one of our world-class untamed game reserves.

Untamed is the only way we know how, as wild as it comes.

Experience our wildest side.

Explore The 118 797 Square Kilometers of  
Untamed Heritage, Economy, Adventure, and Conservation

Explore the North West Province



Come visit us at our Travel Indaba 2023  
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Wildlife



Natural Resources



Heritage



Adventure



Investment



Agriculture



North West Tourism

[www.tourismnorthwest.co.za](http://www.tourismnorthwest.co.za)





# THE DURBAN ICC IS READY TO HOST YOU

## Sanibonani and Welcome!

On behalf of the Durban ICC Team, our Board and executive management, it is my great pleasure to extend a warm welcome to Africa's Travel Indaba 2023 delegates, hosted at the Inkosi Albert Luthuli ICC Complex.

As the 'Mother of the House', I am honored to welcome you personally as my guests, at this prestigious event that celebrates the very best of African tourism. Our team has worked tirelessly to prepare for this year's Indaba, and we are confident that you will find our venue to be the perfect setting for your exhibition, workshops and one-on-one meetings. Africa's Travel Indaba is always a highlight in our calendar. Not only is it an opportunity to showcase the diversity of our beautiful continent, but it is also a wonderful platform to highlight the incredible destinations and experiences that are waiting to be discovered. It is also a chance to forge new partnerships and collaborations, to learn from one another, and to work together towards a more sustainable and inclusive tourism industry.

Over the next few days, we will gather to share ideas, insights, and experiences that will help us shape the future of the travel industry on our continent. I encourage you to take full advantage of all that Indaba has to offer, including the informative sessions, thought-leadership events, and engaging networking events. We look forward to seeing so many passionate and dedicated individuals from across Africa and beyond joining us here in Durban, the heart of the Zulu Kingdom. We are expecting a truly international audience, with delegates from all around the world, representing every sector of the travel industry. Together, we will explore the latest trends, innovations, and best practices that are driving the growth of the travel industry in our region.

As the premier travel and tourism event on the continent, this year's Indaba promises to be a truly exceptional experience, filled with exciting opportunities to network, learn, and engage with industry leaders and innovators.



We are confident that this event will help to showcase the best of African tourism to the world, and that it will provide valuable opportunities for businesses and organisations to grow and thrive.

We look forward to strengthening the ties that bind us as members of this vibrant and dynamic industry, and to working together to create a brighter future for tourism in Africa.

*Lindiwe Rakharebe*

- CEO of the Durban ICC

## VOICES FROM THE FLOOR



**Daniel Joseph**  
ZDP Group  
Buyer

The Indaba is a great trade show and we expect to create more opportunities for the businesses coming through and create more relationships with international stakeholders. Africa is still growing, so there are still many opportunities to invest and develop the continent to reach the targets we need to reach for future generations to benefit from.



**Melissa Sanderson**  
Asilia Africa, Tanzania  
Exhibitor

What makes Africa great in tourism is the continent's incredible diversity and people. The tourism industry has expanded incredibly post-Covid, beyond all predictions that could have possibly been made. The tourists are back and they have a hunger and excitement to travel.



**Shafiek Soeker**  
Big 5 Toro Lodge  
Exhibitor

It is post-Covid and there is a huge need to campaign much stronger to be able to go back to normal and this is the key point of our visit to Africa's Travel Indaba. Africa is the only continent in the contemporary era that still has so many natural resources and it has the potential to be the king of the world.



**Lindokuhle Kateko**  
Survy Mash  
Exhibitor

Africa's Travel Indaba is a great platform to showcase what Africa has to offer to the world. I believe people should invest in Africa because the continent has the potential to do any and everything. It's important for people to visit Africa because it's the best place to be in terms of culture, sightseeing and the unlimited beautiful tourist attractions.

## EXPLORE MZANSI WITH A SHO'T LEFT

South Africans need not look far for adventurous experiences given the diverse cultures, magnificent landscapes and amazing wildlife in our country. A crucial aspect of giving local adventures wings is SA Tourism's "Sho't Left" initiative which offers discounts on trips within our borders thus encouraging more travel within our land as well as helping support local businesses through events such as Travel Week happening every year in September.

This annual affair creates opportunities for various partnerships between different sectors including travel companies who offer sublime discount deals you don't want to miss out on. Dive right into South Africa's most exciting event; Travel Week – showcasing an array of captivating locations ranging from wildlife safaris, and cultural heritage sites to scenic drives and adrenaline-driven activities.

Discover what is hidden in your backyard today! Locals have an amazing opportunity

to foster tourism growth by supporting small businesses whilst embarking on awe-inspiring adventures by taking advantage of our short escape package; Sho't Left - discover hidden gems with ease while becoming ambassadors for beautiful South Africa. Join our mission by participating in initiatives that promote domestic tourism such as the Sho't Left Ambassador Programme or enjoy weekend travel packages within South Africa using the remarkable - Sho't Left Travel Weekender Series campaign.

Register now and take a Sho't Left  
Register and book a #TravelWeek deal today by visiting:  
[www.shotleft.co.za](http://www.shotleft.co.za) | [www.southafrica.net](http://www.southafrica.net)





# FEEL THE LIFE, PULSE AND ENERGY OF MAURITIUS

It's time...

to relax and unwind.

To feel the warmth of the tropical sun on your skin.

Immerse yourself in crystal clear blue water.

Take long walks on pristine white sand beaches.

Experience perfect luxury.

Calming, euphoric, curious, adventurous. It's a place to embrace every energy.

