

CELEBRATING 30 YEARS OF FREEDOM AT AFRICA'S TRAVEL INDABA 2024

Welcome to the 2024 edition of Africa's Travel Indaba! I am so pleased you were able to join us this year.

We are all here with the sole aim of advancing and growing our much-treasured tourism sector.

We are also here because we are driven by the knowledge that we all work in a magical sector because indeed tourism fuels dreams, connects people from different backgrounds, and inspires a sense of wonder and exploration.

This year, our country, South Africa, commemorates 30 years of freedom and democracy. This is a milestone we would have never achieved without the help and contribution of many nations from our own African continent and the rest of the world. Thank you.

It is so fitting that we are here at a venue named after one of South Africa's foremost proponents of freedom, Albert Luthuli.

It is even more remarkable that we are gathered here as people from various nations ready to celebrate an "Unlimited Africa" as we continue to pull our efforts towards even greater heights.

A well-established event on the global tourism calendar, Africa's Travel Indaba stands as a beacon of excellence and is a high-value platform. May you never forget the value of your participation at this year's Africa's Travel Indaba.

Casting our minds back to last year, the show's direct contribution to the South African economy is projected at R408.6 million.

An additional R776.4 million is projected to be generated through indirect and induced impacts, resulting in a total contribution to the South African economy of R1.2 billion.

This is the value you bring to this show.

Indeed, tourism is a significant contributor to job creation and your presence at Indaba ensures that this continues. It is projected that last year's Africa's Travel Indaba resulted in the creation and/or sustainment of around 2 295, made up of 1 374 direct, 186 indirect and 735 induced jobs.

To all the exhibitors - one of the hallmarks of Indaba is the presence of high-quality buyers from various parts of the world.

I encourage you to make full use of all the systems in place and take advantage of the show's advanced technology to carve out meaningful connections with



these valued buyers who have a keen interest in our continent.

To local and international buyers – we have a fully sold-out floor space, this year's show boasts an impressive array of exhibitors representing the continent's diverse leisure tourism products.

With over 1100 exhibitors from across Africa, the event serves as a showcase of our collective offering.

The 26 countries exhibiting this year include Angola, Botswana, Burkina Faso, Côte d'Ivoire, Democratic

[Turn to page 3](#)

ICC 501



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



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Tugela Falls, Maloti-Drakensberg Park, World Heritage Site



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**EZEMVELO
KZN WILDLIFE**

Conservation, Partnerships & Ecotourism

From page 1

Republic of Congo, Eritrea, Eswatini, Ethiopia, Ghana, Guinea, Kenya, Lesotho, Madagascar, Malawi, Mauritania, Mauritius, Mozambique, Namibia, Rwanda, Senegal, South Africa, Tanzania, Togo, Uganda, Zanzibar, and Zimbabwe.

A special welcome to Burkina Faso, Eritrea, and Guinea as they are joining us for the first time this year.

As you start your first day on the trade floor today, may you optimise the unparalleled opportunities for networking and collaborating, for growth.

To all delegates, I invite you to a celebration of the richness and diversity of the African tourism sector.

As you immerse yourself in the vibrant atmosphere of

Indaba, I also encourage you to take some time to explore the beautiful city of Durban and the greater province of KwaZulu-Natal.

Known for its warm hospitality and stunning attractions, and a rich cultural heritage, this province offers a wealth of experiences waiting to be discovered.

South Africa is a beautiful country and is the perfect place to create long-lasting memories and marvellous stories to tell for years to come.

So, to all our visitors, do not miss out on the chance to take a bit of this country back home with you.

Visit the Sustainability Village and buy made-with-love

goods to take home for your loved ones.

To all my fellow South Africans thank you for your continued hospitality and always standing ready to receive our visitors from various parts of the world with open arms.

I extend my warmest wishes to all of you for a successful and rewarding experience at Africa's Travel Indaba 2024.

May your time here be filled with fruitful connections, inspiring encounters, and unforgettable memories.

Warm regards,

Patricia de Lille, Minister of Tourism, South Africa

AFRICAN BUSINESSES ENCOURAGED TO REDEFINE THEMSELVES ON THE GLOBAL STAGE

The Deputy Minister of Tourism, Fish Mahlalela, says it is up to the African continent to be bold about what it can offer the world.

Mahlalela was the keynote speaker at the Business Opportunity Networking Day (BONDay) which set the scene for the ATI which officially starts today and runs until Thursday.

"It is up to us as Africans to open the world's eyes to what we have to offer as a continent and take charge of the narrative because only when we are proactive, will we control our destiny," he said.

ATI showcases a wide variety of Africa's best tourism products, and attracts African exhibitors, international and local buyers and media from across the world.

He said: "There is no more opportune time to do that than at Africa's Travel Indaba, which takes place during May, which significantly, is also Africa Month. Today, we gather not merely as representatives of businesses, but as catalysts of change, and architects of a future defined by co-operation and collective success."

Mahlalela added that transformation is important, especially in the South African economy for tourism to thrive. "Transformation becomes a necessity in South Africa because there is inequality and poverty."

Mahlalela added that although there are challenges, there is some headway being made as small businesses are being developed and tourists encouraged to visit the township businesses.



South African Tourism CEO, Nombulelo Guliwe, said tourism is a catalyst for job creation and it is important for everyone in the ecosystem to be aware of the role they play.

She was one of the panellists in a discussion titled Stimulating Local Economies Through The Tourism Value Chain.

"Platforms like Africa's Travel Indaba and other South African Tourism-owned trade shows as well as those we participate in are important for creating an enabling



environment for people in the sector to have access to information," said Guliwe.

Katchie Nzama, a solo traveller, has been to 35 African countries. Her adventure began when she felt stifled by the corporate industry. She packed up to start a Cape to Cairo journey. Ten years later, she has not looked back.

"The travelling community is huge and people are always excited to meet someone from South Africa. When I arrive in a country, I go to the South African embassy and get emergency contact details and let them know that I am travelling solo. I am a digital content creator and a travel writer," said Nzama.

