



**AFRICA'S
TRAVEL
INDABA**

DAILY NEWS
ISSUE 2 | 10 MAY 2023

AFRICAN TOURISM SET FOR TAKE-OFF AFTER COVID-19

More than 6,000 delegates, including 1,000 international buyers and 1,000 exhibitors showcasing 350 products, were captivated as South Africa's Tourism Minister, Patricia de Lille delivered her keynote address at the official opening of Africa's Travel Indaba 2023.

Indaba boasts exhibitors from 21 African countries including 10 tourism boards, and 123 Small Business sponsored by the Department of Tourism at R11.7 million to feature at the trade show as part of transformation efforts.

With a captive audience, de Lille spoke passionately on the importance of the industry, highlighting the need "for collaboration and innovation to drive growth in the sector."

The Minister said competition is essential for destination marketing and tourism. However, "it should be balanced with collaboration to avoid unhealthy practices and foster healthy competition based on quality and innovation." She noted that harmonising visa regimes and simplifying the application process is vital for unlocking Africa's tourism potential.

According to de Lille, collaboration across the value chain is necessary to make it easier for visitors to move from one country to another,



within the continent. South Africa, she added, "is leading the way with visa waivers for several African countries and the rollout of an e-visa system to countries like Kenya, Nigeria, and Egypt." She promised that the goal "is to expand the e-visa system to 20 more countries, making Africa a more attractive destination for Africans and international travellers.

For South Africa, we have seen, she said, "encouraging growth in our tourist arrival numbers between January and December 2022, where it reached nearly 5.8 million with over 4 million of those arrivals from African countries."

This represents an overall inbound increase of 152.6% for South Africa compared to January to December 2021.

She bemoaned the dearth of celebrating together as Africans, calling for a special event to bridge the chasm of geography, language and culture amongst Africans. "We must stop bickering," she added firmly.

[Read more on page 3](#)

ICC 501

AQUILA COLLECTION

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



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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

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Berg



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Conservation, Partnerships & Ecotourism

“Our people across the continent of Africa are our greatest asset. As Africans, we must do more to break down the stereotypes by promoting cultural exchanges, celebrating excellence and diversity through song and dance and sharing various cuisines that make Africa the magnet of international tourists,” she insisted.

According to the Minister, the future looks bright; “we have, collectively, weathered the COVID-19 hurricane and it should only propel us to exceed our targets.”

She said Africa’s Travel Indaba offers an opportunity to “honour the African people’s incredible ingenuity, fortitude, and magnificence.”

Minister also encouraged local trade partners to participate in Sho’t Left Travel Week by providing discounted travel rates to locals, to help boost domestic tourism efforts.

Mayor of Durban Councillor Mxolisi Kaunda told his attentive audience that Durban was honoured to host the 2023 Africa’s Travel Indaba, a premier trade show in Africa. Kaunda

said eThekweni Municipality has identified meetings, conferences, workshops, exhibitions, and business travel as its area of focus for post-COVID-19 recovery. Recent statistics, he revealed, “show that the sector [in Durban] will recover to 95% of the 2019 job levels.”

In addressing safety and security concerns, he announced that the city has implemented tough security measures to increase safety, including recruiting 400 Metro Police Officers annually and partnering with community crime-fighting structures and business forums.

“Major investment projects, such as the R600m Platinum Walk at Oceans Mall and the R8 billion Westown development, are expected to boost local tourism,” he said.

He appealed for cooperation and partnership with the private sector. “The city is working closely with product owners to offer affordable prices to boost tourism. Major international events, such as the World Table Tennis Championship Finals and the Hollywoodbets Durban July Experience, are expected to attract thousands of visitors and boost the sector’s

recovery,” he added.

KwaZulu-Natal Premier Nomusa Dube-Ncube underscored the importance of tourism in driving the province’s economic recovery, creating job opportunities, and narrowing the gap between the rich and poor. She welcomed all visitors to KwaZulu-Natal and wished them a pleasant stay in the province. She received the greatest ululation when she announced that Durban would soon become the permanent home of Africa’s Travel Indaba 40 years after its launch.

Siboniso Duma, KwaZulu-Natal MEC for Economic Development, Tourism, and Environmental Affairs, said, “Africa’s Travel Indaba presents a unique opportunity to shape the future of Africa through the connections made over the next three days.” He added, “This event plays a vital role in expanding tourism across the continent while putting South Africa and the KwaZulu-Natal province on the map of Africa and the world.”

TOURISM GRADING COUNCIL’S NEW REGIME UNDER CONSTRUCTION AT AFRICA’S TRAVEL INDABA

South Africa is poised for new grading standards, a fortuitous occasion that coincides with the post-COVID-19 environment and the emergence of a new type of traveller.

The Tourism Grading Council of South Africa (TGCSA) has highlighted that grading standards are reviewed every three years, ensuring that they remain relevant and aligned with industry trends and changes as well the ever-evolving traveller needs. The issue of grading and standards in the tourism sector took centre stage during the tourism grading panel discussion on the opening day of Africa’s Travel Indaba, currently underway at the Inkosi Albert Luthuli International Convention Centre in Durban. The TGCSA is the only officially recognised quality assurance body for tourism products in South Africa. Simply put, when it comes to recognisable Hotels, B&Bs, Guest Houses, MESE (Meetings, Exhibitions and Special Events) Venues, all aim for the stars literally.

Bronwen Auret, Chief Quality Assurance Officer at TGCSA said South Africa is getting new standards after wide consultation before the end of 2023. Auret said with the emergence of the new traveller, who is increasingly focused on carbon footprint and sustainability, it has become more important for grading standards to reflect these concerns. She noted that by ensuring that all operators are graded and held to a certain standard, the tourism industry can

boost customer satisfaction and confidence, leading to increased revenue and growth. Overall, she maintained the implementation of new grading standards in South Africa is a positive step forward for the industry and its future success.

Panellist Esther Currie, emphasized the importance of grading in the tourism industry, particularly for long-haul destinations like South Africa. Grading provides globetrotters with peace of mind, knowing that the tourism products and services they are receiving meet a certain common standard.

Additionally, Currie said it sets operators apart from their competitors and highlights their commitment to quality. Therefore, Easter believes that all operators must be graded in order to ensure that the tourism value chain is providing a consistent and satisfactory experience for travelers. By implementing grading systems, the tourism industry can boost customer satisfaction and confidence, leading to increased tourism revenue and growth.

Miller Milton, the moderator, told the Daily News that the new grading regime is timely and is set to reposition the South African tourism industry in a post-COVID-19 environment to be relevant. “Our grading standards must align with the emergence of the new traveller, obsessed with carbon footprint and sustainability,” Miller noted. He said that, from the grading session, operators are keen to be graded. He added that grading allows establishments to take advantage

of digital platforms and be ahead of their competitors in marketing, providing great value for marketing.

The sentiment was echoed by fellow panellist and industry expert Linda Balme, commercial manager at Travelstart who highlighted the importance of leveraging digital platforms in the tourism industry. Linda noted that Travelstat, which already offers a special feature for graded establishments, provides great marketing value. To take this a step further, Travelstat is currently exploring the possibility of implementing a system where graded establishments receive priority on the booking site. This would not only incentivize operators to get graded but also improve the overall customer experience by ensuring that travelers have access to quality tourism products and services.



PROGRAMME

Time	Event	Venue	Time	Event	Venue
06:00-08:00	Africa's Travel Indaba Annual Fun Run	Beachfront Promenade	13:00 -14:00	Lunch - Vendors Trade from 12:00	Designated Venues
08:30-10:00	Speed Marketing - Local is Lekker (Township and Nightlife)	Meeting Room 21, ICC	14:00 -15:00	Connection Sessions: Editorial Media Session	Auditorium, Hall 6
09:00-10:00	Basic Quality Verification Panel Discussion	SAT Stand	BOMA TALKS		
10:00-18:00	Exhibition Starts / Diary Meetings	Exhibition Areas	15:00-15:30	Future Forward: FFW 2030 - How do we envisage the Tourism Industry?	Future Wheel - ICC Concourse
10:00-11:00	Inclusivity in Tourism: Panel Discussion	SAT Stands	15:00-18:00	Portfolio Committee Meeting	Meeting Room 12, ICC
10:00-13:00	NTCR Business Networking Session	South Foyer	15:15-16:00	TGSCA Benchmark Property Showcase	SAT Stand
BOMA TALKS			15:30-16:00	Goundbreakers: Thought-Leadership Sessions	Media Centre
11:00-11:30	Shaping Sustainability: Poaching & Animal Interactions - An African Sentiment	Butterfly Wall - ICC Outdoor	16:00-17:00	TGSCA Activation: Networking	SAT Stand
11:00-12:30	USA Market Access Workshop	Meeting Room 21, ICC	18:00-00:00	Kwa Max + 27 - Gagazi FM Brand Activation	Max Lifestyle Umlazi
12:00-13:00	Sustainability Product Showcase	SAT Stand	18:00-00:00	City Immersion Experience	Florida Road/ Umhlanga
12:30-13:00	Goundbreakers: Thought-Leadership Sessions	Media Centre			
13:00-14:00	Toursim Investment Seminar	Meeing Room 12, ICC			

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.