**M**auritius is big enough for extraordinary adventures and small enough to do it all in one holiday. So, come and hike through National Parks with a local guide, climb mountains, taste food influenced by every community on the island or slow down and pause during a yoga

session at sunrise. Our diverse and inclusive island is the perfect destination for authentic interactions and meaningful experiences. We are ready to welcome you and show you why life in Mauritius is so special. It is no wonder that Mauritius is the ideal destination to visit for a special family holiday or a reunion of friends, that romantic getaway or to explore its natural beauty on foot or a mountain bike. It's time to unearth the hidden gems and discover the secrets of Mauritius once again.

## Beautiful beaches... and so much more

Mauritius is a vibrant, friendly and beautiful country to visit. Not only does it have some of the best luxury resorts and beaches on the

planet, but it is also a unique melting pot of cultures that you won't find anywhere else, including many cultural festivities and spiritual festivals that take place across the island all year round. The island boasts a variety of activities ranging from golf to adventure sports such as skydiving, quad-biking, trekking, mountain biking, trail-running and zip-lining, together with a host of water sports including fishing, kitesurfing, parasailing and canoeing.



Feel our Island Energy  
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**DEC2C06** at Africa's Travel INDABA 2023  
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Email: [mauritius@meropa.co.za](mailto:mauritius@meropa.co.za)  
Tel: +27 11 506 7300

*Mauritius*

## EMBRACING E-TRAVEL FOR SEAMLESS TRAVEL EXPERIENCES

**E**-travel is revolutionizing how people plan trips worldwide, allowing for easy access through online platforms to book flights, accommodations, rental cars, and activities.

E-travel offers both convenience and cost-effectiveness, as travellers can compare prices across multiple sites to find affordable options that fit their budget. Real-time flight tracking simplifies itinerary management, resulting in a hassle-free planning experience. African countries, including Kenya, Tanzania, and South Africa, are embracing E-travel technology by launching

user-friendly online booking platforms, while African airlines are providing mobile applications for seamless flight booking and real-time itinerary updates. Governments across the continent prioritize sustainable travel and promote eco-tourism through

E-travel platforms, showcasing natural landscapes while preserving them for future generations. E-travel also offers insights into the unique cultural heritage of African nations, making travel accessible to all at competitive prices without sacrificing comfort and convenience.

## SOUTH AFRICA: THE FILM HUB OF AFRICA

**F**ilm tourism is emerging as a significant sector in the global tourism industry, and South Africa has the potential to capitalize on it. With its diverse landscapes and lower production costs, South Africa has become a popular filming location and is now the filming hub of Africa. The development of the Filmset App, a platform that connects filmmakers with locations and services in South Africa, can help to attract more productions to the country. By simplifying the process of discovering and accessing resources, the app could contribute to growing the local film industry and increasing visibility for South Africa on the international stage.

Another initiative, Locations Africa, is a private sector-led initiative that focuses on developing filming locations, facilities, and skills across Africa. This initiative aims to increase the number of films shot on location in Africa while contributing to the economic growth of the

continent's film and hospitality sectors. The annual Locations Africa Conference and Expo, taking place in Johannesburg in October 2023, is an event that showcases Africa's potential as a filming destination to the global community. Delegates and exhibitors can engage on the progress and benefits of filming in Africa, and showcase their products for use in film and other audio-visual content produced on the continent.

South Africa has the potential to reap significant economic benefits from film tourism. The development of the Filmset App and the Locations Africa initiative are steps in the right direction towards growing the local film industry, improving the skills of both the private and public sectors in meeting the needs of filmmakers, and building Africa's filming brand identity. The Locations Africa Conference and Expo provides an excellent opportunity to showcase Africa's potential as a filming destination and to attract more productions to the continent.





# KZN Sharks Board Maritime Centre of Excellence



**T**he KZN Sharks Board is the only organization of its kind in the world, mandated to do bather protection against shark attack while minimising environmental impact, thus promoting tourism in the KZN province. International, domestic tourists and scholars are educated with dynamic audio-visual and shark dissection shows.

The KZN Sharks Board educates members of the public & International visitors about the activities of the organization, promote both beach and marine tourism along the coastline of KwaZulu-Natal, South Africa.

## Audio-visual and shark dissections

Tourists and scholars alike can enjoy a dynamic audio-visual presentation that has a powerful combination of aerials, slow pans, tight close-ups and superb imagery. Although the 26-minute presentation is designed to entertain, it is also educational,

providing information on subjects such as the sensory biology of sharks and their role as top predators in the marine environment. The show is followed by a shark dissection where you can see the internal anatomy of one of the ocean's most feared predators. (A minimum of 15 people required for a shark dissection show to take place, please contact the office to confirm bookings)

Visitors can be part of the KwaZulu-Natal Sharks Board Maritime Centre of Excellence exciting early morning Boat Tour, where they get to see the staff from Operations Department servicing the shark safety gear off Durban's Golden Mile beaches. The visitors experience and enjoy the sights of Durban which includes the beautiful Moses Mabhida Stadium as you travel through the harbour and out to sea into the rising sun. The Boat leaves the harbour at 06h30 and the trip lasts for approximately 2 hours. Trips take place from Monday to Friday.

Fee: R350.00 per person (children under the age of 6 are not permitted) - Boat tour fee includes complementary ticket to see the educational Audio Visual & Shark Dissection show (Show days are Tuesdays, Wednesdays & Thursdays, subject to a minimum number of people attending the show). Booking is essential.