An insightful day all round for delegates.



KWAZULU-NATAL ROLLS OUT THE RED CARPET FOR AFRICA'S TRAVEL INDABA 2024

KwaZulu-Natal is all set for Africa's Travel Indaba (ATI) 2024 as it officially kicks off today.

Talking after the Tourism KZN stand unveiling, Tourism KZN Acting Chief Executive Officer (ACEO), Mr Sibusiso Gumbi said, "We are looking forward to robust business engagements for the next three days with Tourism Buyers attending Africa's Travel Indaba. Indaba continues to play an important role in KZN's tourism growth and has a positive impact on our economy."

"Hosting an event like ATI enables us to position KZN as a global brand and a must visit destination. Over the past few days, we have hosted a number of Buyers on Pre Tours so they can experience first-hand, what we have to offer. They got to sample our tourism experiences, stay in our hotels, experience our cuisine and our people first hand. They get a realistic view of how easy it is to access our destination," continued Gumbi.

Tourism KZN has been working around the clock with eThekwin Metro and law enforcement agencies to ensure that delegates attending ATI 2024 will be as safe as possible while doing business and visiting Durban and KZN. ATI plays a significant role in providing employment. For its contribution, TKZN through its ambassador programme is employing 40 unemployed students and graduates as tourism ambassadors during the trade show.

Tourism Ambassadors will be stationed at the ICC and the various hotels accommodating delegates and are there to assist them with information and directions; helping them navigate through ATI, directing them to our tourism experiences they can enjoy whilst in KZN.

Once again TKZN will host 15 emerging tourism business entrepreneurs on its stand. These SMMEs are part of our Tourism Enterprise Development Programme and being at ATI is invaluable exposure for their businesses. These SMMEs range from tour operators to accommodation owners, transport providers, travel agencies and tourism experience providers.

"We sincerely hope that everyone attending over the three days has a wonderful and in our beautiful province and does excellent business, and will return bringing more people with them," concluded Mr Gumbi with excitement.



Left to right: Mr Sibusiso Gumbi (Acting CEO of Tourism KZN) Phindile Makwakwa (Chief Operating Officer of Tourism KZN) Sithembiso Madlala (Chairperson of the Tourism KZN Board)



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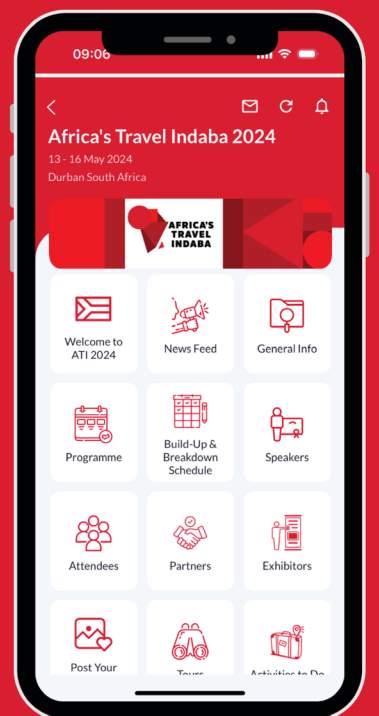
PROGRAMME

Time	Event	Venue
7am-8:30am	TKZN Buyer Breakfast Annual breakfast hosted by Tourism KwaZulu-Natal as the Host Province of Africa's Travel Indaba.	Coast of Dreams/Hosted Buyer Lounge, ICC By Invitation : Hosted Buyers
8am-10am	Africa's Travel Indaba 2024 Trade Floor Opening The Official Opening Ceremony of Africa's Travel Indaba 2024. Guests are to be seated at 8.30am for a 9am start.	South Foyer, ICC Ministry, NDT, Bid Parties, SAT, VIP's, Media, Exhibitors and Buyers
8:30am-10am	Speed Marketing Session 1: Kasi Flavour (Culture and Township) Take a journey of discovery from the roots of all humanity to a human story that inspired the world.	Meeting Room 21, ICC By Invitation Only : Products, Hosted Buyers and Media
10am-3pm	Tourism, Trade, Investment and Security Committee	Meeting Room 11A, ICC By Invitation : Products, Media
10am-6pm	Exhibition Starts / Diary Meetings Pre-scheduled appointments between hosted buyers and exhibitors.	Exhibition Areas Online Diary System / Exhibition Areas
10:30am-12pm	Minister's Walk-About The Minister of Tourism conducts the official walk-about of the Africa's Travel Indaba exhibition floor. Exhibitors have the opportunity to engage the stakeholder in an intimate way.	ICC, DEC & Walnut Road Open Entry : RSVP on APP
11am-11:30am	BOMA Talks: Shaping Sustainability - Session 1A - The Crucial Role Played by Youth Attitudes and Behavior in Championing Responsible Tourism Business Opportunity Meetings Aspirations - intimate conversations between delegates.	Butterfly Wall, ICC Outdoor
1pm-2pm	LUNCH - VENDORS TRADE FROM 12PM Partake in a wide array of authentic South African and African cuisine whilst enjoying lunchtime entertainment.	Designated Venues All Delegates
2pm-3pm	Marketing Discussion Despite constituting the largest demographic within the 1.3 billion-strong African population, the youth remain significantly underrepresented in intracontinental travel. Startling statistics from Statistics SA reveal that 6 out of 10 young Africans have yet to explore their own continent. This panel discussion aims to delve into diverse marketing strategies aimed at encouraging greater travel participation among young Africans within the continent.	Media Centre, ICC By Invitation Only
3pm-3:30pm	BOMA Talks: Future Forward - Session 1B - Big Data Analytics in the Travel and Tourism Industry - How is it disrupting the future? Business Opportunity Meetings Aspirations - intimate conversations between delegates.	Future Wheel - ICC Concourse Open Entry
6pm-11:55pm	Africa's Travel Indaba Official Welcome Networking Event The Africa's Travel Indaba Welcome Networking Event seeks to immerse delegates in an authentic Durban experience.	Msc Nelson Mandela Cruise Terminal South Beach, Durban, 4001 By Invitation Only