We would like to invite you to download the booklet either on the South African Tourism website or on the Africa’s Travel Indaba APP. Developed and Compiled by South African Tourism’s Digital, Technology, Data Analytics and Strategic Insights Unit.



MEET ANEW RESORT WHITE RIVER MBOMBELA

Growing hotel group ANEW Hotels & Resorts will be taking over the Ingwenyama Sports Resort and rebrand as ANEW Resort White River Mbombela.

“This conferencing and sports resort in the Lowveld was an incredible feather to add to the group’s proverbial cap, in a prime strategic location”, said Alan Campbell, Sales and Marketing Director at ANEW Hotels & Resorts.

“We are also adding to our family of staff,” Campbell said, noting that the group was very South Africa focused in its positioning. “We’ve had opportunities to expand beyond SA’s borders but we are a proudly South African brand,” he follows.

While acknowledging the challenges currently facing the tourism and hospitality sector in SA, Campbell said the fact that ANEW was investing in more properties and staff, indicated that the group had faith in South Africa’s growth and economic recovery.

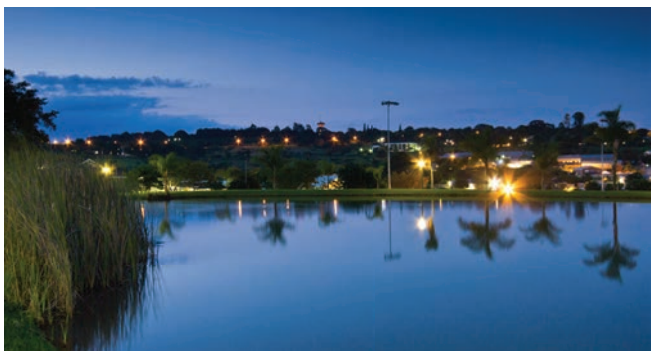
ANEW CEO Clinton Armour said: “This is a remarkable property that we are very proud and excited to include in our ANEW family. We’re thrilled to work with the owners of the property and have an extensive ongoing refurbishment plan in place, one that has already commenced.

The property offers 149 rooms, conferencing and banqueting facilities for between 15 and 650 delegates – depending on seating – for indoor and outdoor events.

The resort is 39km from Kruger National Park’s Numbi Gate, 19km from the Mbombela Stadium and 17km from Kruger Mpumalanga International Airport.



Learn more about this new addition to the group at **Stand ICC1610!**
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AFRICA: COLLABORATING FOR GROWTH



The stage was set for a compelling discussion as Richard Quest, the esteemed news anchor and business news enthusiast, hosted the adrenaline-fueled Global Media Face-Off event at Africa's Travel Indaba, held in the vibrant city of Durban.

The face-off between the internationally renowned Quest and the no-nonsense South African Tourism Minister, Patricia de Lille, was joined by a distinguished panel of industry leaders. This included George Mothema, CEO of the Board of Airlines Representatives of Southern Africa, Blacky Komani, Chairperson of the Tourism Council of South Africa (TBCSA), and Elcia Grandcourt, Regional Director from UNWTO.

To further add to the excitement, audience participation was welcomed. In typical Quest style, he invited attendees to ask tough questions but warned that he had no patience for speeches. This ensured that the session was concise, sharp, and to the point.

Quest fired the first salvo by questioning De Lille's decision to accept the position of Tourism Minister, which he deemed to be a "poisoned chalice" that could either end a political career or lead to its downfall.

De Lille retorted that she had seen a chance to "clean up. I am like the proverbial new broom that sweeps clean", referring to her propensity to ensure effective and clean governance.

She added, however, that she could not put the department on straight and narrow without the support and collaboration with industry players with whom she had already started engaging.

She insisted that healthy competition has become an essential part of destination marketing as the tourism industry grows. However, she warned it is crucial to strike a balance between competition and collaboration. She admitted that competition "can spur

growth and innovation. Yet, unhealthy competition can lead to a race to the bottom, with businesses and destinations undercutting each other on price and quality." Thus, she added, it is crucial to foster a culture of healthy competition, where businesses and destinations are encouraged to compete based on quality and innovation rather than merely price.

She noted that long-term success in the tourism industry "depends not only on competing but also on recognising the value of collaboration and partnerships." Each player in the value chain she maintained has a unique role to play, and by working together, we can create seamless and memorable travel experiences for visitors.

Of the support of the private sector, the Minister was candid, "they are doing a sterling job, but there are gaps and a trust deficit," she said, adding that this had to be overcome as it was a case of "we work together or sink together like fools."

Quest then wanted to know what she was doing about the challenges preventing the African tourism sector from flourishing.

The Minister admitted that the rollout of an e-visa was still a problem she was addressing. She added that after speaking with tour operators and other stakeholders who need licenses, there was a need for this to be addressed as "it takes forever". She had already spoken to the Minister of Home Affairs, Aaron Motsoaledi, and hoped to resolve the visa issue.

The panellists had no objection to it but pointed out that the security risk was one of the biggest problems with the e-visa issue. But the host was not satisfied and quizzed them about why Africa could not "piggyback" by using the security clearance for visas by the EU and allow those who have Schengen visas to travel.

Quest questioned Elcia about why the UNWTO had the power to get African countries to move online; she responded that each country was

different, so progress was slow. "We can see Minister Mozambique moving online. Slowly slowly. We work with different associations," she said.

Quest wanted to know why Africa was adopting an open-air policy. Mothema admitted that there had been little movement since the 1999 Yamoussoukro agreement. Still, there was some progress. "We are seeing more and more countries with bilateral air links," he noted.

She added that the airlift capacity is the second critical area that requires attention. It is imperative, she urged to address this issue as high air travel costs are known to deter visitors and limit tourism growth. As such, she said working with various partners to reduce these costs will be a priority.

Asked about the new Minister's performance, Komani said he was optimistic: "I met her on the third day; we lack leadership; if we engage work together, we can succeed." He said the problem was that "we tend to work against each other."

The panellists agreed that South Africa had problems with implementation, and the Minister, who said she hated meetings, undertook to ensure action and movement.

According to Quest, the typical response he received from people he had spoken to was that they had great confidence in De Lille, with many expressing hope and optimism in her abilities as a minister. "If we are both in our positions next year, what will you say? Quest asked to which De Lille responded: "Give me a chance. Together we can make it happen."

It may have seemed to be like a sparring match, but in the end, Quest and De Lille met on common ground when they agreed to take "a road trip" to showcase the hidden gems of the country, the neglected provinces like Limpopo that were not on most tourist's agenda at present. So let's fasten our seatbelts for "The Quest and Patricia Roadshow."

FASHION AT INDABA



BUSINESS MEETS LEISURE: THE RISE OF BLEISURE SPACES IN AFRICA

Digital nomads are a growing segment of the global workforce, and with the pandemic, the trend has only accelerated even post-covid. These professionals can work from anywhere with a reliable internet connection, and many are choosing to combine work with leisure by extending their business trips to explore new destinations. This trend has led to the rise of “bleisure” spaces in hotels and accommodations across Africa, offering digital nomads the best of both worlds.

Bleisure spaces are designed to meet the needs of business travelers who want to blend work and leisure activities seamlessly. These spaces often feature high-speed internet connections, comfortable workstations, and meeting rooms for business meetings. At the same time, they offer access to on-site amenities such as pools, gyms, and spas, allowing travelers to unwind after a busy day of work.

Several hotels and accommodations across

Africa have recognised the growing demand for bleisure spaces and have started to cater to digital nomads. For example, the Movenpick Ambassador Hotel in Accra, Ghana, offers a dedicated business center equipped with state-of-the-art technology and high-speed internet, as well as a rooftop bar and swimming pool for leisure activities.

In Nigeria, the Radisson Blu Lagos Ikeja Hotel has introduced a new “workcation” package aimed at remote workers looking for a change of scenery. The package includes a dedicated workspace, high-speed internet, and access to the hotel’s fitness center and swimming pool. In South Africa, the Capital Hotels and Apartments have launched “Work & Stay” packages, offering discounts for extended stays and access to meeting rooms, business centers, and other amenities.

The trend towards bleisure spaces is not just limited to hotels and accommodations in major cities. In fact, some rural lodges and resorts

are also catering to digital nomads looking for a peaceful and inspiring work environment. With more digital nomads looking for a work-life balance, these spaces offer a unique opportunity to combine business with leisure and explore new destinations while staying connected to work.