Contact KZN Sharks Board

Contact Person: Ms Nombuso Msomi

Contact number +27 (0) 31 566 0400

Website: [www.shark.co.za](http://www.shark.co.za)

Bookings: +27 (0)82 403 9206

T's & C's apply.



**Audio & Dissection Show**



**Shark Museum**



**Curio Shop**



**Research**



**Early morning Educational Boat Tours**



**Operational Boats**





# THE TASTE OF AFRICA:

## A CULINARY ADVENTURE

African gastronomy is as diverse as the continent itself, with each region and culture boasting unique flavours, spices, and cooking methods. The continent's unique cuisines are considered one of the top reasons why travellers choose to visit the continent.

From North Africa's couscous to West Africa's jollof rice and South Africa's braai, African cuisine has become increasingly popular worldwide in recent years. One of the defining features of African gastronomy is the use of spices and herbs. North African dishes, such as tagine and harissa, make use of spices like cumin, coriander, and turmeric. West African cuisine, on the other hand, often incorporates hot chilies and ginger for a bold, spicy flavor. East African cuisine, which includes countries like Ethiopia and Somalia, is known for its use

of unique spices such as berbere and mitmita.

African cuisine also makes use of a wide variety of grains, vegetables, and meats. Starchy staples such as yams, cassava, and plantains are commonly used in West African cuisine, while East African cuisine features dishes like injera, a sourdough flatbread made from teff flour. Meat dishes are also popular, with North African countries known for their lamb and chicken tagines, while South African cuisine features braaied meats such as boerewors and sosaties.

"The role African gastronomy plays in promoting the continent's cultural heritage is very important. As a chef, I always have this saying 'tell me what you eat and you'll show me who you are', which plays a big role in how regions use their unique cuisine to showcase their personality and cultural heritage," says Chef Coco Reinartz, a multi award winning who has a food philosophy that always engages with what it means to be African in a global gourmet context.

It is crucial for chefs of the continent to understand the importance of using indigenous ingredients and showcasing their region's

cultural heritage through the dishes available for travellers.

Many people choose a destination based on a number of factors and one of those reasons is their interest in a country's unique cuisine. It is highly unlikely that a traveller would want to eat a dish that is readily available in their own country when visiting another.

One of the reasons why African gastronomy is gaining popularity is its emphasis on fresh, locally sourced ingredients. Many traditional African dishes are made with seasonal ingredients and are often prepared using traditional techniques such as grilling, smoking, and roasting.

African gastronomy is a rich and diverse culinary tradition that continues to evolve and inspire. With its bold flavours, vibrant colours, and focus on fresh ingredients, it's no surprise that African cuisine is increasingly making its mark on the global culinary scene.



MANICURES

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BODY TREATMENTS

MASSAGES

HAIRDRESSING



VICTORIA FALLS  
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Visit the Victoria Falls Safari Lodge desks on the Zimbabwe and ATTA stands to find out more about Victoria Falls' largest and first purpose-built spa.

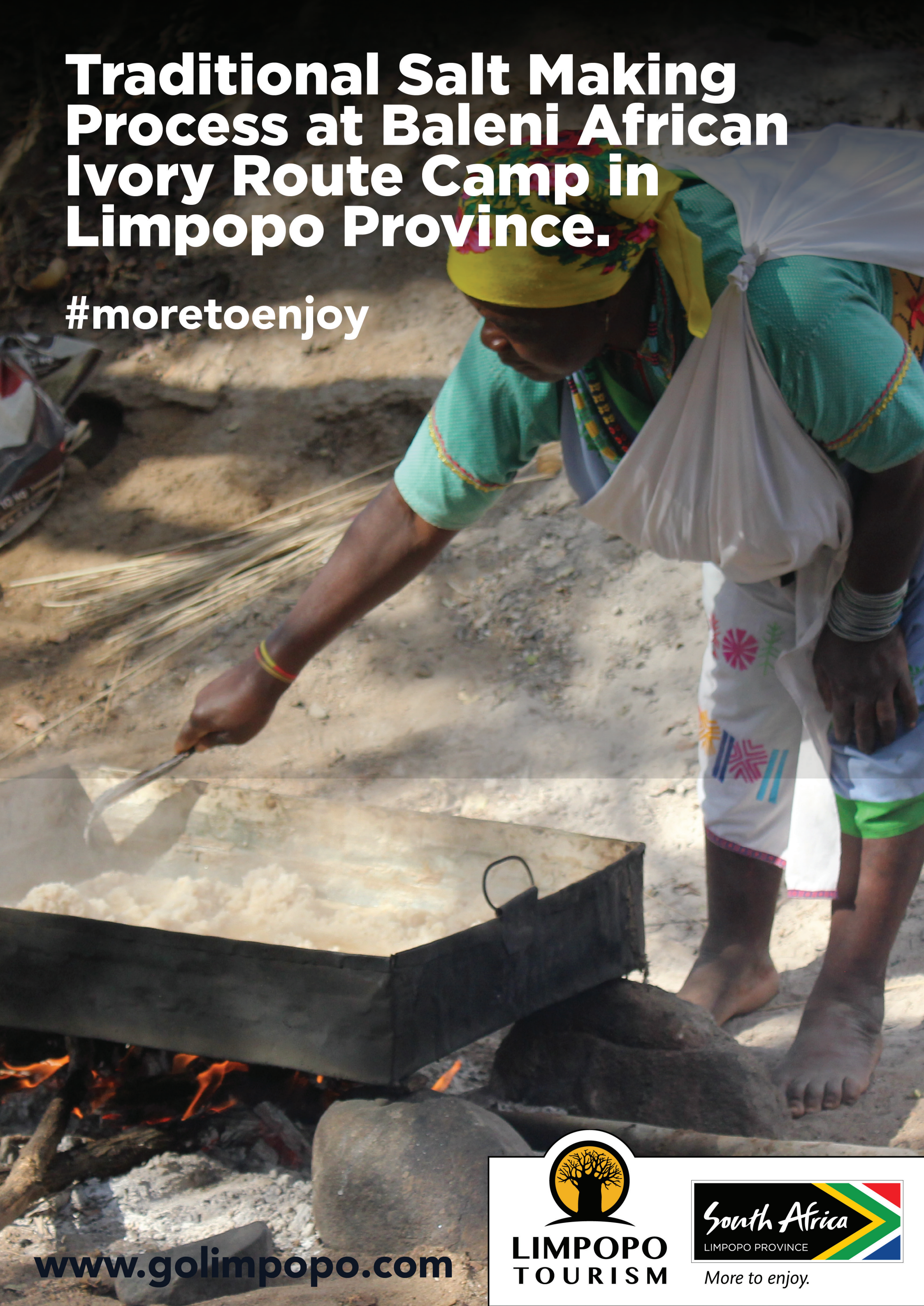
Zimbabwe Stand : DEC2E15 or ATTA Stand: ICC920