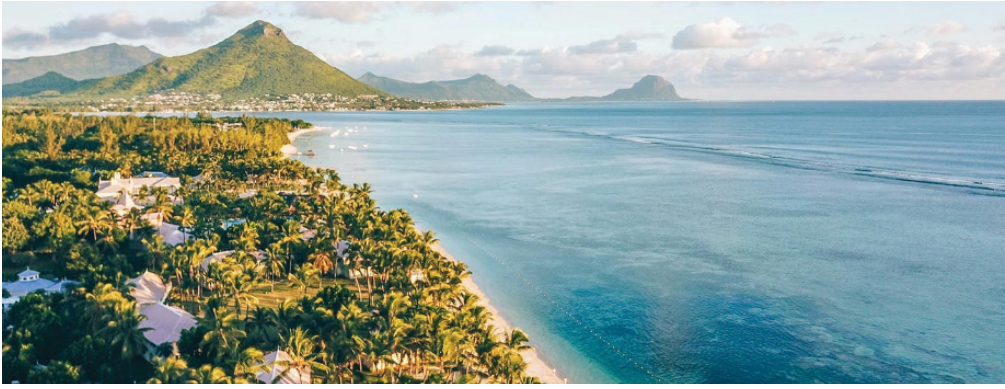
DOWNLOAD THE AFRICA'S TRAVEL INDABA 2024 APP

New improved exhibitor floorplan navigation

All the information you need at your finger tips!



MAURITIUS TOURISM SETS ITS SIGHTS ON NEW MARKETS



Mauritius has welcomed over one million visitors since January 2024, and is anticipating its robust growth to continue. The Indian Ocean island's economic outlook is also positive, with projected GDP growth of 6.5% in 2024, supported by various drivers, including tourism.

Here are the key focus areas for Mauritius Tourism in 2024:

Increasing Tourist Arrivals: Mauritius aims to attract more visitors in 2024. With over one million visitors since January 2024, the country is on the rise, and this trend is expected to continue.

Positioning as a Premier Destination:

Mauritius intends to maintain its status as the premier and most preferred destination

in the Indian Ocean. The island's excellent connectivity, top-notch accommodation, and quality hotels contribute to its appeal.

Diversifying Tourism Markets: While Mauritius has been Eurocentric in terms of tourism, it is actively diversifying its markets. The country is looking to expand its reach to the Middle East, India, and Africa. By fostering inclusion and diversifying its portfolio, Mauritius aims to tap into new markets and attract a broader range of visitors.

Sustainable Growth: Strategic plans are underway to sustain and build upon the current success. Mauritius seeks to create a sustainable growth trajectory by focusing on cultural and sports activities, enhancing connectivity, and maintaining high-quality accommodations.

AFRICA IS A CONTINENT BRIMMING WITH STORIES

Renowned South African actor, Dr. Jerry Mofokeng, took centre stage at Africa's Travel Indaba on BONday to deliver a poignant speech titled "Creating unlimited memories - telling Africa's unending stories."

With his signature eloquence and passion, Dr. Mofokeng shared insights into the profound significance of storytelling in preserving and celebrating Africa's cultural heritage. "In a world where borders seem to grow smaller and cultures blend into one another, it is imperative that we hold fast to our identities, our narratives, and our stories," he said.

He stressed the importance of preserving Africa's diverse narratives as a means of fostering unity and pride among its people. "I am a story, you are a story, we are stories. I am the long-distance runner from Ethiopia, I am the black soldier who went to war for a country not my own, I am the author, the actor, the poet. I am the praise singer, I am the tour operator and tour guide, I am Africa."

Drawing from his extensive experience as an actor, Dr. Mofokeng highlighted the power of storytelling to transcend boundaries and foster understanding across cultures. "Africa, with its vast and diverse cultures, is a continent brimming with stories waiting to be unleashed... By challenging stereotypes and breaking down barriers, storytelling has the power to shape a more inclusive and empathetic society."

He urged ATi2024 attendees to embark on a collective journey of discovery, exploration, and celebration as they weave together the threads of Africa's unending stories.



Feel
our island
energy



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Connect to the life, pulse and calming pause.
The scenery, the smiles.
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Mauritius



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EXHIBITOR LISTING

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www.oceansailingcharters.co.za

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Stand No. ICC811

Ivory Wilderness

www.ivorywilderness.com

+27 (0)76 176 8091

Stand No. ICC2406

Dinokeng Tented Camp

www.dinokengtentedcamp.co.za

+27 (0)78 295 2755

Stand No. DEC1.H1

Royal Thonga Safari Lodge

www.royalthonga.com

+27 (0)78 570 9022

Stand No. ICC2

Tula Baba

www.tulababa.africa.co.za

+27 (0)72 653 7244

Stand No. DEC1.K01

Gecko Lodge

www.geckolodge.co.za

+27 (0)63 617 9378

Stand No. ICC2106

MEET MORE OF THE SUSTAINABILITY VILLAGE VENDORS

The Sustainability Village at Africa's Travel Indaba is a vibrant marketplace where 19 local vendors will display their eco-friendly products at the 2024 trade show.

It offers delegates an immersive experience beyond traditional conference offerings, highlighting proudly South African goods. This village plays a crucial role in promoting local businesses and contributing to the economy by providing a platform for artisans to showcase their craftsmanship and entrepreneurship. By participating in initiatives like the Sustainability Village, local artisans gain increased market access and exposure, creating a lasting impact beyond the duration of Africa's Travel Indaba. This dynamic marketplace celebrates sustainability, creativity, and the spirit of entrepreneurship.

Yesterday you met 9 of the 19 exhibitors. Below we profile another 5.