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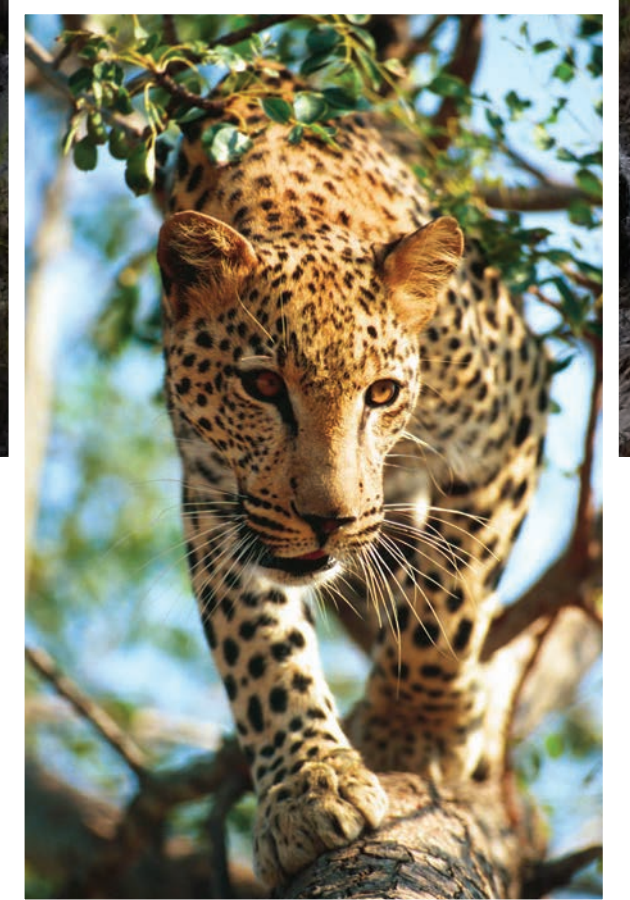
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Education & Entertainment



HERITAGE AND CULTURE, TOURISM NICHE UNTAPPED IN LIMPOPO



Testimony to the wealth of Heritage and Culture in Limpopo is born from the fact that the province enjoys spectacular mountain sceneries in the country, and that includes the Soutpansberg, (salt pan mountain), the Waterberg (water mountain), Blouberg, (blue mountain), Wolkberg (cloud mountain) and the Magoebaskloof. These mountains have formed valleys with trails winding through thick bushes, caves and under waterfalls, turning Limpopo into a haven for outdoor activities such as hiking, camping, river rafting, birding, abseiling, bungee jumping, fishing, mountain biking, caving and more.

Mmadikoti Mountain (Mountain of holes) in Moletji, just outside Polokwane on the other hand is known to be another breeding Cape Vulture colony. This is also home to several African White-backed and hooded Vultures. The mountain itself is another new tourism gem adding to the list of many more attractions the province is endowed with. The Mountain with holes, Mmadikoti as it is called, can be seen in Moletji Nature Reserve managed

by the Limpopo Department of Economic Development Environment and Tourism (LEDET).

The Province also boasts over 700 rock art sites that have been discovered, of which many are not well-known including the Soutpansberg, Drakensberg plateau, Makgabeng as well as Pafuri in the Kruger National Park. Some of these activities are incorporated as part of visitors' package by most tourism products such as, local safari lodges, resorts and game farms.

While en-route to Big Five, country side, visitors will come to the Drakensberg Escarpment, with its sheer rock walls, pockets of indigenous forest, grass-covered slopes and vast plantations. It abounds with streams, waterfalls, crystal-clear ponds and potholes and embraces the world's third largest canyon.

This is the world of the adventurous hikers and cliff climbers it is one of the last remaining unspoilt regions of South Africa. From the top of the Escarpment, the route descends sharply into the Lowveld along the banks of the mighty

Olifants River. Amongst places to visit, is one of the premier provincial nature reserves, the Big Five Makuya Park, which shares seamless borders with the Kruger National Park in the Vhembe district of the Limpopo Province.

Accommodation options range from five star private game lodges, public rest camps and tented safari camps. Tourists can also come up close and personal with hippos and crocodiles on the banks of the mighty Letaba River. Award winning accommodation is in abundance in the Phalaborwa area including the Ivory Route camp built on tribal land in Shangaan style near the Baleni Salt Pan, close to the Little Letaba River in Mopani District.

To get a preview of pristine golf and safari concentrated in the Waterberg District as well as cultural experience that is exclusively Limpopo.

Visit us at Africa's Travel Indaba in Durban at Nkosi Albert Luthuli International Convention Centre **DEC1H51**.



READY TO SHOW AFRICA AT THE 2023 NETBALL WORLD CUP



Excitement is building at Africa's Travel Indaba as South Africa is just days away from hosting the Netball World Cup in Cape Town.

Sixteen countries will compete for the ultimate prize in netball from 28 July to 6 August at the Cape Town International Convention Centre (CTICC).

There are currently 11 African countries listed in the latest World Netball Rankings, but only seven have ever played in the Netball World Cup. Of those seven, only four African countries will play in the 2023 edition: Malawi,

South Africa, Uganda, and Zimbabwe. All four qualifying countries are currently ranked within the top 20 netball teams globally. As far as Africa goes, South Africa is the most successful team at the world cup. Apart from achieving fourth place in 2019, the team also finished as bronze medalists in 1967, and silver medalists in 1995 in its nine appearances on the world stage.

There is an expectation that South Africa's hosting of the Netball World Cup will contribute towards the growth of the sport in the coming years.



VOICES FROM THE FLOOR

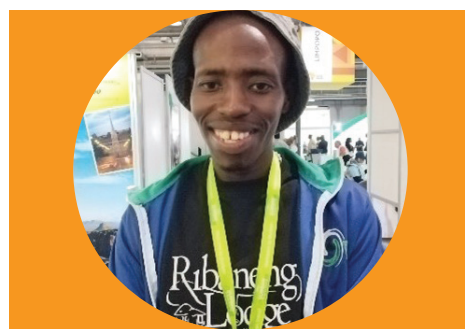


Victoria Falls Safari Lodge

is the flagship property of Zimbabwean hospitality group, Africa Albida Tourism (AAT), and is located just 4km from the Victoria Falls. AAT's portfolio also includes Victoria Falls Safari Club, Victoria Falls Safari Suites, Lokuthula Lodges - Victoria Falls, the "must-do" Boma - Dinner & Drum Show and the newly-opened Victoria Falls Safari Spa.

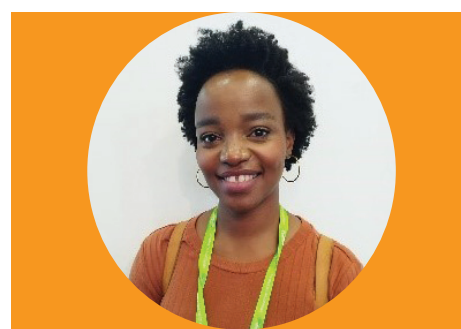
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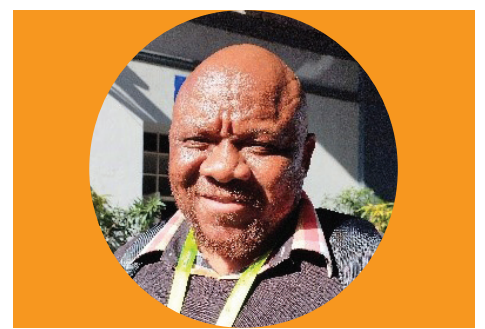
Thabang Nkofo
Lesotho Hotels and Hospitality Association
Exhibitor

We're happy we are finally experiencing Indaba after receiving great reviews from our friends who've previously attended. We should continue to invest in Africa and tourism because it does contribute to the country's economy. The unlimited potential of our company comes from the unique activities we offer and that's what it's about, making sure people come back!



Mbuli Dube
Andani Africa
Guest

Africa has given the world so much; we have the best natural resources and highest importer of talent in the world. Investing in Africa is not money lost or wasted, it's the one space that continues to grow despite all we have faced.



Rethabile Stephen Morake
Leseli Tours
Hosted Buyer

The idea of unlimited potential has perfect timing. We need to go beyond the ordinary and have unlimited options and possibilities. Indaba gives a platform to strive past the struggles, especially post covid and all the industry knowledge needed to continue to uplift the economy.



FEEL THE LIFE, PULSE AND ENERGY OF MAURITIUS



Calm, euphoric, curious, adventurous – Mauritius is the place to embrace every energy, a destination to feel connected and be free.

Mauritius Tourism Promotion Authority (MTPA) has recently announced the launch of its new 'Feel our Island energy' campaign. The focus is on life, the pulse and the energy of Mauritius!

The island offers a holiday adventure full of authentic interactions and meaningful experiences. Inviting travellers to pause from their busy lives and feel present, taking time out to connect with themselves and their families.

The campaign is an open invitation from Mauritians to come and explore mountains, lagoons, waterfalls, beaches, national parks and buzzy markets. Mauritius is big enough for extraordinary adventures and small enough to do it all in one holiday.

Most importantly, the people of Mauritius are warm, welcoming and invite travellers to feel our island energy. The diverse and inclusive island is the perfect destination for authentic interactions and meaningful experiences. The island is ready to welcome you and show you why life in Mauritius is so special.

An exceptionally beautiful and culturally rich island, Mauritius is so much more than just picturesque beaches. The island offers up a variety of sites and secret experiences off the beaten track. 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 variety of adventure sports and other lifestyle activities also make it an ideal destination for those seeking adrenalin and added attractions away from the resorts. 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.

