

TOURISM NUMBERS TELL A STORY OF RAPID RECOVERY

Domestic travel has far exceeded the 2019 numbers, and at the same time, international arrivals in South Africa are inching closer to pre-pandemic levels as calls mount for the industry to redefine the travel experience and pull together to sustain the momentum of resurgence.

De Lille spoke on day two of Africa's Travel Indaba, currently underway at the Inkosi Luthuli International Convention Centre in Durban, during the Quarter 1 (Q1) tourism statistics presentation for January to March 2023.

She revealed that domestic overnight trips exceeded pre-pandemic levels as well as 2022 levels by 41.0%, and overnight domestic spend was also up 24.4% compared to Q1 2022.

Domestic holiday trips from January to March 2023 were up 40.5% compared to 2022 to reach 2.4 million. The report shows that these holiday trips represented a 27.0% share of total overnight trips.

"The world is rediscovering South Africa, and if we continue to work together, we'll not only reach but surpass pre-COVID numbers soon," said Minister of Tourism Patricia De Lille.

She said the first quarter results prove that a journey to rapid recovery is underway, "showcasing the country's resurgence in the international travel market."

Across the board, she told the media, "We've seen a 102% surge in total arrivals from 2022 to 2023 during Q1, reflecting South Africa's attractiveness to international visitors."

Minister de Lille stated, "The pandemic undoubtedly left a dent in the tourism industry, but we're back, stronger than ever, and geared to catapult our inbound tourism numbers beyond pre-COVID levels."

Achieving this monumental goal, she insisted, "requires a united front: government, private sector, and all tourism stakeholders joining



forces to redefine the travel experience in our beloved country."

She boasted that as the world reawakens, "tourists are flocking back to South Africa, enticed by our unparalleled natural beauty and the warmth of our people."

She added: "We are broadcasting a clear message: South Africa is open for tourism, welcoming business, and eagerly awaiting travellers from across Africa and the globe."

The Minister said the latest statistics for Quarter 1, January to March 2023, "revealed an impressive 2.1 million visitors, a 102.5% increase compared to the same period in 2022."

While still 21.5% lower than 2019 levels, she clarified, "South Africa is gaining ground rapidly."

According to the statistics, Africa led the way again with 1.6 million arrivals, followed by Europe's 387,000 and the Americas' 104,000 visitors.

The report states that in Q1 (January to March 2023), Zimbabwe maintained its reign as South Africa's top source market, a trend consistent since 2019.

It showed that over 500,000 Zimbabwean travellers journeyed to South Africa between January and March 2023, compared to 643 000 in the same period in 2019 and 173 000 in 2022.

In the first quarter of 2023, foreign direct spend soared to an astounding R25.3 billion, marking

a 143.9% increase compared to Q1 of 2022., the report shows.

"Tourists from Europe contributed the most spend of R10.8 billion, followed by Africa with a collective spend of R9.3 billion," she explained.

South Africa's tourism industry "has demonstrated remarkable resilience and growth, outshining other popular destinations like China, France, Italy, and Brazil," she remarked.

She added: "Air capacity has risen since last year, with a 56% increase in Q1 2023 compared to the same quarter in 2022. In 2023, South Africa reached 1.8 million seats and welcomed around 23 new routes."

Minister de Lille stated, "With focused action on improving visa turnaround times, increasing air access, ensuring safety, and aggressive marketing, we are determined to surpass pre-COVID levels.

"Working together with all stakeholders, we aim to boost tourism's contribution to the economy and job creation," she concluded.

**"Tourists are flocking
back enticed by
our unparalleled
natural beauty and
the warmth of our
people."**



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983m

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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

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Conservation, Partnerships & Ecotourism

AFRICAN EXHIBITORS

BUOYANT AFTER TWO DAYS OF TRADING

The African tourism sector experienced a surge of activity as day 2 of Africa's Travel Indaba, currently taking place at the Inkosi Luthuli International Convention Centre, with a remarkable 21,000 meetings secured between exhibitors and international buyers.

Zinhle Nzama, the Acting Chief Operating Officer at South African Tourism, explained the importance of the pan-African trade show and the significance of the number of confirmed meetings.

"The content of the event reflects the spirit of connection," Nzama added, "and now, more than ever, we need to increase collaboration to achieve success as a united Africa," she noted.

She underscored the significance of networking opportunities and the chance to showcase unique offerings, which have the potential to spur growth and development in the African tourism industry.

According to Nzama, "The event attracted participants from across the world, and its impact would be felt beyond the event itself."

She insisted that through the networking opportunities and the chance to showcase unique offerings, Africa's Travel Indaba, was "a catalyst for growth and development in our continent's tourism sector."

Zimbabwe Tourism Authority CEO, Winnie Muchanyuka, said just visiting various stands warms her heart. "To see the participants showcasing their offering here is heart-warming. We have 36 exhibitors showcasing what Zimbabwe has to offer; the country is excited to be a part of the event after for the 20th time year," she said.



She added: "This is an excellent opportunity for Zimbabwe to showcase its unique and diverse offerings to the rest of the continent."