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# Traditional Salt Making Process at Baleni African Ivory Route Camp in Limpopo Province.

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TOURISM



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# EXPLORE SMALL TOWNS AND VILLAGES OF THE NORTHERN CAPE

The Northern Cape is a destination that offers visitors an easy do-it-yourself option to explore the area through its six Northern Cape Routes. The routes feature hidden gems, adventure and leisure options, nature reserves, and unique experiences for visitors.

## The Namaqua Coastal Route

The perfect place to recharge and reconnect with loved ones through succulent sleuthing with a botanical guide, exploring shipwrecks, hiking, and spotting whales and dolphins along the coastline.

## The Richtersveld

South Africa's only mountain desert and the route travels along rugged gravel roads to quaint towns such as Eksteensfontein, Sendelingsdrift, Lekkering, Kuboes and Sandrift. Visitors can learn about the lives of nomads and experience dancing and storytelling.

## The Quiver Tree Route

Stretches along the mighty Orange River and features quaint towns, hot springs, and

numerous outdoor activities. Visitors can also explore the Auwabies National Park and the world's sixth-largest waterfall, the Auwabies Falls.

## The Kalahari Red Dune Route

Perfect for adventure-loving families and adrenaline seekers who enjoy dune hikes, sand duning and surfing, and close encounters with meerkats. The route also includes South Africa's newest world heritage site, The Khomani San Cultural Landscape.

## The Karoo Oasis Route

An ideal stopover for travelers between Johannesburg and Cape Town. The route offers visitors a chance to experience the rich mining history of the Diamond Fields region before stopping at one of the numerous national game and nature reserves. The route also includes the opportunity to meet local artists and purchase beautiful arts and crafts.

## The Forgotten Highway Route

Offers visitors a chance to learn about key historical events and dynamics along the route, including run-away slaves, missionaries,

hunters, and traders who typically travelled north from the Cape Colony to the new frontier along the Orange River.

The Northern Cape offers visitors breathtaking scenery, numerous outdoor activities, unique cultural experiences, and opportunities to connect with loved ones. The Northern Cape Routes package makes it easy for visitors to explore the area on their own and to discover the province's hidden gems.



**northern cape**  
SOUTH AFRICA's real  
[www.experiencenortherncape.com](http://www.experiencenortherncape.com)

# EXPERIENCE THE ULTIMATE SAFARI IN AFRICA

Africa is a continent that never ceases to amaze due to its diverse wildlife and unique natural beauty making it the ideal destination for a safari adventure. Planning the ultimate safari experience in Africa involves meticulous planning in several factors, including your budget, travel preferences, and finding the best time to visit.

For adventure seekers looking for an iconic destination look no further than East and Southern Africa. With wonderful reserves such as Tanzania's Serengeti National Park or Kenya's Masai Mara National Reserve in East

Africa or Kruger National Park & Botswana's Okavango Delta in Southern Africa. In order to fully appreciate your trip, it's critical to plan around seasonal changes, in East Africa, June through October is usually recommended as its dry season while May through August is the optimal time period for southern regions like South Africa. With accommodation options ranging from luxury lodges offering an unparalleled safari experience to more practical mid-range lodges, there is something to fit every budget.

The best part is that you won't be short of activities on safari - game drives, walking safaris

and night drives are just a few options to get your heart racing! Hop aboard an open-sided vehicle with a seasoned guide that knows where all the hotspots are located within any majestic wilderness park.

Should you prefer more rugged explorations amidst nature's raw beauty, walking safaris could be just what you need or track darkness dwellers with night drives instead! Whichever option tickles your fancy - don't forget essential vaccinations or packing the right gear tailored according to climatic conditions.

# THINGS TO DO & PLACES TO SEE IN DURBAN

From the warm friendly people of every race and creed, to spicy foods, beautiful beaches and a warm tropical climate. Welcome to Durban!

## uShaka Marine World

uShaka Marine World is one of the largest aquariums in the world. It has a unique offering of marine life, water parks, and entertainment all in one destination.