The many thousands of South African travellers who have come to know and love Mauritius – and those planning a trip for the first time – have the opportunity to experience the island's amazing warmth and hospitality.



Feel our Island Energy
Visit Mauritius Tourism Promotion Authority at **Stand DEC2C06** at Africa's Travel INDABA 2023

For more information:
Website: www.mauritiusnow.com
www.ratherbeinmauritus.co.za
Email: mauritus@meropa.co.za

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OVERSTRAND TAKING ITS PLACE AT AFRICA'S TRAVEL INDABA

For the first time ever Overstrand will be exhibiting its own stand at the annual Africa's Travel Indaba and has designated a full contingent of senior officials to spread the word that Overstrand truly deserves all the accolades it has earned as a destination of choice.

Overstrand Executive Mayor, Dr Annelie Rabie, said the recent announcement by the South African Reserve Bank to upgrade banknotes and coins for the first in more than 10 years, will be a conversation starter at Indaba for the region and put Overstrand in the spotlight. Changes include the addition of pictures depicting the 'Big Five', as well as new animals and plants. Mayor Rabie said she is thrilled to see the Southern Right Whale on the R5 coin and the Cape honey bee replacing the aloe on the 10c pieces.

"This could not have come at a better time and we are proud to own that we are the first to have the Southern Right Whale on a coin and because of this we have started a

hashtag called #PocketHermanus and I think for the first time our coins are expressing who we are as a nation and the diversity of our nation," says Dr Rabie. Overstrand Municipality is extremely proud that our area is recognised in this way.

The first Southern Right Whales of the 2023 season were spotted in Hermanus on 7 May 2023, slightly ahead of schedule. Overstrand Executive Mayor, Dr Annelie Rabie, said the early winter has its advantages and it is wonderful to welcome the gentle giants back into the bay. Hermanus has gained the reputation of offering the best land-based whale watching in the world because of the excellent vantage points that the cliffs along Walker Bay provide.



UNLOCKING AFRICA'S POTENTIAL



Africa is a continent with immense potential for tourism, and the industry has been steadily growing over the years. In recent times, there have been several travel trends and insights that highlight the continent's unique offerings and opportunities for businesses and leisure travellers alike.

One of the emerging markets in African travel is sustainable tourism. With the global push towards eco-tourism and responsible travel, many African destinations are capitalising on their natural resources to attract visitors. Countries like Rwanda and Kenya have been at the forefront

of this trend, with their focus on wildlife conservation, eco-lodges, and responsible tour operators.

Traveller behaviours in Africa have also seen a shift, with a growing preference for experiential travel. Visitors are looking for unique and immersive experiences that allow them to connect with the local culture and environment. This has led to an increase in community-based tourism, where visitors can stay with local families, participate in cultural activities, and learn about traditional ways of life.

Another trend in African travel is the rise of business events. The continent has been steadily increasing its share of the global business events market, with countries like South Africa, Morocco, and Egypt leading the way. African destinations are embracing their potential as business event hosts, offering modern facilities, excellent transport links, and unique cultural experiences to delegates.

EZEMVELO KZN WILDLIFE: PRESERVING NATURE'S BOUNTY AND BRINGING METAVERSE TO THE PEOPLE

Ezemvelo KZN Wildlife is an organization that has been at the forefront of conservation efforts in South Africa for over 100 years. Established in 1916 as the Natal Parks Board, the organisation has evolved over the years to become one of the country's most respected conservation authorities. Today, Ezemvelo KZN Wildlife manages over 110 protected areas, including game reserves, nature reserves, and wilderness areas, covering an area of over 400,000 hectares.

One of the organisation's most significant achievements has been the successful reintroduction of several endangered species into the wild, the organisation has implemented a range of programmes aimed at promoting biodiversity and conserving habitats, including the reintroduction of indigenous plant species and the control of invasive alien plants. Ezemvelo KZN Wildlife has also been at the forefront of promoting sustainable tourism in South Africa.

"Ecotourism is essential because we are able to enjoy nature and protect it at the same time. It also encourages our visitors in understanding that if we want to enjoy our products, we have to sustain them," says Ezemvelo KZN Wildlife CEO, Siphelele Mkhize.

The organisation manages several popular game reserves and nature reserves, including Hluhluwe-iMfolozi Park, which is the oldest game reserve in Africa. These reserves offer visitors the opportunity to experience South Africa's incredible biodiversity and natural beauty while promoting conservation efforts.

As Africa's Travel Indaba brings together tourism industry players to promote Africa's



tourism potential, it is essential to recognise the vital role that organisations like Ezemvelo KZN Wildlife play in preserving the continent's natural beauty. By supporting sustainable tourism and conservation efforts, we can ensure that future generations can enjoy the same incredible experiences that we have today.

"In the past we have always seen each other as competitors but it is more important now to be in partnership to ensure that as industries partners we can share knowledge, share resources and drive more visitors to come and enjoy our products," Mr Mkhize adds.

At Africa's Travel Indaba, Ezemvelo's theme for this year is called 'The 7 World Wonders of the Drakensberg World Heritage Site.' "We

are going to highlight 7 destinations within the Drakensberg, that are known globally, some due to their atrocious terrain that attract thousands of global visitors annually," says Marketing Manager Siphelele Luthuli.

"The campaign has drawn its inspiration from the undisputed status, that of destination Drakensberg, the most popular adventure destination. It is also in line with our overall brand campaign and our marketing pay off line that was unveiled in 2022, called 'Your Ultimate Adventure Destination,'" adds Siphelele. The campaign is also accompanied by their hashtag, #LetsGoWild, taken from their corporate brand.



A once-in-a-lifetime experience from **Dinokeng**...with love

Dinokeng has long been associated with conferencing, heritage and events. Close to Johannesburg, and Pretoria but with serene surroundings it is the ideal location for a corporate breakaway or conference and leisure experiences. The major attractions in Dinokeng are Cullinan where the largest diamond in the world was found, Roodeplaat dam - popular with fishing and water sport activities. Dinokeng Game Reserve is the only free roaming Big Five game reserve in Gauteng, 90km from OR Tambo International and Dinokeng Central which is the heart of Dinokeng.

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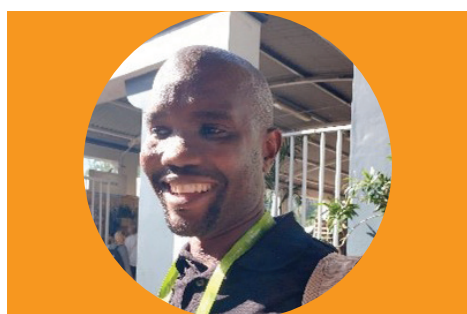
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VOICES FROM THE FLOOR



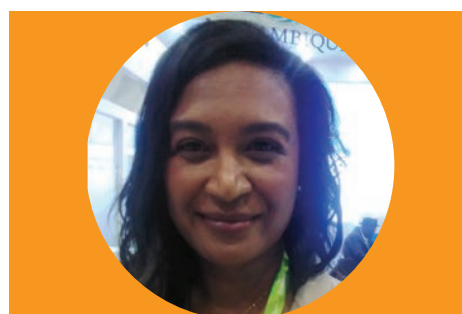
Motlatsi Tsiane
Vatican Roots Group Tours
Hosted Buyer

Africa's Travel Indaba provides the platform for that where we can come together, network and grow. Getting to know other cultures and exploring other people's heritage is what makes this experience great and wholesome.



Lineo Phelane
Travel Tag Lesotho
Hosted Buyer

Africa has a great history and resources. I am looking forward to experiencing what the conference is all about, from meeting new people, making contact with tourist suppliers from Africa and all over the world and business with them and through that we all invest in Africa.



Cordelia Masher
Destination Mozambique
Exhibitor

We feel that tourism is one of the catalysts for creating employment and by us creating more and more viable profits in Africa we are able to create more jobs, more purpose driven lifestyle for people within Africa.



Anathi Mncono
Smartie Luggage
Exhibitor

I believe Africa's Travel Indaba is important because it allows us to network and make lucrative contacts. This event allows us to be exposed to new markets as well. I have met so many people from different countries, businesses, and cultures and that has been utterly amazing.

WESTERN CAPE'S CRUISE TOURISM SEASON SHATTERS RECORDS

Cape Town and the Western Cape have concluded a record-breaking cruise tourism season, with 145,000 cruise passengers and 42,000 crew members arriving on the shores of the Cape between October 2022 and May 2023.

The season welcomed 75 ships, with 41 turnaround visits, double the number of ship calls when compared to the 2019/2020 season. The Cruise Cape Town initiative, run by Wesgro, has been dedicated to developing itinerary offerings that entice more international cruise partners. The season saw five new ships arriving

at the Cape Town Cruise Terminal, including three ships conducting a turnaround visit on the same day for the first time. Turnaround visits are particularly attractive as the ship undergoes a complete cleaning and restocking process, creating an opportunity for local products to be onboarded onto the ship, and contributing to the destination's economy.