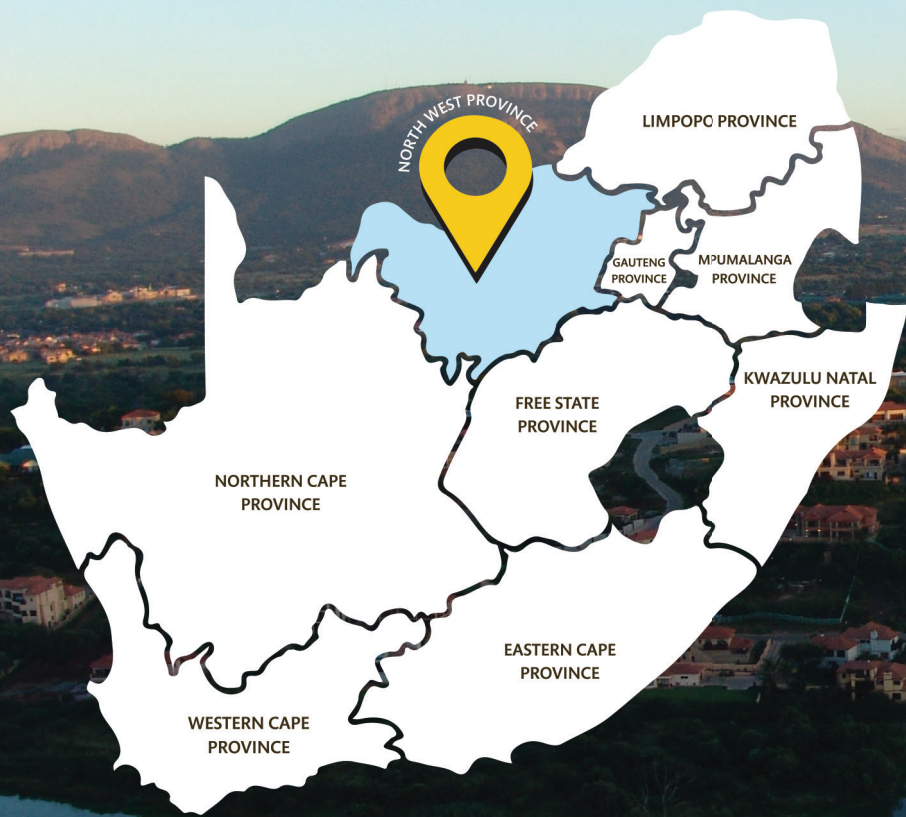
Moses Vilakazi, the Minister of Tourism in Eswatini has highlighted the immense value of attending Africa's Travel Indaba. "The benefits are significant," he stated, "Most of the Memoranda of Understanding (MOUs) we have signed with various countries are positive spin-offs from attending here. Most importantly, Indaba has helped us to market eSwatini. Our exhibitors are here, marketing to international buyers." The Minister's remarks underscore

"The content of the event reflects the spirit of connection," Nzama added, "and now, more than ever, we need to increase collaboration to achieve success as a united Africa"

the importance of the event as a platform for African countries to network, establish partnerships and showcase their unique offerings to the world.



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North West Tourism



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NORTH WEST TOURISM FOCUSES ON SUSTAINABLE DEVELOPMENT

The North West Department of Economic Development, Environment, Conservation, and Tourism has a critical mandate to improve the economy of the province, create an enabling environment for businesses across all sectors, and ultimately create jobs for the people. Virginia Galebekwe Tlhapi, who is the MEC for the department, has highlighted the key focus areas, which include managing biodiversity ecosystems, environmental issues, and addressing the challenges posed by climate change.

Recognising employment generation as an equally important aspect of its mandate, the government entity has undertaken various initiatives, including supporting small-to-medium enterprises (SMEs) through sponsorship and participating in events such as Africa's Travel Indaba. These efforts are geared towards promoting entrepreneurship in the province and establishing critical business relationships in the long term. By creating a nurturing environment for SMEs to market their products and access markets while sharing

information and knowledge, the reduction of unemployment becomes not only practical but also potentially creates an environment of economic sustainability.

Tlhapi has also emphasised the importance of managing biodiversity ecosystems and addressing environmental issues. "We also need to manage other biodiversity ecosystems and the environmental issues in the province and also encourage our people to take care of their environment, including the issue of the climate change and the condition that we as the province are also facing," states Tlhapi. The department recognises that natural resources play a critical role in the economy of the province, and there is a need to promote sustainable development. Natural resources are critical for sustaining the provincial economy, making it vital to prioritise their protection through sustainable development approaches - a notion that the department wholeheartedly supports. As such, promoting environmentally conscious behaviour remains a pivotal part of safeguarding these resources for future generations.

While highlighting why sports tourism and improving arts and culture are important sectors worth investing in, Tlhapi has noted that they will be contributing to bolstering the provincial economy significantly. With partnerships at its core, the department aims to create an enabling atmosphere for sporting activities and cultural events that attract visitors while boosting tourism numbers too.

Tlhapi also recognised the significance of Africa's Travel Indaba in advancing tourism sites and establishing mutually beneficial partnerships that will result in the province's economic progress and advancement.