## Moses Mabhida Stadium

This stadium is most famous for hosting 7 football games in the 2010 FIFA World Cup, including a semi-final match. But football is not its only attraction! Due to the design of the stadium, it offers a range of fun activities to do such as Segway gliding, and stadium tours.

## Suncoast Casino and Entertainment World

Considered to be Durban's top entertainment destination situated on the Golden Mile, offers a wide selection of restaurants, bars, cinemas, amphitheatre, entertainment areas for children, and a beautiful private beach.

## The Valley of a 1000 Hills

It is a beautiful landscape of rolling hills and valleys and is a few minutes' drive from Durban. The Valley of a 1000 Hills is great for hiking, mountain biking, and sightseeing, game driving, quad-biking, with a plethora of cultural villages to explore.

## The Golden Mile

The Golden Mile is the most popular beachfront site in Durban and actually is a mile in length. It's a perfect destination to sunbathe, surf, or just relax on a holiday.

## Ricksha Bus City Tour

Hop aboard the Ricksha Bus for a scenic overview of a range of Durban's major attractions. There are 2 Ricksha Bus Tours a day, seven days a week. The Ricksha bus follows a route through the whole of central Durban, taking in the Victoria Street Market, Francis Farewell Square, beachfront, the Berea, Florida Road, Mitchell Park, Morningside, the Cube viewpoint, Wilson's Wharf and the city centre.



# MEET ANEW RESORT HAZYVIEW KRUGER PARK

ANEW Hotels & Resorts thrilled to welcome guests to its 17th property, ANEW Resort Hazyview Kruger Park, which launched on 1 May 2023.



and belief in what, and how, we do things. We're improving as we grow and I think our values resonate with our industry and customers. We are excited to see what new opportunities the rest of 2023 will bring and are looking forward to this year's Travel Indaba as a launchpad for a number of new initiatives."

"Situated a mere 15 minutes from the Kruger National Park's Phabeni Gate, this is an important acquisition for ANEW. ANEW Resort Hazyview will unlock an important tourism destination for us, enhancing our ability to host international series and attract new tourism industry partners", says Alan Campbell, Sales & Marketing Director for the group.

ANEW Resort Hazyview's tranquil setting boasts 54 rooms, each unique to its style and character. Upon booking, guests will have four types of rooms to choose from, such as standard twin and double rooms, the open-planned Family Suite, or the added touch of luxury with the ANEW Resort Hazyview Grande Suite, which comes with a jacuzzi, private pool and leads out onto a gorgeous flower garden, whereas the villas have private gardens/terraces.

Furthermore, the property lends itself perfectly to any upcoming events, as the conference facilities can seat up to 260 delegates making it an ideal place for corporate functions, meetings, parties, team-building exercises, and weddings. In the area surrounding the hotel guests can enjoy adventure activities such as quad biking, zip lining, rafting, abseiling, paintballing, archery, and horseback riding.

Says Campbell: "I think our continued growth is a result of our optimism



Take advantage of the grand opening special and visit the team at **Stand ICC 1610**  
To learn more about this and other properties in the ANEW Hotels & Resorts portfolio visit:  
[www.anewhotels.com](http://www.anewhotels.com) | [info@anewhotels.co.za](mailto:info@anewhotels.co.za)



**ANEW**<sup>TM</sup>  
HOTELS & RESORTS



# LET'S VISIT THE NORTH COAST

## SOUTH AFRICA'S PREMIER LIFESTYLE DESTINATION

Situated on the east coast of South Africa the North Coast sub-tropical region is blessed with warm waters, a year-round tropical climate, barrelling waves, pristine beaches, and a collection of tidal pools. Facing the warm Indian Ocean and its shark-protected beaches, this is an ideal place for water-based activities such as swimming, surfing, fishing, dolphin, whale watching, canoeing, and scuba diving. Additionally, there are cycle tours, hiking

trails that venture through nature reserves, past fields of sugarcane, and along the shore, all covering diverse habitats such as coastal dunes, wetlands, and offering a beautiful way to explore the area and see wildlife, and marine life, in their natural environment.

The North Coast offers five-star accommodation top-notch leisure attractions with peace and tranquillity of being away from home and activity sites with breath taking panoramic views and first-class fine dining venues. Travellers can explore various adventure activities including horse riding, zip lining, quad biking and so much more. To whet your appetite there is a wide variety in terms of cuisine from seafood, Indian, Greek to Portuguese and not forgetting traditional Shisanyama.

North coast is also known for its rich history, the Chief Albert Luthuli Museum and King Shaka visitors' centres, which is another drawcard for both local and international visitors. The coastal strip also offers land-based recreation opportunities for sports enthusiasts, including magnificent golf courses such as

Zimbali Golf Estate and uMhlali Country Club or simply soak up the sun on the beach while outstretched on the soft sand.

The fun never ends, iLembe District is indeed a one stop leisure destination for the whole family to enjoy. So why not take a Shot Left and explore the North Coast for an unforgettable experience? iLembe District has retained the natural beauty of the area and the year-round climate which makes it an excellent place to work, play and live."



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For further information, contact:

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NKUNGUSE CLOTHING MANUFACTURING & CLOTHING CC | ZOLUTION FASHION | CRAFT LADY'S | NYM GROUP | ZIP & ZEN | QHAWEKAZI STYLES-COLLECTION  
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# Experience a whole lot of living where life began


All humanity shares an African heritage, and this site is an area of universal value. As the Gauteng's only World Heritage Site, and premium tourism destination there is no excuse not to visit for an experience that will encompass over 400 diverse tourism offerings, across eight visitor experience categories from Stones and Bones which encompasses Maropeng Visitor Centre and a boutique hotel, Sterkfontein Caves, adrenaline activities, wildlife-wonders, a variety of dining options and surplus of culture and craft.