Cruise Cape Town is currently conducting a comprehensive economic impact study to determine the significant economic impact and job creation potential of the sector. Western Cape Minister for Finance and Economic

Opportunities, Mireille Wenger, confirmed that the cruise tourism sector contributes significantly to the region's economy and that the knock-on effect of cruise ships cannot be understated.

Alderman James Vos, the City of Cape Town's Mayoral Committee Member for Economic Growth, confirmed that the figures indicate that the city is becoming a major player in the cruise travel market and that the value of the Cruise Cape Town initiative is evident.

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ENJOY A BUCKET LIST EXPERIENCE WITH AQUILA COLLECTION

The Aquila Collection is a portfolio of award-winning Big 5 safari lodges, luxurious accommodation, and bucket list activities situated in the Western Cape – just outside of Cape Town – offering visitors to the Mother City a one-stop-shop opportunity to witness wildlife conservation programmes and loads other experiences. The lodges and game reserves within the Aquila Collection offer a range of sustainable activities, from game drives and guided hikes to conservation initiatives and community outreach programs. These experiences provide guests with a deeper understanding of the natural environment and its importance for conservation efforts.

Excited to be at Africa's Travel Indaba once again, Johan van Schalkwyk, Group Marketing



and Trade Manager at Aquila Collection touches on how the business is driving collaboration and partnership.

“We have a key strategy to unlock tactical markets and those are new markets. We believe that the key source markets are supporting South Africa and the big drive now is to unlock new markets that ensure private and public partnerships. This is something that government needs to support a visa point of view, ease of access and application to ensure we are able to promote our products drive tourism to the region,” says Johan.

Acclaimed for service excellence, renewable energy, social responsibility efforts and conservation programmes, Aquila Collection is more than just an unforgettable wildlife experience, it is an experience in luxurious African hospitality, traditional culinary delights, service excellence and the restoration of pride

to the indigenous people and the land.

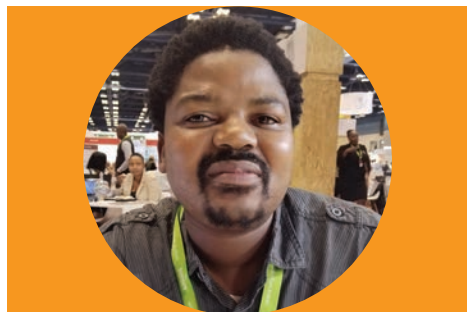
The Aquila Collection is an excellent example of how tourism can drive economic growth and development while supporting conservation and sustainability. With their commitment to eco-tourism practices, Aquila collection is unlocking the unlimited potential Africa has and makes them a model for sustainable tourism in Africa.

“The continent is certainly an unlimited destination with unique and new experiences on every visit. This is one of the key things we have in mind at Aquila Collection as we expand and develop by adding those bucket-list experiences to ensure that when you visit Aquila Collection, there is something new all the time,” Johan adds.

Visit us at **Stand ICC 501**

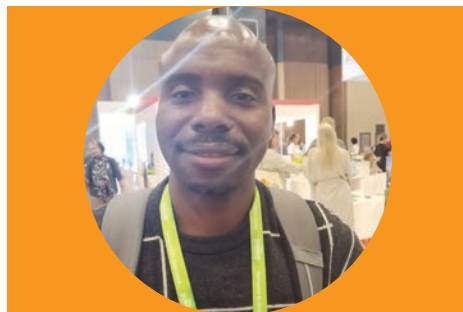


VOICES FROM THE FLOOR



Rantokoloko Molokwane
Phela Moya Tours And Travel
Exhibitor

It has been great because yesterday was BONday where it was a business opportunity networking day. We had a great session where Vusi Themebkwayo was inspiring us to think differently and be imaginative beyond where we are from and who we are. He taught me to remember the greater side of everything and continue being creative with our exploits.



Freddy Netshivhodza
Frances Baard District Municipality
Exhibitor

After Covid-19 we lost a lot of revenue and also the horrible occurrences that have taken place in Durban such as the floods and the looting, I think that this event is not only good for the exhibitors and visitors but it is a way to revive the city again and bring tourism back to Durban.



Ngobeni Moses
Limpopo Tourism Agency
Guest

Indaba is a great platform for business people to meet one another. We're competing in a healthy way showcasing our products, this is the 3rd biggest market in the world! It's important we continue with this conference.



Lorna Berend
Borutho Tours And Travel
Exhibitor

I come from the Limpopo Province. The appetite for the African Market is very high because people are hungry to travel especially post Covid. People are keen, especially internationals who want to experience our culture and heritage in Africa,

TOP REASONS TO USE THE AFRICAS TRAVEL INDABA MOBILE APP

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



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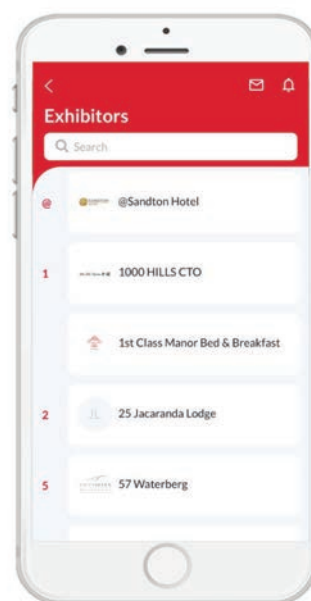
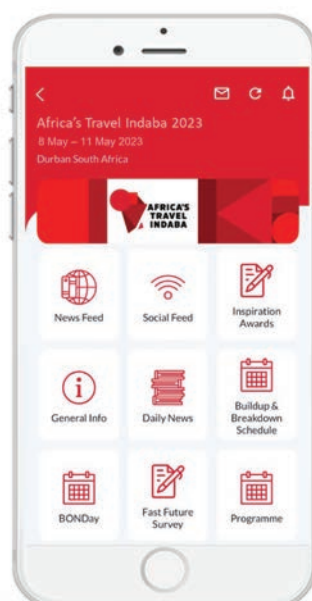
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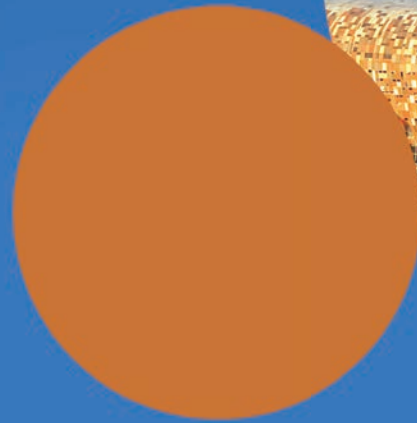
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DISCOVER THE BEAUTY OF MPUMALANGA

Mpumalanga is one of South Africa's provinces endowed with diverse cultures; it is home to the Ndebele, Swati and Shangaan people. The province has produced global icons like Dr Esther Mahlangu who is globally recognized for preserving and promoting the vibrant geometric Ndebele art. Mpumalanga has several distinctive cultural villages like Shabalala Interpretation Centre, Matsamo, and Ghodwana.

Mpumalanga boasts a rich heritage with a myriad heritage sites like the Samora Machel monument near Mbuzini, the Barberton Makhonjwa Mountains World Heritage Site where one can explore the origins of human existence through its rock formation dating back to 3.5 billion years. Other historical sites include the mining town of Pilgrim's

Rest, the Highveld Heritage Route with historic adventure tales, the stone circles and Goliath's footprint. Discover the history of ancient kings that lived at the Sudwala Caves and the sacred site of Inzalo Yelanga (Birthplace of the sun) near Kaapschehoop.

Enjoy an array of adventure activities ranging from abseiling, white water river rafting, fly-fishing, mountain biking, zip lining, hiking, 4X4 trails and many outdoor activities on offer. The Panorama Route offers spectacular landscapes with attractions like the Blyde River Canyon, majestic waterfalls and high altitude scenic drives leading to attractions like God's Window, Bourke's Luck Potholes and the Three Rondavels.

Mpumalanga is undoubtedly the ultimate destination for culture, adventure and wildlife experiences. The Kruger National Park,

Manyeleti, Loskop Dam and numerous private game reserves offer an exhilarating experience that brings visitors closer to nature. Visitors can also explore the tourism town of Dullstroom referred to as South Africa's trout-fishing Mecca or catch a glimpse of diverse birds' pieces in Chrissiesmeer town.



Visit the Mpumalanga stand at DEC 1J15

For more information

info@mtpa.co.za | reservations@mtpa.co.za

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DESTINATION MARKETING CRUCIAL TO BOOST FILM TOURISM

Destination marketing is a crucial aspect of tourism as it plays a significant role in attracting travellers to a particular location. Effective destination marketing involves promoting a destination's unique features, attractions, and experiences to potential visitors through various marketing channels. Film tourism, in particular, can be a powerful tool for destination marketing in Africa.

Africa is a continent rich in cultural heritage and natural wonders that have captured the attention of the film industry for decades. Movies and TV shows like "The Lion King," "Out of Africa," and "Black Panther" have put Africa on the map as a must-visit destination. Film tourism has the potential to attract visitors from all over the world, especially fans of these iconic productions.