PROGRAMME

Time	Event	Venue	Time	Event	Venue
07:00-09:00	Women In Tourism Breakfast	South Foyer	11:00-11:30	Groundbreakers: Thought-Leadership Sessions	Media Centre
08:30-10:00	Speed Marketing - Wild n Out in SA (Wildlife and Safari)	Meeting Room 21, ICC	12:30-13:00	Media Conference - Bid Party Wrap Up	Media Centre
09:00-10:00	TGCSA Benchmark Property Showcase	SAT Stand	13:00-14:00	Lunch - Vendors Trade from 12:00	Designated Venues
10:00-17:00	Exhibition Starts / Diary Meetings	Exhibition Areas	14:00 -15:00	The Africa's Travel Indaba Awards	Media Centre Presentation Room
10:00-11:00	Connection Sessions: Basic Quality Verification	Media Centre	BOMA TALKS		
10:00-11:00	Assessor vs Evaluator Panel Discussion	SAT Stand	15:00-15:30	Future Forward: Learning, Unlearning & Relearning - a journey towards building a compelling brand	Future Wheel - ICC Concourse
10:00-14:00	Tourism MinMEC Meeting	Meeting Room 12, ICC	15:00-15:30	Media-agenda Driven Briefing	Auditorium, Hall 6
	BOMA TALKS		17:00	Show Closes	Exhibition Areas
11:00-11:30	Shaping Sustainability: Agility & Adaptation in the time of a Global Energy Crisis	Butterfly Wall - ICC Outdoor	18:00-00:00	City Immersion Experience	Florida Road / Umhlanga
11:00-15:00	Tourism, Trade, Investment & Security Committee	Meeting Room 21, ICC			

ATI IN NUMBERS



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.



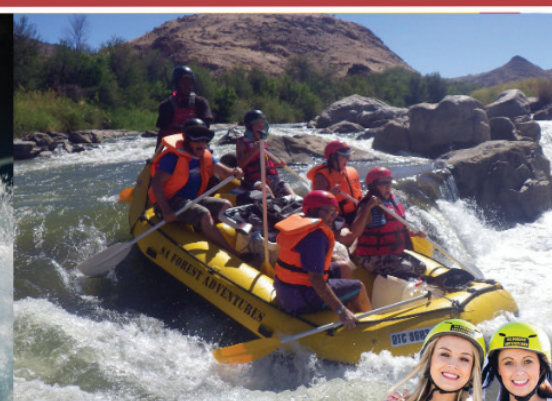
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NELSON MANDELA MUSEUM OFFERS TRAVELLING EXHIBITIONS

In the Eastern Cape heartland, there lies a small village town of Mthatha, a home to Nelson Mandela Museum. The Museum offers a memorable cultural experience that gives insights into the life of Nelson Mandela, with guided tours and a heritage that follows his footprints within the geographical landscape the King Sabata Dalindyebo Local Municipality in Mthatha.

In advancing its mandate, the museum runs program called 'taking Nelson Mandela Museum exhibitions to the people'. This is done through Travelling exhibitions offered to various Museums and Libraries. Nelson Mandela Museum's travelling exhibitions bring diverse content to various Museums with an intention to complement existing exhibitions, bring new perspectives and new audiences with help to expand the itinerary of local tour operators which contributes to tourism growth and economic opportunities.

INCONVERSATION: NELSON MANDELA & CHIEF ALBERT LUTHULI EXHIBITION

A collaboration between the Nelson Mandela Museum and Luthuli Museum in Stanger, the Nelson Mandela and Albert Luthuli in

Conversation exhibition celebrates the legacy of these two South African struggle legends and Nobel Prize Laureates.

FOR MADIBA WITH LOVE EXHIBITION

Nelson Mandela Foundation in partnership with David Turnley has handed over this intriguing exhibition to the Nelson Mandela Museum to form part of its travelling exhibitions.

PARENTING A NATION TRAVELLING EXHIBITION

Walter and Albertina Sisulu: Parenting a Nation exhibition, a donation from Nelson Mandela Foundation explores private and political lives of the Sisulu family during the apartheid struggle.

DEAR MR. MANDELA DEAR MRS. PARKS CHILDREN'S LETTERS: GLOBAL EXHIBITION

'Dear Mr. Mandela... Dear Mrs. Parks' Children's letter: Global Lessons exhibition is a collaborative effort between Nelson Mandela Museum and Michigan State University Museum.

QUILT EXHIBITION

The quilt exhibition is a result of Nelson Mandela Museum and the Michigan State

University Museum long standing partnership that dates back to the times of Nelson Mandela himself.

FREEDOM EXHIBITION

Freedom Exhibition is a pictorial exhibition developed out of interviews conducted in Mthatha and Qunu by the Film students from University of Winchester, London who visited South Africa as part of their field work and to celebrate the Nelson Mandela Centennial year with the people of South Africa.

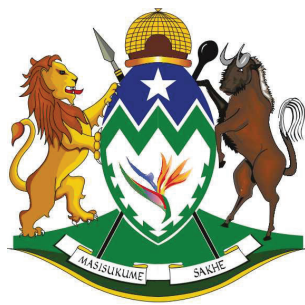
MANDELA PHOTOGENIC EXHIBITION

The Mandela Photographic Exhibition launched in 2010 to celebrate ten years of Nelson Mandela Museum, twenty years of Nelson Mandela's freedom and the hosting of the 2010 Soccer World Cup celebrations which took place in South Africa.