ALUDE ARTS



Nandipha Msebenzi
Founder & Creative Director

Being a part of Africa's Travel Indaba is exhilarating as it ignites the senses, awakens the spirit and transports us to new realms of imagination. We believe art is a love language that speaks directly to the soul, transcending barriers of words, culture and heritage that should be preserved.

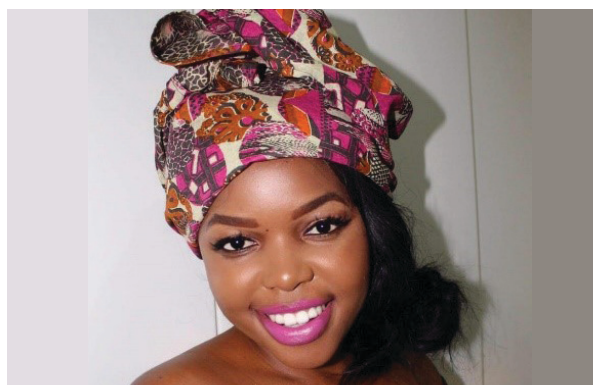
BADUMI BEADS



Badumile Dlamini
Project Manager

I'm so excited to be part of Indaba to showcase my beadwork and to connect with local and international buyers. It is a great pleasure to be under one roof with my colleague and a great opportunity to network.

NYM GROUP



Ntandoyenkosi Hlongwane
Director

I am so honored to be one of the craft exhibitors at the Travel Indaba this year. It being my first time, I'm excited to showcase my bags to international and local delegates. I look forward to making new connections and opportunities to get global orders.

THE BASKET STUDIO



Wandipha Sotsaka

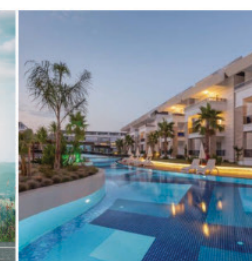
We are humbled to be part of Indaba to showcase our gifted hands to the local and international visitors. It is the best opportunity that we have been longing for, to engage with such an audience and to promote sustainability in the industry.

ITHONGA ARTS & HERITAGE



Sylvia Mayeza

It's a great pleasure for me to be at Indaba to meet with fellow delegates and showcase our beautiful work to both local and international visitors. It's an exciting opportunity to engage with a diverse audience and promote sustainability in the industry.



ETHIOPIAN AIRLINES GROUP ASSUMES MANAGEMENT ROLE FOR NEW LEGACY LODGES

Ethiopian Airlines Group has announced it has signed a memorandum of understanding with the Prime Minister's Office for the management and operation of the 'Dine for Ethiopia' lodges under Ethiopian Skylight Hotel.

Under the terms of this strategic partnership, Ethiopian Skylight Hotel will assume responsibility for operating and managing the astonishing Chebera Churchura Elephant Paw Lodge, Halala Kella Lodge, Gorgora Ec lodge and

Wonchi EcoLodge. The partnership aims to elevate the tourism experience in Ethiopia through utilising Ethiopian Airlines Group's extensive expertise in the hospitality industry, ensuring the provision of unparalleled services to visitors.

Commenting on the signing ceremony, Ethiopian Airlines Group CEO Mesfin Tasew said, "Tourism and air transport services are closely related industries. In addition to transporting passengers and cargo, Ethiopian Airlines has

been working at a high level to promote tourism in our country. We are delighted to join hands with the Prime Minister's Office to elevate the hospitality experience in Ethiopia. Ethiopian Airlines Skylight hotel is renowned for its

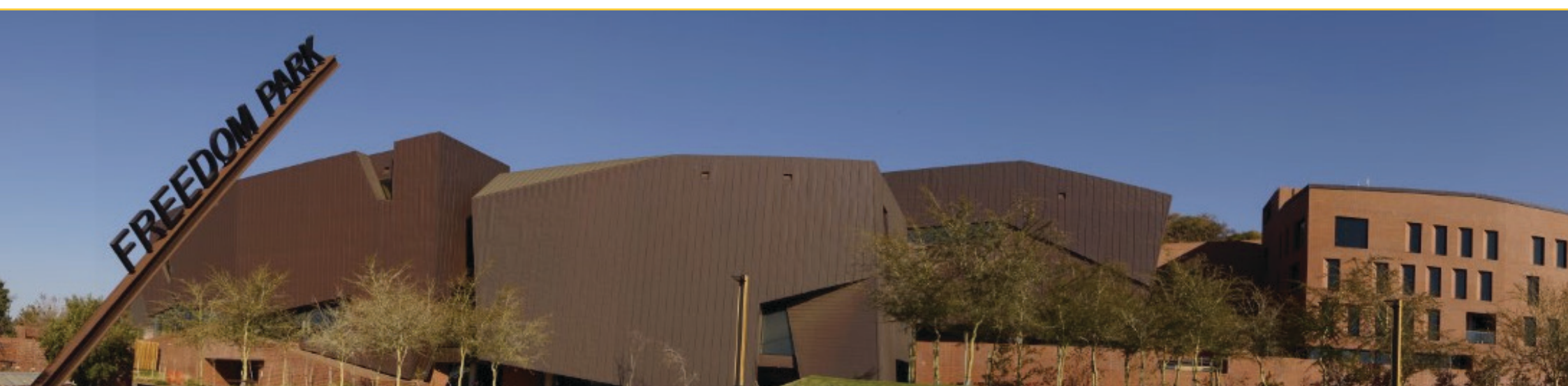
commitment to excellence, and we are excited to extend our expertise to these remarkable lodges."

This collaboration between Ethiopian Airlines Group and the Prime Minister's Office marks a significant milestone in Ethiopia's tourism industry, reinforcing the country's position as a premier destination for global travellers. By combining Ethiopian Airlines' renowned hospitality with the unique offerings of the Legacy Lodges, visitors can look forward to an extraordinary experience that celebrates Ethiopia's natural beauty, vibrant culture, and warm hospitality.