The importance of destination marketing in film tourism cannot be overstated. Destination marketing efforts can leverage the popularity of movies and TV shows filmed in Africa to

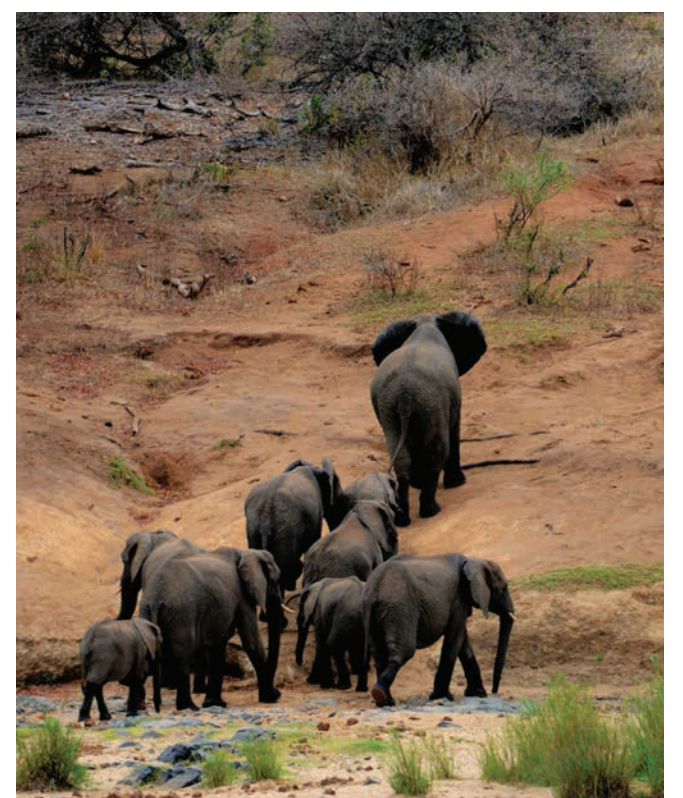
showcase the continent's unique features and attractions. This can be achieved through various marketing channels, including social media, travel blogs, and targeted advertising.

Technology is making it easier to create closer connection for buyers and sellers and the film tourism sector is no different. Filmset a newly launched app has placed both state owned properties and private sector properties side by side to better showcase a destinations location product offering.

Effective destination marketing can also help to create jobs, boost local businesses, and contribute to the overall economic development of a destination. By promoting film tourism, African countries can generate revenue from the film industry, which can in turn create jobs and stimulate economic growth in local communities.

Destination marketing is essential in promoting tourism, and film tourism presents an excellent opportunity for Africa to showcase its unique attractions and experiences to the world. By

leveraging the popularity of movies and TV shows filmed in Africa, destination marketing efforts can attract travelers from all over the world, boost the local economy, and preserve cultural heritage.



A PLEDGE FOR INCLUSIVITY & DIVERSITY IN TOURISM

Tourism has the potential to drive economic growth and development in Africa, but to thrive it must be done sustainably, with a focus on accessibility and inclusivity.

Accessibility have been one of the biggest unlocked potentials of the industry and is increasingly becoming essential for tourism to be inclusive, allowing people of all abilities to participate in tourism activities. Inclusive tourism practices provide opportunities for people with disabilities to enjoy tourism activities, as well as for the elderly and families with young children. This type of tourism benefits not only the visitors but also the local communities, as it creates jobs and generates revenue for the tourism industry. It involves promoting diversity and providing access to tourism opportunities for all, regardless of background, ethnicity, and or ability.

Shama Nathoo is the Founding Member of Universal Accessibility Hub, former Board Member of the Tourism Grading Council of South Africa, a Public-Private Strategist, and a Brand Champion. Shama served as an influencer at Meetings Africa; Indaba, TGCSA Assessors Conference, Africa Travel and Tourism Summit driving disability access and inclusion. "With 1



in 6 people globally that are disabled UNWTO recognised that Accessibility Tourism is an untapped business market. To position South Africa as a destination of choice we need to drive inclusive and accessible memorable experiences for all abilities," says Shama.

"#LeaveNoOneBehind, Tourism Grading Council of SA provides visitor experiences free from prejudice and barriers. Furthermore it challenges us to rethink and market the diversity of the gems SA has to offer to promote inclusivity in tourism," Nathoo adds.



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EXPLORE THE GEMS

THE NORTHERN CAPE will showcase an impressive selection of products and activities aimed to attract the attention of the trade and the media at Indaba. "Our local "Gems" have the capability to deliver the best experiences and act as champions for offering the service excellence that will create repeat visits to the Province. Do visit them at the Hidden Gem Village in the ICC and on the Experience Northern Cape stand in the DEC 1H01.

ENRICO TOURS

Enrico Mapanka is an independent Tour Operator specializing in small and large group safaris in Upington and surrounding areas. The other highlights of his tours include a visit to Riemvasmaak, a community run mountain desert wilderness. North west of the little town of Kakamas and bordering the Augrabies National Park is the Riemvasmaak Community Conservancy, 75 000 hectares of land between the flowing Orange and dry Molopo rivers.

Contact: Enrico: +27(0)78 202 6134,
email: emapanka@gmail.com.

KAROO TRAVEL DIMENSIONS

Is a registered Travel Agency and Tour Operating company in De Aar which was established in 2016 and is owned by Noncedo (Mirriam) Seekoei. The idea came in mind when she attended the national tourism careers expo which in Durban. She identified the opportunity for a professional tourism company serving the Pixley ka Seme region.

Contact: Noncedo: +27 (0)78 212 2441,
email: karootravel17@gmail.com.

MASAKHANE ARTS CENTRE

Elcardo Chulu is from Pabalelo township in Upington and offers the local bicycle township experience which the tour normally starts from Upington 26 Monument and continue through the activity route to Masakhane Arts Centre. They further showcase a small theatre play portraying the happening of the historic Upington 26 story. At the Arts Centre they sell local crafts to the visitors which are made by the locals at the centre.

Contact: Elcardo: +27(0)79 678 7096,
email: masakhaneartscentre@gmail.com

MOTSWAKO LIFESTYLE AND CAR WASH

Motswako Car Wash & ChesaNyama is lifestyle Kassie hangout spot situated in Seleke Street opposite By Die Hoek Liquor Store. It is a modern-day grill house and auto spa situated in the heart of an industrial vicinity in Galeshewe township.

Contact: Pogiso: +27(0)71 100 9870,
email: pmompati@gmail.com.

RICHTERSVELD TOURS

Conrad Mouton is a tour operator based in Port Nolloth, a member of SATSA and was voted Africa's Top 100 Safari Experience in 2018. Richtersveld Tours offers tours to the Northern Cape, Western Cape, Namakwa region and Karoo and crossing into Namibia. Richtersveld Tours offerings includes tours to the Richtersveld and the UNESCO Richtersveld Cultural and Botanical Landscape (a home to the Nama (Khoisan) people, the Diamond Coast of the Northern Cape, the annual Namakwa flower season, indigenous succulent plants, wildlife, and seal colony.

Contact: Conrad: +27 (0)73 651 8833,
email: mail@richtersveldtours.co.za.

SILVER SOLUTIONS TOURS

Deidre Cloete offers walking tours in the town of Port Nolloth including a visit to the historical buildings such as Roman Catholic Church, old

graveyard, historical hotel, and boardwalk. Also offers one day 4x4 tour to Tierhoek to spot the indigenous plants on the drive, insights on the culture and history of the Bosluisbasters and the flower season during Spring season.

Contact: Deidre: +27(0)84 237 9070,
email: silversolutionstours@gmail.com.

SUTHERLAND PLANETARIUM

Willem Prins offers a variety of full dome 3D shows all astronomy related at Sutherland Planetarium. The latest show "Rising Star" showcases the Southern African Large Telescope (SALT) as well as the Square Kilometre Array (SKA). The Planetarium show is a great way to visualize astronomy in an astonishing manner.

Contact: Willem: +27(0)84 706 2792,
email: willemprins082@gmail.com.

TOUCH LET'S GO

A National Tour Operator from Kimberley in the Northern Cape owned by Comet Motimela and a member of SATSA. The Tour Operator take great interest in marketing and promoting destination South Africa, with Northern Cape being their priority destination as their residential province. The product mix offered includes the unique destination offerings such as the open landscapes sceneries, mixed culture, and adventure experiences. Touch Let's Go do all categories of Shot Left (leisure, incentives tours, business, edu-tours, culture, and tradition, etc), and through their experience they have ventured into community tourism, which its interest is mainly to develop local communities through tourism.

Contact: Comet: +27 (0)71 090 3628,
email: cometmot@gmail.com

VICTORIA WEST TOURS

Victoria West Tours is owned by Ricardo Akhona and based in the Karoo small town of Victoria West. It offers various interesting and historic places for visitors to experience including a variety of guided tours that highlight various points of interest and historical significance within the historical town of Victoria West which are Apollo Theatre, Victoria West Regional Museum, St. John's Anglican Church and Gunpowder Magazine.