Contact Details:
info@nelsonmandelamuseum.org.za
Tel : 0475019500

THANK YOU TO OUR BID PARTY MEMBERS



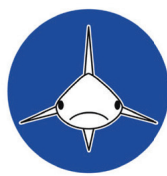
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Education & Entertainment



VOICES FROM THE FLOOR



Yvette Archer
Kievits Kroon Gauteng Wine Estate
Exhibitor

Indaba for us is to showcase and create awareness of our hotel. A highlight has been the buyers, especially the International ones. Also enticing the corporate and leisure guests has been a bonus thanks to Indaba.



Walter Baringa
Silversea
Hosted Buyer (Miami)

I am looking for some suppliers to help us deliver amazing experiences to our guests. I have met a lot of local grassroots suppliers and DMCs, and it has been amazing finding people who are invested in the same strategy as us.



Tumi Jonas
Echo Garden Guesthouse
Hidden Gems Exhibitor

I have been supported through being provided with a stand at the Africa Indaba. This gives me an opportunity to interact with other agencies and potential buyers for my business.



Simangele Shabalala
WMS trading enterprise. TA tasberry
tours

Hidden Gems Exhibitor
Networking and collaboration have been the prominent themes that have struck out for me. Indaba has been a great learning experience as you learn what your strengths and weakness are, which assist in the growth of the business.



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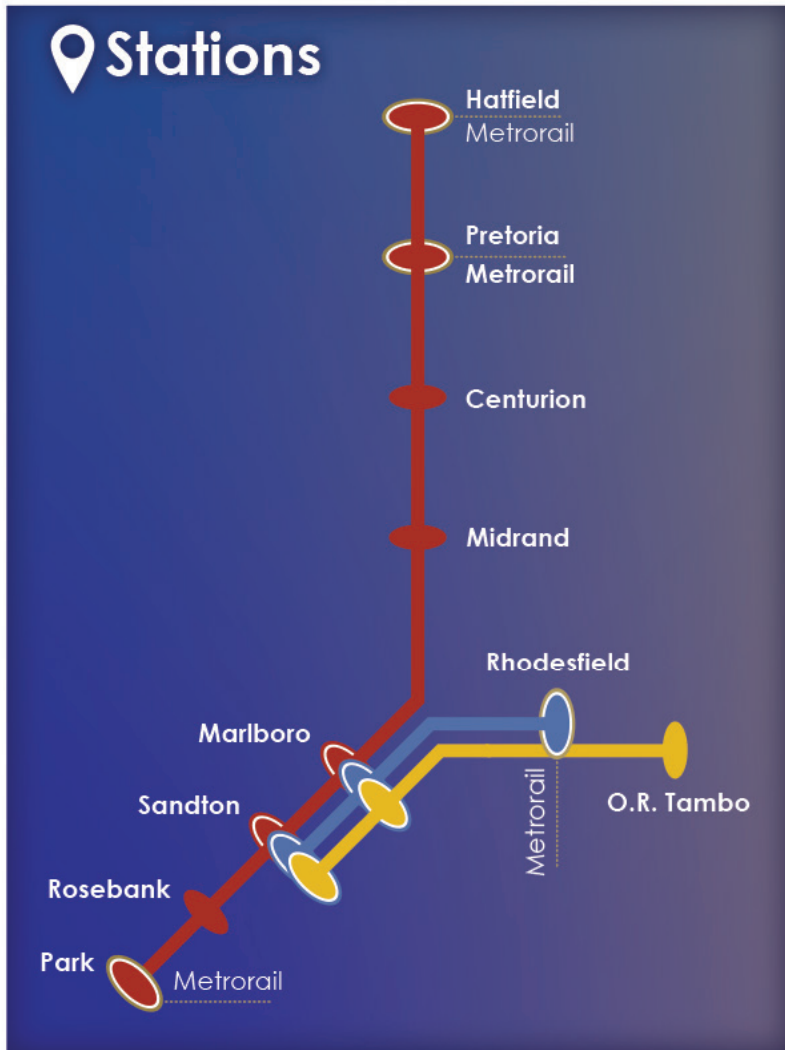
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SUSTAINABILITY VILLAGE SHOWCASE: PIGEON PEACEFUL

Pigeon Peaceful is a brand that prides itself on its handmade genuine leather products such as sandals, belts, wallets, and cardholders. The brand has been growing steadily since it started in 2017 when Lungelo Peaceful was still a fifth-year student at UKZN.

According to Lungelo, being in the Sustainability Village at ATI is a great opportunity for his business. "We get to interact with people from

so many different countries," he says. This exposure has helped Pigeon Peaceful gain a wider audience and insights from customers and industry experts.

This is the second time that Pigeon Peaceful has participated in Africa's Travel Indaba, and Lungelo says he had to come back because of the tremendous growth the brand has experienced since its first appearance. With

each event, Pigeon Peaceful gains more recognition and builds stronger relationships with customers.



CRUISE TOURISM AT THE PEAK OF CRUISE TOURISM

The cruise tourism industry numbers have more than doubled over the last financial year. "In the 2019/20 financial year we had about 35 ship visits. In the last financial year, we had 75 ship visits resulting in about 125000 passengers and 45000 crew," explains CEO of Wesgro Wrenelle Stander.