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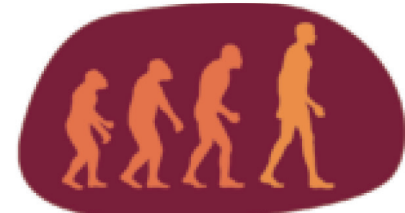
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# SATSA CONFERENCE CONCLUDES WITH BOLD ANNOUNCEMENTS

The Southern Africa Tourism Services Association (SATSA) conference concluded on a triumphant note on Sunday, 8 May, as the Minister for Tourism, Patricia de Lille, made a series of exciting announcements.

During her speech on Day Two of the conference, Minister de Lille unveiled her immediate priorities, which include finalising the long-awaited Tourism Master Plan within the next two months and revamping the Tourism Equity Fund.

She emphasised the urgent need to transform the Tourism Sector Recovery Plan, adopted by cabinet in 2021, into a comprehensive Tourism Sector Master Plan.

“The recovery plan will form the basis of the master plan. I want input from everyone on this master plan or its draft. By the end of May, I expect the first draft to be ready for gazetting, with the final plan concluded before the end of June”.

The Minister said there was an urgent need for a more coordinated destination marketing strategy, one that would drive South Africa’s tourism to unprecedented heights, even surpassing pre-pandemic levels.

In addition to this, Minister de Lille said there is a plan to roll out the Tourism Equity Fund, but this would entail first redesigning the fund’s

criteria to align with existing laws and the country’s constitution.

Launched in 2021, the Fund was interdicted in court on the basis of not being non-compliant with some of the country’s laws.

“I have already intervened by settling the court case, finalised on 26 April 2023. I am now working on the concept and criteria for applications to the Tourism Equity Fund and will keep the industry informed on any updates,” she assured the attendees.

Other priorities for the Minister, she added, include improving e-Visa turnaround time for tourists. To this effect, she is working closely with her Home Affairs counterpart, Minister Aaron Motsoaledi, to expedite the application and approval processes.

Focusing on the issue of Tourism Monitors, Minister de Lille emphasised the importance of providing adequate training. She said that over the past two years, 1,846 tourism monitors had been recruited.

Tourism Monitors are recruited and trained to help with enhancing the experiences of visitors and also to promote the safety of tourists at certain sites where they are deployed.

Minister de Lille said there with the help of the private sector, the numbers could increase but said there needs to be a discussion on where the Monitors are deployed.



Held at the Inkosi Albert Luthuli International Convention Centre in Durban, the conference was a gathering of industry players and experts who deliberated on a number of issues affecting the sector.

During the conference, the Tourism Business Council of South Africa (TBCSA) and South African Tourism unveiled their collaborative initiative, consisting of structured engagements aimed at invigorating the tourism sector. This collaboration will lead to the establishment of dedicated workstreams focusing on specific markets and aspects of tourism and destination marketing.

## BE INSPIRED AT AFRICA’S TRAVEL INDABA

With a focus on celebrating excellence, the Africa’s Travel Indaba Inspirational Awards are an opportunity to shine a light on the best of African tourism and inspire future generations to continue building a brighter future for the industry. Africa’s Travel Indaba 2023 is happy to announce the launching of the Inspirational Awards for 2023.

There are five distinct categories for Inspirational Awards:

**The Inspiration Award** – the industry individual or organisation that has, over the past one year inspired the Africa’s Travel Indaba community by the way in which they have challenged the odds, demonstrating Africa’s Excellence

**The Innovation Award** – the industry individual or organisation that has, over the past one year by adapting themselves, their product or business, or has introduced something new and unique, showcasing endless possibilities.

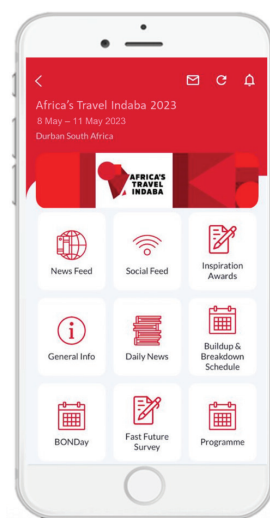
**The Empowerment Award** – the industry individual or organisation that has, over the past one year made in-roads in empowering others in the industry through collaboration or sharing of knowledge.

**The Transformation Award** – the industry individual or organisation that

has, over the past one year made significant inroads in transforming their business to include youth and women.

**The Excellence Award** – the industry individual or organisation that has, over the past one year, in a humanitarian way, uplifted and motivated other partners in the industry in striving for Excellence, the African Way.

Please download the Africa Travel Indaba Mobile App and submit your nominations for each category today!





# SOUTH AFRICAN TOURISM UNLOCKS KEY MARKET INSIGHTS

South African Tourism is pleased to present its in-depth market insights on all our key source markets. These are 24 digital booklets that present key data and tourist insights from travellers coming from South Africa's 24 priority markets, as per the Marketing Prioritisation Investment Framework. These digital booklets are designed for and aimed at equipping tourism trade partners with

key data that will enable them to sell south Africa faster relative to our competitors. These booklets will further provide them with an understanding of travellers' needs from various markets, helping them better cater to these needs. These insights can also be used as a means to evaluate the suitability of product offerings per respective market. These digital booklets will be frequently updated with the

latest trends as they occur so that our trade partners have up-to-date data and statistics on destination South Africa as well as our key source markets.