Contact: Ricardo: +27(0)73 763 9892,
email: akona10@gmail.com.

VINKIE TOURISM ENTERPRISE

Martha van der Westhuizen is the owner of Vinkie's Tourism Enterprise, an eco-tourism venture. The company offers traditional bush experiences on the Khomani San farm of Erin Farm, an UNESCO World Heritage Site where visitors can experience the unique culture, folklore of this ancient nation. Guests can enjoy guided day trips and heritage tours all while staying in tented bush camps. Vinkie's Tourism Enterprise will tailor-make tours.

Contact: Vinkie: +27(0)72 977 0120,
email: vinkie87@gmail.com.

WORKSHOP KO KASI

The Workshop Ko Kasi is an eco-tourism hub built using recycled and environmentally friendly materials and offers authentic African experiences in culture, art, food, camping retreats and creative entrepreneurship in the rural township called Mothibistadt in Kuruman.

Contact: Mpho: +27(0)71 866 3517

NORTHERN CAPE ROUTES

The six Northern Cape Routes are specifically packaged to give the visitor an easy do-it-yourself option to explore the province. Incredible year-round experiences coupled with warm hospitality, the peace and tranquillity offered off-the-beaten track towns and villages as well as vast uninterrupted landscapes allow visitors to recharge and reconnect with loved ones.

NAMAQUA COASTAL ROUTE

The route includes hidden gems like Garies, Kamieskroon, Hondeklip Bay, Koiingnaas and Kleinsee. Dozens of adventure and leisure options are available, Namaqua National Park, nature reserves, some of the most remote hiking and 4x4 trails imaginable. Go succulent sleuthing with a botanical guide, hike the Springbok Klipkoppie for a dose of Anglo-Boer War history, explore the countless shipwrecks along the coast line. Breathtaking scenes of the Atlantic Ocean with sightings of dolphins and whales combined with great vistas of mountains and veld with endemic wildlife makes travelling in this area remarkable.

Don't Miss: Slow-packing through the Namaqua National Park early Spring September when the usually dusty plains are transformed into a kaleidoscopic flower carpets of colour.

RICHTERSVELD ROUTE

The Richtersveld is South Africa's only mountain desert and the route travels along rugged gravel roads to quaint towns such as Eksteensfontein, Sendelingsdrift, Lekkersing, Kuboes and Sandrift. The Orange River presents a more leisurely pace with river rafting and the best wilderness fly-fishing in South Africa, while the entire Richtersveld is a mountain biker's dream.

Don't Miss: A cultural experience with traditional goat herder and learn about the lives of the nomads, be transported to years gone by through dancing and storytelling.

QUIVER TREE ROUTE

Named after the indigenous quiver tree, the Quiver Tree Food & Wine Route stretches along the mighty Orange River. It features quaint towns of Upington, Kakamas, Keimoes, Augrabies, Marchand, Kanoneiland, Kenhardt and Riemvasmaak. The route will appeal greatly to families, adventure and adrenaline seekers, Riemvasmaak hot springs, river rafting, fly fishing, kayaking, river cruises, 4x4, hiking and MTB trails and excellent bird watching. With the longest wine producing area in the Southern Hemisphere there are many opportunities for world class wine and brandy tasting along the route.

Don't Miss: A visit to the Augrabies National Park and the world's six largest waterfall, the Augrabies Falls Augrabies waterfall.

KALAHARI RED DUNE ROUTE

Discover the essence of the province in the heart of the Kalahari. Golden dunes, wide-open skies and flat-topped acacia trees epitomize the Kalahari Red Dune Route. Stretching from Upington right to the Namibian border, visitors traverse the villages of Ashkam, Groot and Klein Mier

and Rietfontein. Adventure-loving families and adrenaline seekers can enjoy dune hikes at dawn, eagle-owl encounters, sand duning and surfing in the red sand, close encounters with meerkats. Explore South Africa's newest world heritage site – The Khomani San Cultural Landscape and join a guided walk with the San Khomani to rediscover the ancient wisdom, customs and folklore of this ancient tribe.

Don't Miss: A visit to the world famed Kgalagadi Trans frontier Park is a must. Encounter magnificent oryx hold sway on the sandy swaths and discover the mighty Kalahari male lion high on the dune silhouetted against the sky. The largest conservation area within Africa it is also one of only two Dark skies sanctuary in Africa and 10 worldwide.

KAROO OASIS ROUTE

The route traverse through the towns of Warrenton, Kimberley, Hopetown, Britstown, Victoria West along the N12, and It is the perfect stopover for travellers between Johannesburg and Cape Town. Stop along the route to trace the rich mining history of the Diamond Fields region before stopping at one of the myriad national game and nature reserves and enjoy fly-fishing kayaking, mountain biking, trail running, game drives and world class birding. Anglo Boer War enthusiasts can relive the skirmishes and tribulations of the war at the McGregor and Magersfontein Museums and at Hopetown. Beautiful arts and crafts are for sale throughout the route and opportunity to meet the local artists.

Don't Miss: Should your route take you to the Eastern Cape you will pass through the small town of Hanover and encounter South Africa's largest privately owned Karoo nature reserve. Karoo Gariep Nature Reserve.

THE FORGOTTEN HIGHWAY ROUTE

This route will be located through the Karoo, some distance west of the N1 highway. Between the mid-1700s and the mid-1800s, an increasing number of people travelled north, from the Cape Colony to the new frontier along the Orange River. From the 1780s, another route went northwards from Tulbagh, then through the Karoo, via Sutherland, Fraserburg, Carnarvon, Griquatown, or Blinkklip (later called Postmasburg), Danielskuil and Kuruman.

The route provides information to travellers to know what the key historical events and dynamics were along the route. These travellers included Basters (coloured farmers) who wanted to escape repressive colonial practices; run-away slaves; missionaries; explorers; hunters; traders and trekboers. They typically met up with San, Khoi, and Xhosa people (the latter were based near Prieska). Near Griquatown, there was also a Tswana presence in the Langberg and in Danielskuil.

Don't Miss: This important crucible of South African culture was therefore a "confluence of cultures". This confluence occurred at mission stations, indigenous settlements, fountains and farmsteads.



For more information and enquiries do contact
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CELEBRATING LEGACY AT NELSON MANDELA MUSEUM

The Nelson Mandela Museum tells the story of Nelson Mandela's life journey, from a village boy to a politician, statesman, and freedom fighter. The museum features various memorabilia, including gifts he received from Queen Elizabeth II during his travels around the world.

When asked about exciting news Nelson Mandela Museum has, CEO Vuyani Booi revealed, "On the 18th of July 2023, also known as International Nelson Mandela Day, we will be officially unveiling 2 grand statues of Nelson

Mandela. One of the statues will be unveiled in the centre of his village and the other will be unveiled in Umtata where the Nelson Mandela Museum is located." The unveiling will be done by the president of South Africa on Nelson Mandela's birthday.

The programme will attract international audiences and it will tell the people of South Africa that the story of Nelson Mandela will live on for eternity.

At Africa's Travel Indaba, the museum hopes to showcase its commitment to social justice

and continuous freedom through its exhibition on Nelson Mandela's life. The museum aims to attract visitors to Umtata, a place filled with a rich history. The Nelson Mandela Museum is an institution that people from all over the world would want to visit, not only from South Africa and Africa.



SITES OF SIGNIFICANCE IN THE LIFE OF NELSON MANDELA

The Nelson Mandela Museum is more than a place; it gives its visitors an opportunity to follow the footprints of a man whose long walk to freedom began in the foothills that rise from the banks of the Mbashe River, Qunu, Mqhekezweni, Clarkebury, Qokolweni, and Tyhalara.

The young Rholihlahla listened to and learned from his elders, moved by their stories of battles for their land. During his Presidency, Nelson Mandela Museum officially opened with Nelson Mandela Youth and Heritage Centre.

The Nelson Mandela Museum Youth and

Heritage Centre was built in Qunu to serve as a catalyst for economic and training development through educational and leadership programme aimed at the preservation of democratic values, art and craft and development projects for the upliftment of the youth within the O.R. Tambo District Municipality and South Africa.

Due to geographical location of this facility, the Youth and Heritage Centre is a 'must see' attraction. The centre boasts of a sliding stone where Rholihlahla used to play with his peers, ruins of a rondavels where he was named Nelson on his first day at school, not far from

the centre there is a family grave site, a church where he was christened and a residential place where he lies and buried. It further boasts of accommodation facilities that includes executive rooms, chalets, conference centres, restaurant, dining hall, sports hall, ablution facilities, sporting fields and exhibitions halls.

A visit to the Youth and Heritage Centre serves as a Gateway to the footprints of Nelson Mandela in Mvezo, Mqhekezweni Great Place, Clarkebury, Tyhalara and Qokolweni.