Each Legacy Lodge offers a unique experience that showcases the natural beauty and cultural heritage of Ethiopia. Guests staying at the Chebera Elephant Paw Eco Lodge will have the opportunity to witness the majestic African elephants up close while enjoying luxurious accommodations and personalised services.

The Halala Kella Eco Lodge, nestled amidst picturesque landscapes, offers a serene retreat for nature enthusiasts, with activities such as hiking and bird-watching, the Gorgora ecolodge features unique topography and the finest weather of Gorgora area and the Wanchi Eco Lodge provides a gateway to breathtaking views and thrilling outdoor adventures.

Republished courtesy of Voyages Afriq.

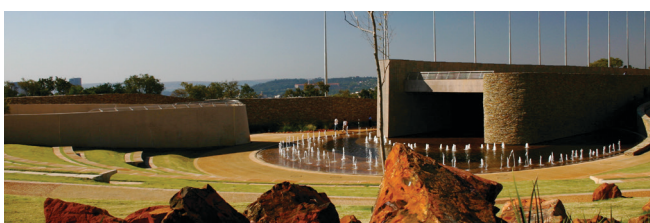


Freedom Park is a Presidential legacy project, a liberation heritage memorial and symbol of reconciliation established post 1994, to create and foster a post-apartheid national consciousness of the common legacy that binds the people of South Africa together.

Through its Museum //hapo, Freedom Park narrates a story dating back 3,6 billion years through seven epochs: Earth, Ancestors, Peopling, Resistance & Colonisation, Industrialisation & Urbanisation, Nationalism & Struggle, Nation Building & Continent Building.

Freedom Park is established in terms of Heritage Resources Act number 25 of 1999 and Cultural Institutions Act, 119 of 1998 effective from 01 April 2009

It is one of the Agencies of the National Department of Arts and Culture.



Corporate Strategic Goals

- To contribute to social cohesion by positioning Freedom Park as a symbol of national identity
- To establish mechanisms to promote, protect and preserve Indigenous Knowledge Systems (IKS).
- To create a conducive environment in order to attract, engage and retain effective and knowledgeable talent, as measured by industry standards.
- To manage Freedom Park as a customer focused financially sustainable cultural institution.
- To mobilize active partnerships with National, Continental and International institutions to emancipate the African voice.



Our Mission

To provide a pioneering and empowering heritage destination that challenges visitors to reflect upon our past, improve our present and build on our future as a united nation.

Our Vision

To be a leading national and international icon of humanity and freedom.

FIND OUT MORE :
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Info@freedompark.co.za
tours@freedompark.co.za

Freedom
PARK
a heritage destination

an agency of the
Department of Sport, Arts and Culture

WELCOME A NEW HOTEL & CONVENTION CENTRE OR TAMBO JOHANNESBURG



Located on the shores of Swan Lake in Benoni you will find, from 1 July 2024, ANEW Hotel & Convention Centre OR Tambo Johannesburg! This perfectly located property is just 10km from OR International Airport and offers a perfect escape for the modern business traveller.

With 16 versatile venues capable of hosting events for up to 4,000 guests, this location is set to become the premier destination for conferences, weddings, and special occasions. Whether you're planning a business meeting or a grand celebration, the state-of-the-art facilities and expert team ensure that every event is a success.

Relax and unwind in one of the 161 modern rooms, thoughtfully designed to provide the perfect blend of style and comfort. From cosy single rooms to spacious suites, each accommodation offers a peaceful retreat from the hustle and bustle of the city.

Hungry? Indulge your taste buds at Cielo, the signature lakeside restaurant. With stunning views and a menu inspired by Mediterranean cuisine, it's the perfect spot to savour delicious flavours while enjoying the beauty of the lake.

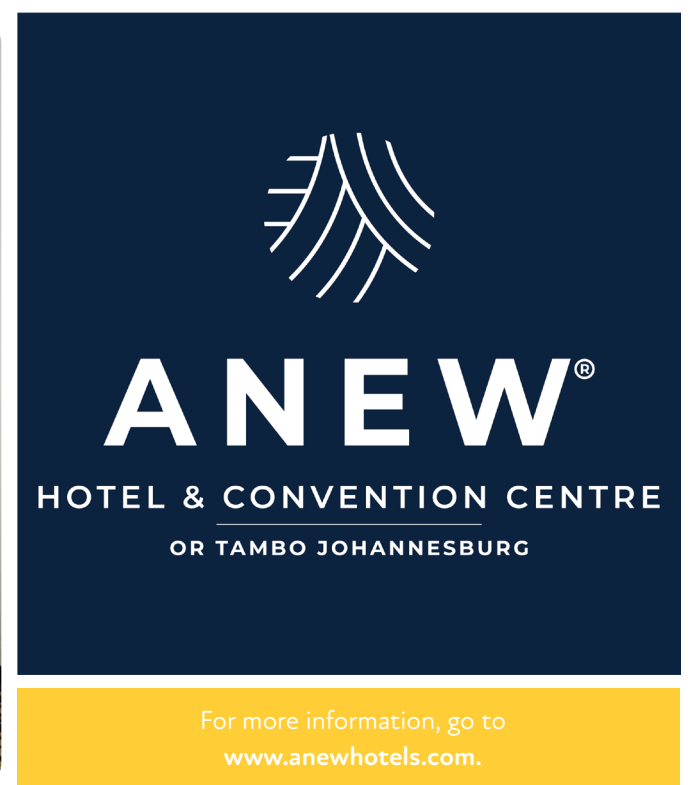


ANEW Hotel & Convention Centre OR Tambo Johannesburg offers a wide range of facilities and services, including tennis courts, a pool, a beach bar restaurant, spa services, free WiFi, laundry service, and a complimentary airport shuttle.

For conferences, the modern spaces are equipped with cutting-edge technology and ample natural light, providing an ideal setting for meetings, exhibitions,

and banquets. The hotel's conference coordinator can customise packages to suit the needs of guests.