One of the unique selling points of cruise tourism in the Western Cape is the ability to travel around the entire coast of Southern Africa, making it an attractive destination for travellers who want to see the world in one place. Africa is a melting pot filled with a variety of different cultures and traditions

and continues to grow as a popular tourism destination.

David Green, CEO of the V&A Waterfront, said: "The return of a full cruise season to the Cape has been a remarkable success, a testament to the hard work of all of the role-players involved in Cruise Cape Town. It's been exciting to welcome back local and international cruises including the iconic world cruises such as the Queen Mary 2, highlighting the value of our destination to the choice of global traveller experiences. The Waterfront, as the operator of the terminal, continues to invest in an improved traveller experience at the terminal to

surpass the regular as well as new generation of vacationers to the city."

Stander spoke about the potential for developing itineraries that would take cruise ship passengers into townships, providing an authentic local experience. She emphasised the desire of travellers to have this type of experience, which would also benefit the local economy through increased business for local restaurants and transportation services.



SA FOREST ADVENTURES TO UNVEIL WORLD'S LONGEST ZIPLINE IN OVERBERG MOUNTAINS

One of the world's most ambitious zipline projects to date will be set in the picturesque Overberg mountains on the outskirts of Caledon. Situated next to the N2 and an hour's drive from Cape Town, the zipline named K3 will be earmarked as the world's longest zipline.

This will increase the growing footprint of SA Forest Adventures. Extreme thrill-seekers will be faced with a zipline exceeding more than 3km in length and an estimated 500 meters from the ground at its highest point, as part of phase one. The experience will enhance the Overberg's growing tourism footprint with this new world class star attraction. Installation of the K3 commenced during tourism month (September 2022) and will be operational later in 2023. The installation and site has been identified for a

number of reasons and once phase one of the project has been opened and successful, the development team will start with its planning for a zipline of a record-breaking 5km in length on the same property.

Owner, Clinton Lerm, said that the zipline will add to the companies versatile profile and the growing demand for SA Forest Adventures products. Currently SA Forest Adventures offers a number of activities such as quadbiking, ziplining, rafting, tubing, sandboarding, event and teambuilding, etc in a number of locations such as Hermanus, Cape Town, Caledon, Mossel Bay, Knysna and the Orange river. Apart from the Mossel Bay Zipline, SA Forest Adventures' NEW Knysna Ziplines and Cape Town, are amongst the best in South Africa. Cape Town Ziplines, a mere 15 minutes from the V&A

Waterfront, was voted as the number one activity in Africa and 18th in the world by Trip Advisor.

K3 will indeed be the cherry on the top when it comes to extreme adventure in South Africa and the initial demand for information on the product has shown us that the zipline will be incorporated into most local and international travel itineraries.

For more information:
Visit Stand ICC1209

K3
SA FOREST ADVENTURES



VOICES FROM THE FLOOR



Gary Maloi
Gold Fields Tours
Hidden Gems Exhibitor

The meetings we have had here at Indaba have been useful in expanding our contacts and our reach as a business.



Neville Jones
Experiential Travel
Hosted Buyer (Australia)

We are here to renew friendships that we have had in the industry for a long time. It's important for a company like us to continue to add new experiences and bring our guests back to Africa and that is going to happen through building connections.



Nguyen Thi Thu Huong
Honoitourist travel company
New International delegate

We are here to make connections and broaden the reach of our company. It is my first time in South Africa through the Africa Travel Indaba, I have loved meeting people here.



Este McGalty
Zambia Airways
Sharing Exhibitor

A highlight has been experiencing what Africa has to offer, looking at ways to connect, reconnecting and working together with other countries, both local and international.

HEALTH & TOURISM IN 2023 AND BEYOND

To drive collaboration in tourism it is essential for local businesses play a part in building a world class hospitality sector. One to note is PMP Germ Guard, a chemical manufacturer that supplies cleaning and hygiene products for the hospitality and tourism sector.

"I am proud to represent PMP Gem Guard, a supplier of guest amenities. One of the key values that we uphold as a company is promoting responsible tourism practices. We believe that it is important for the market to be educated on ethical tourism practices so that we can all work together towards a sustainable future," says Kagiso Nyoni.

To achieve this goal, PMP Gem Guard have taken it upon ourselves to educate the market and catalyse ethical tourism practices. "We

do this in line with the Tourism and Hospitality Act and through partnerships with organisations such as Women in Tourism. Our collaboration with Women in Tourism is particularly valuable as it allows us to extend our reach to hidden gems in all provinces," Nyoni adds.

Their primary focus is on educating the market on the basic guest amenities that they should provide to their guests. At PMP Gem Guard also intends to curate a programme that awards certificates to establishments for their benefit as well. By doing this, we hope to encourage more guest houses and accommodations to prioritise providing their guests with the basic amenities they deserve.

ZULUGAL RETRO SHOWCASES SUSTAINABLE ART WEAR

ZuluGal Retro is a unique business that has a mission to empower underprivileged women from disadvantaged backgrounds through handcrafting and embroidery. The business was established as a project to provide these women with the necessary skills to create handcrafted items such as jewellery, hats, and bags. The goal was to help them earn a sustainable income while preserving the traditional art of handcrafting.