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CULINARY CAPERS AT TRAVEL INDABA 2023: ADVENTURES FOR THE FOODIE AT THE CAPE WEST COAST STAND

The Bergrivier region (which is right on Cape Town's doorstep and includes small towns such as Velddrif, Aurora, Piketberg and Porterville) offers some great culinary adventures set in beautiful locations, presented by warm and hospitable locals, using some of the finest local produce and talents.

No culinary caper in the Bergrivier region is complete without tasting the traditional and unique West Coast delicacy of salted and dried

fish called Bokkoms. The Bergrivier Tourism team have brought this taste adventure to Travel Indaba 2023 and will be presenting a Bokkoms & Kokerboom cheese tasting experience at their stand over the course of the event.

They are also offering a delicious locally distilled craft gin-tasting experience for anyone interested.



For more information and to sample the Bokkoms and gin visit the Bergrivier Tourism stand DEC1J06.



EXPLORE AFRICA'S ISLANDS

Africa boasts some of the most coveted island getaways globally because of their stunning white sand beaches, crystal clear waters and rich cultural heritage. The likes of Seychelles, Mauritius, Zanzibar and Reunion Island are just a few examples that draw in many travellers each year. Seychelles is an archipelago of 115 islands off Africa's eastern coast – which has gained notoriety for its breathtaking scenery that comprises sparkling shores teeming with diverse marine life. The island can be explored through outdoor activities such as snorkelling or diving while admiring exotic birds along your path. Besides nature exploration, guests can also get a glimpse into local history and culture in the capital city of Victoria.

Mauritius boasts fantastic luxury resorts dotting stunning beaches with exciting nightlife awaiting guests; UNESCO World Heritage Sites such as Aapravasi Ghat or Le Morne Cultural Landscape only add to this island's allure.

Zanzibar may be known for its stunning beach scenery featuring pristine white sands touching crystal clear waters that look like they came straight out of a postcard but it has so much more to offer than just sunbathing. Discover the secrets hidden within Stone Town – where history and culture have been preserved over time – or get lost in a whirlwind of flavours by embarking on a spice tour to learn about the island's rich culinary history. After the tour, you can enjoy Freddie's favourite dish, Chicken Dhansak.

Reunion Island offers an adventure-filled escapade like no other with its dramatic volcanic landscapes sure to leave anyone mesmerised by their sheer power and beauty. Trek up to Piton de la Fournaise – one of the world's most active volcanoes ready for exploration by adventurous souls – or take in the Reunion Islands' rugged coastline bordered by impressive coral reefs that are nothing short of spellbinding.



SPOTLIGHT ON WOMEN EMPOWERMENT

AT AFRICA'S TRAVEL INDABA

Africa's Trade Indaba, held at the Albert Luthuli Convention Centre in Durban, has placed the spotlight firmly on women in the tourism sector with sessions on women's empowerment and another on including women and youth in getting market access.

Deputy Tourism Minister, Fish Mahlalela got the ball rolling with a pronouncement that the government was serious about women's empowerment in the sector, saying, "We have set a target of spending 40% of our budget on procuring goods and services from SMMEs, as part of the department's transformation agenda, including women-owned businesses."

"What keeps women out of the C suite management?" That was the essence of a session dubbed 'Spotlight on Women Empowerment. The lack of women entering the intricate tourism spaces, such as transport and logistics, was also raised.

From the panellists, the sentiment was that empowerment is anchored on putting individuals at the centre whilst providing them with an enabling environment.

Lynette Ntuli, CEO of Innate Investment Solutions, Moderator of the panel discussion, noted, "Over the last 15 years, concerted efforts have been made by all stakeholders to accelerate empowerment."

But though the glass ceiling had been broken to some extent, she said the transformation "hasn't happened to the scale we'd want," adding that although women were involved in tourism, there were too few who ventured into the more technical aspects of tourism such as travel and aviation.

Ntuli raised issues of women struggling to get their products to the market, the digital divide in Africa, and the lack of infrastructure, such as electricity and space, as some of the barriers to



women's ability to advance.

Hon. Philda Nani Kereng, Minister of Environment and Tourism, Botswana, said government policy played an important role in empowering women in the sector: "I want to share (through) national policy how the government can embrace and develop the particular strengths of women." She argued that women have the resilience and the capacity to develop sustainable tourism, but these need to be nurtured through funding and training.

Mimi Kalinda, Group CEO of Africa Communications Media Group, South Africa, wondered why we targeted foreigners when "there is the whole continent? We think globally, but other (African) people are interested in tourism."

She also spoke out against the lack of media spotlight and marketing of women in the sector and urged women to showcase themselves: "We don't tell our stories enough. As a woman, you found a particular challenge to enter this sphere."

Kalinda advised women entrepreneurs to ask themselves: "Who do you do what you do for? Understand who you are? How do we do communications and marketing, who are we solving problems for? We have to tell our governments."

She made a call to action to women in the media to promote women in tourism by helping "women in telling the story to other women who are trying to break barriers."

Lindiwe Rakharebe, CEO, Durban International Convention Centre, emphasised the importance

of networking who urged the participants at the Indaba to "come out knowing you have connected, build a strong network."

"It doesn't matter which industry you come from; let's demonstrate our unique strengths; empower others," she said.

Joanne Mwangi Yelbert, CEO of PMS, Kenya, had some sound advice for women in tourism: "Start from simple to complex. Let's look for easy things. Authenticity is key, be yourself; don't pretend to be what you are not."

Mwangi Yelbert called on women to embrace technology and AI to become successful entrepreneurs and not allow themselves to be left behind in an ever-fast-moving technological world. She, too, emphasised the importance of networking, saying, "Your network is your net worth".

Winile Mtungwa, Deputy Head, DurbanTourism, echoed her sentiments, arguing that while there were different activities in the tourism value chain, women seemed to occupy the soft spaces like becoming secretaries.

"Let us break barriers," she said, calling on women to get into the technical fields instead of limiting themselves to providing accommodation.

Panellists also raised the importance of passing on skills to the younger generation. A member of the audience Mel Thlapi of the Soweto Travel shop, spoke of how she mentored young people by providing them with practical knowledge.

A delegate from India raised the issue of the role of the informal sector, ubuntu, and service in boosting tourism in Africa.

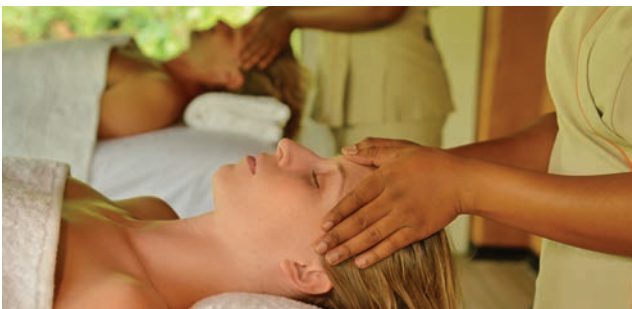


VICTORIA FALLS SAFARI SPA

CONTINUES TO LEAD IN HEALTH AND WELLNESS OFFERINGS

Victoria Falls Safari Spa, which opened six months ago, establishing itself as a leader in health and wellness offerings in the iconic travel destination of Victoria Falls, Zimbabwe, has introduced half and full day packages to leave holidaymakers feeling rejuvenated, relaxed and refreshed.

Victoria Falls' largest and first purpose-built spa's full day package includes an African Spirit Signature Journey, which consists of a full body scrub, full body mask and hot stone massage, a light lunch and an African Goddess Age-Defying Facial.



A couple indulging in a luxurious treatment together at Victoria Falls Safari Spa

Africa Albida Tourism (AAT) chief executive Ross Kennedy said, "The first six months have been a valuable learning period for a new business and product such as our spa, but it

has positively surprised us with three of those six months being profitable, and the trade and destination welcoming and supporting us.

"We are exploring the idea of implementing additional hydrotherapy facilities to complement the overall wellness offering," Mr Kennedy said.

"One of the most surprising and welcome aspects has been the amazing response to our reflexology pool situated in a cool, calm treed area adjacent to the spa pool. It is a beneficial and therapeutic self-treatment, especially after a long day of activities or safari itinerary."

Since its opening, Victoria Falls Safari Spa's team of five therapists have carried out nearly 1,300 treatments, with massages being the most popular. Other treatments available include facials, body scrubs, manicures, pedicures and hairdressing services.

Victoria Falls Safari Spa, which is open to guests staying on the Victoria Falls Safari Lodge estate, guests from other hotels and Victoria Falls residents, features a central area boasting manicure and pedicure stations, a hair and make-up studio, relaxation rooms, a splash pool, a reflexology pool and a café, while there



Victoria Falls Safari Spa guests enjoying pedicures

are also three outlying stand-alone treatment rooms, one double and two singles.

The African tented safari camp-style spa, located in indigenous woodland on the Victoria Falls Safari Lodge estate, in keeping with the rest of the hospitality group's portfolio, uses bold, colourful, Ndebele design elements.

In addition to Victoria Falls Safari Spa, AAT operates Victoria Falls Safari Lodge, Victoria Falls Safari Club, Victoria Falls Safari Suites, Lokuthula Lodges and The Boma – Dinner & Drum Show.

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