Guests can expect the same exceptional service they know and love from ANEW to be seamlessly integrated into their experience at ANEW Hotel & Conference Centre OR Tambo Johannesburg. Stay tuned as reservations will be opening soon!



MARKET ACCESS SUPPORT PROGRAMME

South Africa's breath-taking landscapes, mild coastal climate, pristine wildlife offerings, its assortment of cultural experiences and the warm welcome of its people has positioned the country as one of the preferred holiday destinations for international visitors.

The growth and success of South Africa's tourism is embedded in the sustainability of its supply market, which comprises of Small, Medium and Micro Enterprises (SMMs) that enrich visitor experience, and ensure that you are able to take a memorable token of one's experience of the rainbow nation.

The Department of Tourism supports the supply market through incentivised programmes such as the Market Access Support Programme (MASP) to stimulate sector growth, development and transformation. Through the MASP, the Department offers partial financial support towards the cost of exhibition space, return airfare, hotel accommodation to qualifying small tourism enterprises that wish to participate and exhibit at selected tourism trade platforms.

The programme has over the years approved an average of 300 applications for SMMs to showcase their tourism products at domestic and international trades shows assuring increased access to new market, business turnover, and ultimately their business sustainability.

At the 2024 Africa Travel Indaba (ATI), the Department is pleased to introduce 120 South African SMMs, from accommodation, travel and related services, to regional and international buyers. Indaba guests are encouraged to visit stand 114 in the exhibition area of the Durban International Convention Centre (ICC) to connect and trade with the SMMs.

Applications for the MASP to participate at the World Youth Student Travel Conference (WYSTC) from 24 – 27 September 2024, and at IMEX America from 08 – 10 October 2024 are currently open. **Eligible South African tourism businesses are encouraged to visit: www.tourism.gov.za to apply.**

Meet some of the SMMs supported by the Market Access Support Programme:



Victorious Corner Guest House

A 4-Star establishment that is 100% black woman-owned business. Located in the heart of the Maluti Mountains, the guest house is a winner of the bookings.com - winner of Traveller Review Award 2020.



Monene Travel and Tours

Winner of the Ligulam award by the South African Women Entrepreneur Network (SAWEN) Monene Travel and Tours specialises in business and commercial travel. The enterprise focuses on travel and leisure such as flights bookings, business trips, youth holidays, educational, camping and team building activities.



Hluhluwe Gate Safari Camp

A 2-Star black owned enterprise located on the boundary of Hluhluwe Imfolozi Park. The Lodge offers activities that include game drives and tours to Isimangaliso Wetland Park for a boat cruise at St Lucia.



Izethembiso Travel and Tours

Izethembiso Travel and Tours is a tour operating enterprise based in Pinetown, KwaZulu-Natal. Tours conducted include Safari tours, cultural tours, historical tours, Durban City tours and country tours. Other services provided include conference shuttles, events management, sports travel and Whale watching. The enterprise has the capacity to accommodate 300 tourists per tour.



Glamping Adventure

Offers glamorous camping experiences in spacious, furnished and tented accommodation. Camping takes place at popular attractions such as the Drakensberg, Kruger National Park, Hartebeespoort, Parys, Graskop, Magaliesburg and Hekpoort. Packages are suitable for solo travellers, social groups, corporate retreats and team building.



Vhafamadi Bed and Breakfast

The 4-star graded facility ideal for business or leisure travellers. It is located in close proximity to the world-famous Kruger National park, Nandoni Dam, The University of Venda and Fundudzi Lake.



DIVE INTO THE WORLD OF STRATEGIC COLLABORATIONS & PARTNERSHIPS IN TOURISM

Join us as panellists from diverse sectors convene to explore and exchange insights on fostering collaboration between the realms of music, film, and tourism. Delve into the symbiotic relationship between these industries and uncover the untapped potential for strategic partnerships that drive innovation and growth.

With a specific focus on Africa's allure as an attractive film and music destination, our discussion will unveil the myriad ways in which this synergy benefits the tourism sector. From leveraging iconic film locations to showcasing rich musical heritage, we'll examine how strategic collaborations can elevate Africa's global appeal and attract discerning travellers seeking immersive cultural experiences.

Meet our Moderator:

Moderator:

Thembisile Sehloho (CMO South African Tourism)

Featuring:

Neo Ntatleng: Award winning Executive Creative Director

Jacqueline Rainers Setai: KZN Film Commission

Lehlohonolo Mokhosi: Partnerships & Distribution Manager NFVF

Thulani Maduse: Director & Founder of the Amapiano Summit South Africa.

DJ Stanky: International Amapiano DJ & Member of DBN Based Group Kweyama Brothers

Date: 15 May 2024

Time: 14:00 – 15:00

Venue: Media Centre Presentation Room

Don't miss this dynamic conversation as we chart a course towards unlocking the full potential of collaborative endeavours in shaping the future of tourism on the African continent and beyond.



Advertise in Africa's Travel Indaba Daily Newspaper.



Contact Redoh Kimmie at
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WHAT TO EXPECT...

- Arrival OR Tambo International Airport
- 2 nights at *Saxon Hotel, Spa and Villas BB*
- 2 nights *More Game Lodge Kruger National Park FB*
- 2 nights at *Cape Cadogan BB*
- Vivari Aesthetics (*all-inclusive cosmetic surgery*)
- 7 to 10 nights lux *Vivari Aftercare FB*
- Departure OR Tambo International Airport

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2024

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1 Riviera Lane Featherbrooke Ext 8, Johannesburg, 1732, South Africa

A whole lot of information in one little square.

EMPOWERING INCLUSIVE TRAVEL: THE ROLE OF AI

Accessible tourism is a fundamental pillar of promoting inclusivity in the travel industry. A recent study titled “Digital Inclusivity: Advancing Accessible Tourism via Sustainable E-Commerce and Marketing Strategies” sheds light on the critical importance of creating a barrier-free digital environment for individuals with disabilities (PwD) within the tourism sector.