The business has since expanded to include teaching children these skills as well. Visitors to the ZuluGal Retro stand can see and purchase the beautiful handmade crafts that these women and



children have created. The business takes great pride in their work and is passionate about sharing their art with the world.

One of the ways that ZuluGal Retro is seeking to expand its reach is by participating in Africa's Travel Indaba. The goal is to gain more exposure for the business and to increase awareness of their handmade art wear. Stand owner Nolitha Ntsodo explains, "We want more people to know about us and our art wear."





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KUMBULA MOULDINGS: AUTHENTIC AFRICAN GIFTS

Kumbula Mouldings, owned by Alex Banda who has been on a mission to uplift, enrich and preserve the culture, heritage and history of South Africa through its unique hand-carved products. The company specializes in creating chess sets featuring pieces of the big 5, the Koisan people, and popular political figures such as Nelson and Winnie Mandela.

What sets this brand apart is the nature of their products that truly emanate the feel and essence of what it means to be African in the global sphere. These sets, along with games like Solitaire, Tick Tag Toe and uMlabalaba, are made from raw materials such as resin, ground-stone, and hardener.

The company has over 800 retail stores across Africa, making it a major player in the industry.

What makes this company truly remarkable is its commitment to preserving the country's heritage while providing employment opportunities for local artisans. Each hand-carved product is unique, and the company takes great pride in creating these exquisite pieces that celebrate South Africa's rich history.

In a world where mass-produced products dominate the market, it's refreshing to see a company that places such a high value on preserving and promoting cultural heritage. The company's hand-carved products not only tell a story but also offer a tangible connection to the country's rich past.



INNOVATION AT THE SUSTAINABILITY VILLAGE

Sihle Dube, a passionate entrepreneur from Phiri in Soweto, Johannesburg, had a dream. He owned a classic VW Beetle, popularly known as "Sbhiva," that left a joyful expression on the faces of children whenever it drove into ekasi. But instead of selling his beloved car, he saw an opportunity to transform his passion into a creative business model. And so, the clothing brand, Sbhiva, was born.

According to Sihle, every item of clothing has a story to tell. For instance, the yellow collared shirt was inspired by the interior of his first beetle, while the black t-shirt depicts an illustration of the evolution of cars, from building them using milk bottles and wire to

mastering the mechanics on a bike before moving on to a beetle.

Sbhiva is a proudly South African brand that has made a mark on the world stage. When asked why he chose to approach his business in this manner, Sihle's answer was simple: "We start where we are, where we stand, with what we have."

Sihle's inspiring story is a testament to the power of creativity and innovation. By turning his passion for his classic VW Beetle into a clothing brand, he has not only created a successful business but also shared a part of South African history with the world. Sbhiva is proof that with determination and creativity, anything is possible,



SOUTH AFRICA'S BEST KEPT SECRET: DINOKENG

One hour just north-east of Johannesburg and Pretoria, lies the warm, big-sky region of Dinokeng, source of the world's largest diamond, an area that sparkles with natural, cultural and historical attractions.

The Dinokeng Area, meaning "a place of rivers", is a region in northern Gauteng rich in natural, cultural and historical heritage sites. The region offers a plethora of activities and attractions for travellers, making it an ideal destination for tourists looking for a unique and authentic African experience. From cultural tours to wildlife safaris, Dinokeng has something for everyone.



One of the main attractions in Dinokeng is the Dinokeng Game Reserve, which is home to the free roaming Big Five. The reserve offers game drives, bush walks, camps, picnicking and birding tours, giving visitors a chance to experience the beauty of African wildlife up close.

Dinokeng is also home to various cultural sites, such as the Cullinan Diamond Mine, which is famous for producing some of the world's largest diamonds, and the Ndebele Village, where visitors can learn about the Ndebele people's culture and traditions. Dinokeng central is the best kept secret and hospitable heart of Dinokeng where you can melt into nature right on the doorstep of the capital city. Dinokeng is the ideal springboard for visiting the other hubs of the diverse Dinokeng destination.

In all its diversities and for the first time on African soil, the region will be hosting the World Rowing Masters Regatta 2023 that will take place in September 2023 at Roodeplaat Dam in Tshwane, South Africa. The event will positively impact the local economy and community. The event is aimed to leave a lasting legacy in the



Tshwane region. This will be made possible with local involvement and innovation, while optimising social, environmental, economic and political impacts.

Dinokeng is a must-visit destination for travellers looking for a diverse and authentic African experience. Whether you're interested in wildlife, culture, food, or wine, Dinokeng has something to offer for everyone.

Dinokeng
Africa in one day

TOURISM



UNLOCKING THE USA MARKET

South African Tourism's North America team organised a USA Market Access Workshop at the ATI on Wednesday, 10 May to help small businesses and exhibitors break into the fast-growing US travel market. The session featured industry experts who provided valuable insights on the US traveller and American travel trade landscape, including how to engage with the travel trade to reach consumers. The USA is South Africa's fastest-growing international market, delivering 262,183 arrivals into South Africa in 2022, representing a 220% increase over 2021.