## VOICES FROM THE FLOOR



**Daniella Kueck**  
Tiger Canyon  
Exhibitor

I'm looking forward to finding open and like-minded people in the industry and sharing Tiger Canyon. Africa is the place most people want to travel to. Africa has space and is at the forefront of conservation and the way for conservation to move forward is by eco-tourism. So the more we invest in that, the more it will thrive



**Tshukudu Moepadira**  
Neo Star Car Rentals  
Exhibitor

We are expecting collaboration and partnerships, getting to grow our businesses, creating more networks, and building the tourism space this year at Africa's Travel Indaba. Africa is the cradle of humankind and we definitely must invest in Africa.



**Noviyanti Chandra**  
Happy Tour, Indonesia  
Buyer

This is my first time coming to South Africa and attending the Indaba. Africa is the best destination for those who seek a unique travel experience. I am looking forward to the next 3 days and connecting with locals to show me their region.



**Simangliso Mthembu**  
Travel Experts PTY LTD  
Local Trade

Il'm looking forward to the exhibitors, new opportunities, meeting new people and just expanding the horizon and reach of my business. Investing in Africa is investing in ourselves and I don't think people are informed on the African Market. That's why we need to have these kinds of conferences as travel agents and be able to share industry knowledge with our people.



*Discover the diverse cultural experience in Mpumalanga*





# KZN SETS THE TONE FOR AFRICA'S TRAVEL INDABA

It is my great pleasure to welcome tourism buyers, exhibitors, and all other stakeholders in the tourism value chain to this year's Africa's Travel Indaba, where KwaZulu-Natal will be showcasing the myriad of tourism offerings it has in store for international travellers.

Africa's Travel Indaba has become the most prestigious travel and tourism exhibition showcasing the widest variety of Africa's best tourism products and experiences to the world. This must attend tourism event attracts hundreds of international and local travel buyers, destination marketing companies and leisure tourism services partners and media.

KwaZulu-Natal uses this vital platform to promote and market its business event hosting capability whilst simultaneously showcasing KZN's leisure tourism products and experiences.

This iconic event is vital to South Africa's economy as it encourages job creation and fosters business networking and connections that are integral to the growth of the tourism industry. This year, Africa's Travel Indaba is expected to attract 6 600 visitors, 900

exhibitors, 470 buyers, and create approximately 250 jobs. We are expecting a 77% hotel occupancy rate and an income generation of R78 million direct spend into the KZN economy.

I am confident that once again KwaZulu-Natal will put its best foot forward and host another impeccable Africa's Tourism Indaba. As the province of KwaZulu-Natal, we are ready to show the world that the province is still their most loved destination and will showcase many of the great products and developments that have come into the market since we last met. I am confident that buyers will continue to sell and package our top-class products to their customers back home.

As the government of KZN, we want delegates to leave KZN knowing that the province boasts an abundance of tourism products and services and can rightfully say "KZN has it all" We also want buyers to leave confidently knowing that KZN is the top destination to see and visit.

Our magnificent province is indeed a safe destination in which to enjoy a well-needed getaway, either along the beautiful coastal



shores or in one of many game reserves surrounded by magnificent wildlife and tranquil nature.

I would like to encourage delegates attending travel Indaba, to plan to take some time before or after the event to visit areas of the province and experience our tourism products, restaurants, cuisine, nightlife, great weather, hospitable people and rich history and culture.

*Siboniso Duma*

KZN MEC for Economic Development, Tourism & Environmental Affairs.

## NELSON MANDELA MUSEUM: "A MEMORABLE DESTINATION THAT PRESERVES NELSON MANDELA'S LEGACY"

In the heart of the Eastern Cape Province lies the small village of Mthatha—home to the Nelson Mandela Museum sites. Established on 11 February 2000, the museum is made up of two sites: Nelson Mandela Museum Youth and Heritage Centre in Qunu; and Nelson Mandela Museum site in Mthatha.

The museum's existence is steadied on the values of Integrity, Ubuntu, stewardship, Service excellence, development and learning and innovation. The museum offers guided tours and village trails.

### **Nelson Mandela Museum in Mthatha (Bhunga Building)**

Bhunga Building serves as a national and international 'treasure' through its incredible collection of gems bestowed upon President,

Nelson Mandela by various institutions, families, statesmen, royalty and ordinary people from the world over. Bhunga building preserves more than 3,500 collections of Nelson Mandela.

The historical building offers an opportunity for its visitors to experience a one-and-a half hour interactive guided tour at the Bhunga Building site.

### **Nelson Mandela Museum Youth and Heritage Centre in Qunu**

The Nelson Mandela Museum Youth and Heritage Centre serves as a catalyst for economic, training development, educational and leadership programmes for the benefit of the youth in general.

The centre boasts of a sliding stone where the young Rholihlahla used to play with his friends,

and the ruins of a Rondavel where he was named Nelson on his first day at school. Not far from the centre there is the family gravesite, the church where he was christened, and the residence where he lies buried.