This study underscores the role of sustainable e-commerce practices in fostering a more inclusive online marketing landscape, enhancing user satisfaction, loyalty, and stakeholder engagement.

AI and digital technologies are at the forefront of driving inclusion in tourism. These technologies hold the promise of removing barriers for travellers with disabilities, thus improving the overall tourist experience.

AI-driven chatbots, for example, offer real-time assistance to travellers with disabilities, providing information on accessible facilities, transportation options, and local attractions. Moreover, AI strategies prioritise



competitive service provision, resource sustainability, and community involvement, shaping the future of the African tourist sector.

Speaking at a plenary session at Africa's Tourism Indaba, Nazareen Ebrahim said that “the history of AI is vast and varied and can be traced back to the 1940's. These days

generative AI is very much part of our everyday language with Google and applications such as ChatGPT being used by billions of people daily.”

Ebrahim emphasised that “no matter what profession you are involved in, the contextual foundational understanding of why AI may be applicable to me, both as an internal and external customer, is vital in improving accessibility in tourism.”

Language barriers pose significant challenges for travellers, but AI-powered translation tools are breaking down these barriers. By offering multilingual content and facilitating communication between tourists and locals, AI is making travel

more accessible and enjoyable.

To optimise the power of AI and enhance traveller experiences, businesses can implement personalised recommendation systems based on user preferences and accessibility requirements.

Seasoned journalist and editor, Toby Shapshak said that “along with the development of AI and technology as a whole, we've seen travel become more efficient and convenient for even the basic traveller, who knows what we might see in the next two years.”

By leveraging data analytics and machine learning algorithms, travel platforms can tailor their offerings to meet the diverse needs of travellers, ensuring a seamless and enjoyable journey for all.

Ongoing research and implementation efforts are crucial to evaluating the effectiveness of these strategies in real-world scenarios, driving continuous improvement in accessible tourism practices.

AI is a game-changer in advancing accessible tourism, creating inclusive digital environments, breaking down language barriers, and enhancing the overall travel experience for everyone. As technology evolves, we can anticipate even greater strides towards a more inclusive and sustainable tourism industry.



AI REVOLUTIONISING TRAVEL: ENHANCING EFFICIENCY AND EASE

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IT'S MORE FUN IN THE NORTHERN CAPE!

Experience the allure of the Northern Cape as we unveil a captivating array of products and activities at Indaba. Our showcase is meticulously curated to entice both trade professionals and media representatives alike. From hidden gems to unparalleled experiences, the Northern Cape promises service excellence that leaves a lasting impression, beckoning visitors to return time and again. Explore the wonders of our province at the Experience Northern Cape stand, located in ODC A18. Join us on this extraordinary journey.

ASTRO GUIDES

Embark on an astronomic journey like no other with the Carnarvon Astro Guides—an extraordinary sky-viewing experience that transcends mere stargazing. This unparalleled cultural astro-tourism showcase intertwines the brilliance of the night sky with ancient tribal narratives, inviting visitors to immerse themselves in the cosmic wonders while embracing the richness of tradition. Delve into the Milky Way as it unfolds before you, each constellation woven with cultural wisdom that sweeps your thoughts to realms both ancient and nascent. To join this mesmerizing experience, book your tour at the SARAO Visitor Centre, at the corner of Victoria and Hanau Streets in Carnarvon—a pivotal stop along the Karoo Highlands Route. For inquiries and bookings, contact +27(0)84 319 5587, and let the stars guide you on a journey of enlightenment and wonder.

ENRICO TOURS

Enrico Mapanka stands as a beacon of bespoke adventure, operating independently and specializing in both intimate and grand safari experiences in Upington and its surroundings. Among the treasures of his tours lies a visit to Riemvasmaak, a community-run mountain desert wilderness. Nestled northwest of Kakamas and skirting the Augrabies National Park, the Riemvasmaak Community Conservancy spans 75,000 hectares between the meandering Orange and arid Molopo rivers. For inquiries and bookings, reach out to Enrico at +27(0)78 202 6134 or via email at emapanka@gmail.com.

KAROO TRAVEL DIMENSIONS

Karoo Travel Dimensions stands proudly as a registered Travel Agency and Tour Operating company nestled in De Aar, born from the visionary spirit of Noncedo (Mirriam) Seekoei in 2016. The seeds of inspiration were sown during her visit to the national tourism careers expo in Durban, where she discerned a distinct need for a professional tourism enterprise catering to the unique wonders of the Pixley ka Seme region. For inquiries and bookings, connect with Noncedo at +27 (0)78 212 2441 or via email at karootraveld17@gmail.com.

STARDUST TOURS (PTY) LTD

Embark on an enchanting journey through the Roggeveld and the picturesque town of Sutherland, a pivotal stopover along the Karoo Highlands and Forgotten Highway routes. By day, immerse yourself in the rich tapestry of local history, exploring heritage buildings and encountering the echoes of lives past. As the sun dips below the horizon, prepare for an awe-inspiring spectacle beneath the star-studded canvas of the Milky Way. Joining you on this remarkable adventure is Willem Prins, a seasoned guide whose passion and expertise promise an unforgettable travel experience. To embark on this celestial voyage or to inquire further, reach out to Willem at +27(0)84 706 2792 or via email at willemprins082@gmail.com.

VINKIE TOURISM ENTERPRISE

Meet Martha van der Westhuizen, the visionary behind Vinkie's Tourism Enterprise, an eco-

tourism haven. Nestled within the Khomani San farm of Erin Farm, a UNESCO World Heritage Site, her company invites you to immerse yourself in the rich tapestry of traditional bush experiences, steeped in the culture and folklore of this ancient nation. Embark on guided day trips and heritage tours, all while indulging in the comfort of tented bush camps. Vinkie's Tourism Enterprise prides itself on crafting bespoke adventures tailored to your desires. Reach out to Vinkie at +27(0)72 977 0120 or via email at vinkie87@gmail.com.