The South African Tourism Head of Insights

shared that more than 50% of American travellers were motivated by exploring new cultures, history, and beautiful scenery. Shelby Johnson, VP, Partner of Travel and Mobility Strategy at UM Worldwide, spoke about the "Adventurous Trendsetters" who provide untapped value for South African tourism because they prioritise long-haul and expensive trips and are willing to pay more for unforgettable experiences that provide cultural immersion.

Shaun T. Whitley, CRO & Co-Founder, Travel Relations LLC, emphasised the importance of building relationships with travel advisors, who

are key to leveraging influencers and bringing repeat business. Stephanie M. Jones, MBA, Founder & CEO, Cultural Heritage Economic Alliance, Inc. (CHEA), focused on attracting the USA Black leisure travel market, which spent \$109.4 billion on travel in 2019, representing 13.1% of the USA leisure travel market. She suggested ways for small businesses to connect with travel advisors, such as through trade shows, social media, and partnerships.

In addition to the market access workshop, the South African Tourism North America team is hosting a delegation of 70+ hosted buyers and hosted media during this year's Travel Indaba.

VOICES FROM THE FLOOR



Rick Carrassai
Baboo Travel
Hosted Buyer (US)

We are here to look for DMTs and local experts to create tailor-made itineraries here in Africa. There is a good array of people from different countries in South and East Africa and we have met some amazing people from central Africa.



Maggy Emelia Maliti
Ciela Resort and Spa
Exhibitor

Ideally we're looking to embark on tour operators that can bring more leisure guests. A highlight has been meeting a tour operator from the USA. Indaba is amazing for connecting us to collaborate, network and grow our businesses.



Lurene Krone
RH Hotels and Management
Main Exhibitor

Indaba has been positive. We've been well received as we have new potential buyers and clients, and awareness was what we hoped to achieve, so this experience has been worthwhile.



Langelihle Gwebu
The Hilton Garden Inn Mbabane
Exhibitor

Being at Indaba gives us access to regional and international buyers. We want to tap into the leisure travellers aspect to show that our products are more than just boardrooms.

LIMPOPO MAXIMISES ON SADC FOR NICHE TOURISM BENEFITS



Limpopo Tourism Agency (LTA) is maximising on its competitive advantage of its proximity to the SADC countries to benefit and grow tourism in the province and the region. Limpopo is bordered by three countries in the SADC subcontinent, Botswana in the west, Mozambique in the East and Zimbabwe in the north. Over and above this, the province has a major advantage of having two transfrontier parks, a niche product that no other province in the country possesses.

Limpopo's main competitive advantage comprises two transfrontier parks, namely, the Great Mapungubwe Transfrontier Park, bordering South Africa and Botswana and the Great Limpopo Transfrontier Park, bordering South Africa, Mozambique and Zimbabwe. In 2007, LTA, facilitated talks with some of the SADC members including Zimbabwe, Botswana and Zambia with a view to creating tourism harmony amongst member states for purposes of optimizing on the tourism offers in the region. Limpopo Government will again this year at Africa's Travel Indaba 2023, leverage on this initiative by having a consultative meeting with tourism authorities in of the respective countries for improved tourism packages in the region.

This session with SADC countries to service the agreement, will coincide with Limpopo Day that LTA will host at its stand on the second day of Africa's Travel Indaba, the 10th May 2023 in Durban. The day will be used by all the delegates from Limpopo to celebrate cultural diversity in the province resembling harmony found among the different cultural groups resident in the province.

The first meeting of the member countries in 2007 culminated in the development of a Memorandum of Understanding (MOU) that gave birth to what is today called Zambezi Destination. The initiative has to date added two other members to its list, namely, Namibia and Mozambique bringing to five (5) the total number of members.

A few years after the initiative was hatched, there were improved services, such as the route to Xai Xai called 'Bush to Beach' through the Phalaborwa gate of the Kruger National Park to Mozambique. LTA has in collaboration with Great Limpopo Transfrontier Park introduced another niche product of the park called 4x4 Eco-Trail from Limpopo to Mozambique. This is the shortest route to some exquisite beaches in Mozambique like Xai Xai and Bilene.