*in the footsteps* ...  
an agency of the  
Department of Sport, Arts and Culture

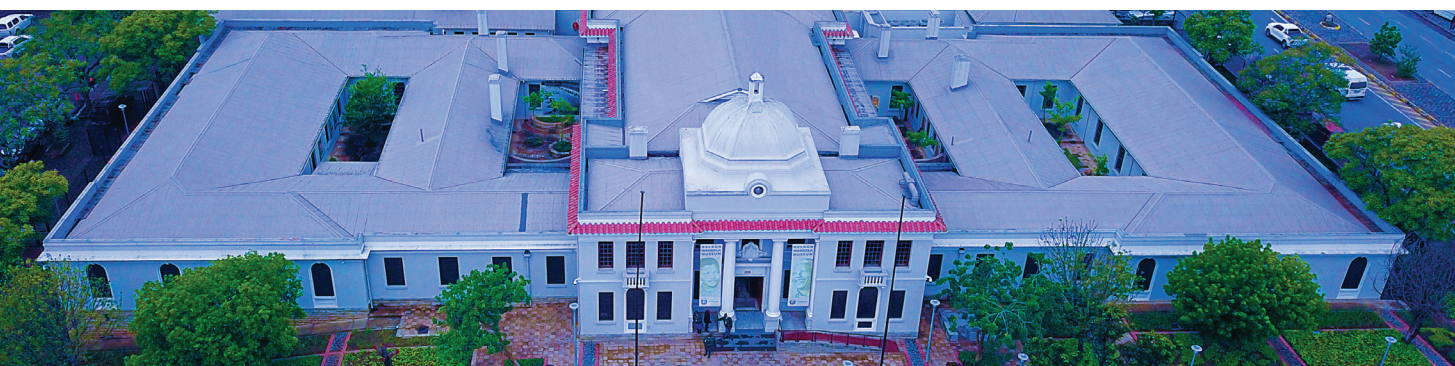
Visit our stand at DEC J105

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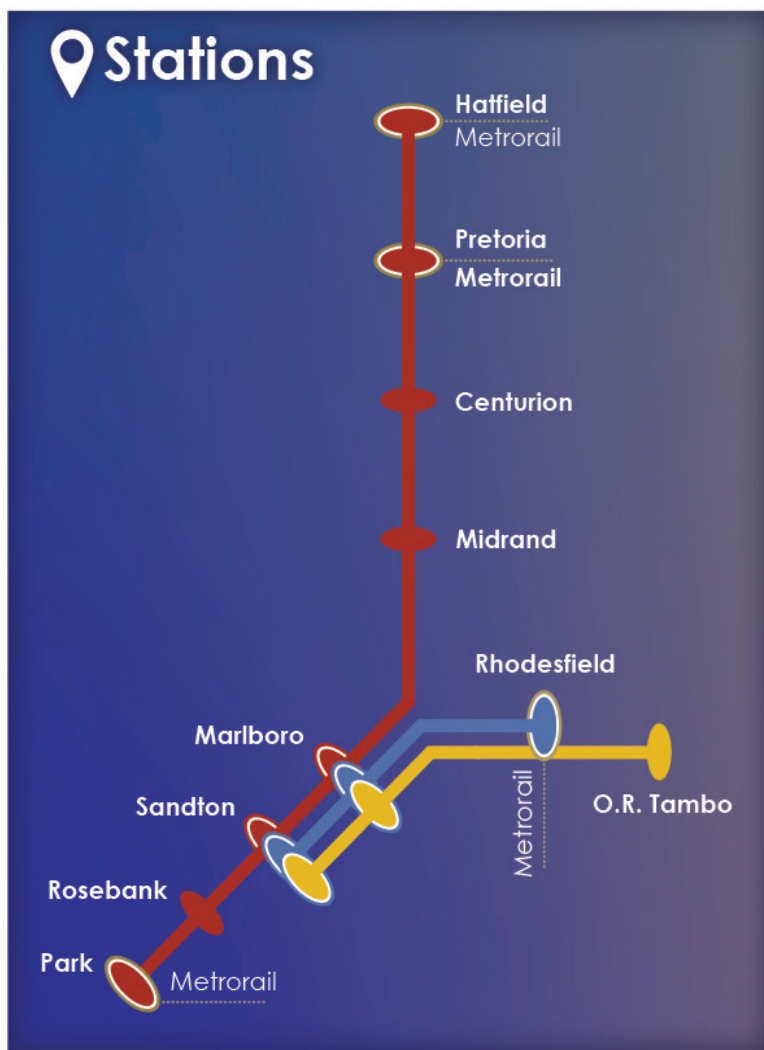
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## Stations



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This means that if you stay in Midrand, for example, and study in Centurion, then you will save 25% on train trips between these two stations on any day of the week, during peak and off-peak hours.



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Maloti-Drakensberg Park  
World Heritage Site

# 7 World Wonders of the Maloti-Drakensberg Park World Heritage Site



Stand on the

**WORLD'S  
TALLEST  
Waterfall**

Tugela Falls, Maloti-Drakensberg Park,  
World Heritage Site  
KwaZulu-Natal, SOUTH AFRICA

983m

**1 Mike's Pass**

4x4 Adventure Route. 6335 ft above sea level at  
The Cathedral Peak, Didima

**2 Royal Natal National Park**

. Tugela Gorge  
. Cascades  
. Mudslide  
. The Crack  
. Gudu Falls  
. Tiger Falls  
. Tugela Falls – Declared the World's highest waterfall in August 2021  
by the World Waterfall Database, overtaking Angel Falls.  
The falls is 983m high

**3 Injisuthi**

Mafadi Peak – Highest peak in South Africa, Mt Kilimanjaro training ground

**4 Giant's Cup**

**5 Monks Cowl**

**6 Kamberg**

**7 Mushroom Rock**

*Berg*

*Bush*

*Beach*



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