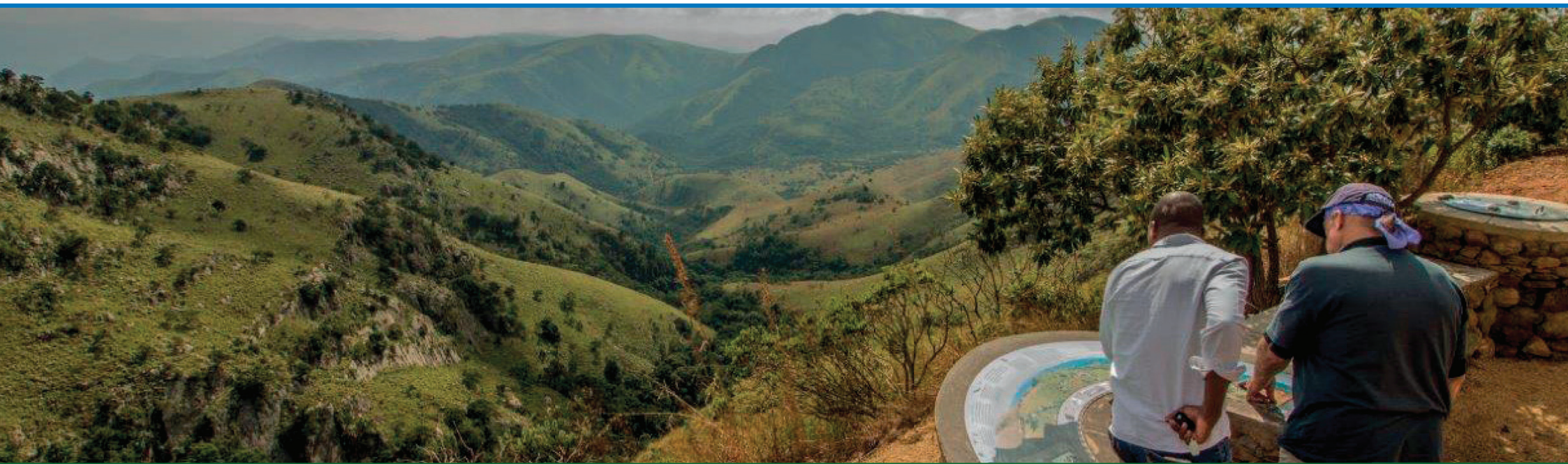
The breath-taking wildlife experience from Phalaborwa to Mozambique through Kiriyaondo Border Gate is an authentic, old generation wildlife experience captivated in new modern wheels building on the successes of its predecessors and thus pushing the product to

an unparalleled success. In short, the product does not have any equal.

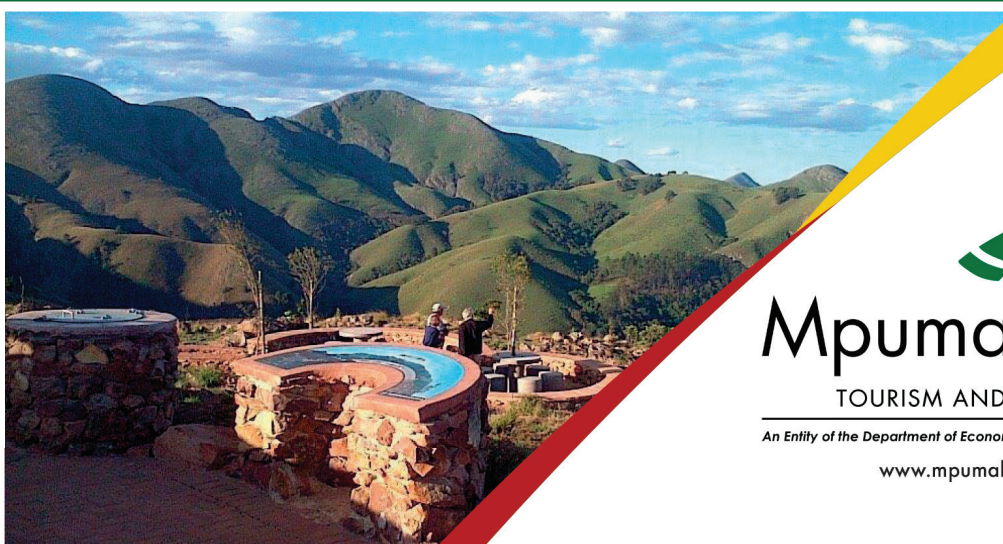
Whatever your pleasure, whatever your adventure, Limpopo Tourism awaits your visit. Experience the warmth of its people, warm temperatures throughout the year, the tapestry of its wildlife and the uniqueness of its camping sites.



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



Explore geological wonders on Barberton's Greenstone Belt at the Barberton Makhonjwa Mountains World Heritage Site



HILAAL TV: PROMOTING UBUMTU THROUGH INCLUSIVE TRAVEL AT INDABA

Hilaal TV, a Muslim community-focused television channel on DSTV channel 347, is dedicated to providing a platform for Muslims to engage with one another and share their experiences, values, and beliefs with the rest of Africa. Named after the crescent moon that marks the beginning of a new month in the Islamic calendar, Hilaal TV aims to cater to the diverse needs and aspirations of the Muslim audience across Africa.

Broadcasting across 10 countries in Africa, Hilaal TV celebrates the diversity of backgrounds, cultures, and perspectives that make up its viewership. From religious teachings to cultural events and lifestyle topics, Hilaal TV offers a wealth of knowledge and entertainment that is both informative and engaging.

The channel understands that as Muslims, the community values time spent with family, whether it is traveling or trying new cuisine. Hilaal TV promotes Ubuntu, a cultural and philosophical concept that speaks to the interconnectedness of all people. Ubuntu promotes community, respect, and mutual support and emphasises the fact that the well-being of the individual is linked to the well-being of the community as a whole.

Hilaal TV encourages the South African tourism industry to become more inclusive of the Halal faith, which is an important aspect of the Islamic faith. By promoting Halal friendly travel, tourism, and food, we can attract more visitors from different countries who share the same faith. It could be an excellent opportunity

for South Africa to showcase its rich cultural heritage and traditions.

Hilaal TV celebrates the diversity that makes South Africans who they are. Encouraging Halal friendly travel, tourism, and food is essential for building a more inclusive society. By learning from each other's cultures, traditions, and religions, we can build a more harmonious, accepting, and tolerant society.



 **DURBAN, KZN**
18° 26°
SUNNY

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