EXPLORE THE NORTHERN CAPE ROUTES

Discover the glamour of the Northern Cape through our meticulously crafted six Northern Cape Routes, designed to offer visitors an effortless, do-it-yourself adventure across the province. Immerse yourself in unforgettable year-round experiences, complemented by genuine hospitality. Venture off the beaten path to uncover the hidden gems of our towns and villages, where peace and tranquillity reign supreme amidst vast, uninterrupted landscapes. It's an opportunity to recharge, rejuvenate, and reconnect with loved ones amidst the unparalleled beauty of the Northern Cape.

NAMAQUA COASTAL ROUTE

Embark on a journey filled with hidden treasures along our route, encompassing enchanting destinations like Garies, Kamieskroon, Hondeklip Bay, Koiingnaas, and Kleinsee. Dive into a myriad of adventure and leisure activities, from exploring the majestic Namaqua National Park and nature reserves to conquering remote hiking trails and exhilarating 4x4 routes. Join a succulent sleuthing expedition led by a botanical guide, unravel the history of the Anglo-Boer War atop Springbok Klipkoppie, or trace the stories of countless shipwrecks dotting the coastline. Marvel at breathtaking vistas of the Atlantic Ocean, accompanied by mesmerizing sightings of dolphins and whales, while the rugged mountains and vast veld offer glimpses of endemic wildlife. Prepare for an unforgettable journey through this remarkable terrain.

Don't Miss: Slack-packing through the Namaqua National Park in early Spring or September when the usually dusty plains are transformed into kaleidoscopic flower carpets of color.

RICHTERSVELD ROUTE

Explore the unique beauty of the Richtersveld, South Africa's sole mountain desert, where our route winds along rugged gravel roads to charming towns like Eksteensfontein, Sendelingsdrift, Lekkersing, Kuboes, and Sandrift. Along the banks of the Orange River, immerse yourself in leisurely activities such as river rafting and indulge in the finest wilderness fly-fishing experiences the country has to offer. Meanwhile, the entire Richtersveld region beckons to mountain biking enthusiasts, offering dream-like trails against a backdrop of stunning desert vistas.

Don't Miss: A cultural experience with a 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 iconic quiver tree, the Quiver Tree Food & Wine Route meanders along the majestic Orange River, showcasing the charm of quaint towns such as Upington, Kakamas, Keimoes, Augrabies, Marchand, Kanoneiland, Kenhardt, and Riemvasmaak. Offering something for everyone, from families to adventure enthusiasts, the route boasts an array of thrilling activities including soaking in the rejuvenating Riemvasmaak hot springs, navigating the rapids through river rafting, testing your angling skills with fly fishing, gliding along the water in kayaks, enjoying leisurely river cruises, embarking on exhilarating 4x4 expeditions, trekking scenic hiking trails, and tackling challenging MTB routes—all while immersing yourself in excellent birdwatching opportunities.

Furthermore, with the Southern Hemisphere's longest wine-producing area gracing the route, visitors have ample opportunities to indulge in world-class wine and brandy-tasting experiences, adding a touch of sophistication to this adventure-filled journey.

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

KALAHARI RED DUNE ROUTE

Experience the essence of our province amidst the untamed beauty of the Kalahari. Here, golden dunes, expansive skies, and iconic flat-topped acacia trees define the breathtaking Kalahari Red Dune Route. Stretching from Upington to the Namibian border, this route leads travelers through the quaint villages of Ashkam, Groot and Klein Mier, and Rietfontein. Adventure-seeking families and thrill-seekers alike can immerse themselves in a myriad of exhilarating activities, from dawn dune hikes and mesmerizing encounters with majestic eagle-owls to thrilling sand duning and surfing adventures amidst the crimson sands. Delight in close encounters with playful meerkats and unlock the mysteries of South Africa's newest World Heritage Site—the Khomani San Cultural Landscape. Embark on a guided walk with the San Khomani to delve deep into the ancient wisdom, customs, and folklore of this extraordinary tribe, rediscovering the soul of the Kalahari along the way.

Don't Miss: A visit to the world-famed Kgalagadi Transfrontier Park is a must. Encounter magnificent oryx hold sway on the sandy swathes 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 sanctuaries in Africa and 10 worldwide.

KAROO OASIS ROUTE

Embark on a journey through the heart of South Africa as the route winds its way through the historic towns of Warrenton, Kimberley,

Hopetown, Britstown, and Victoria West along the N12. Serving as the quintessential pit stop for travelers journeying between Johannesburg and Cape Town, this route offers a wealth of experiences waiting to be discovered. Pause along the way to delve into the rich mining history of the Diamond Fields region, where tales of diamond discoveries echo through time. Then, venture into the pristine wilderness of national game and nature reserves, where opportunities abound for fly-fishing, kayaking, mountain biking, trail running, game drives, and world-class birdwatching.

History enthusiasts can immerse themselves in the tales of the Anglo-Boer War at the McGregor and Magersfontein Museums, as well as in Hopetown, where echoes of the past resonate through the ages. Throughout the journey, exquisite arts and crafts beckon from roadside stalls, offering a chance to connect with local artisans and acquire unique treasures crafted with care and passion. Explore, indulge, and immerse yourself in the vibrant tapestry of culture, history, and natural beauty that awaits along this captivating route.

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

Journey through the Karoo's historic route, a path west of the N1 highway, offering a glimpse into South Africa's rich past. Spanning from the mid-1700s to the mid-1800s, this route served as a corridor for travelers venturing northward from the Cape Colony toward the frontier along the Orange River. Another trail, emerging from Tulbagh in the 1780s, traversed the rugged Karoo landscape, passing through Sutherland, Fraserburg, Carnarvon, Griquatown, Blinkklip (later known as Postmasburg), Danielskuil, and Kuruman. Along this route, a diverse array of adventurers embarked on their journeys, from Basters escaping colonial oppression to missionaries, explorers, and traders, encountering various indigenous peoples including the San, Khoi, Xhosa, and Tswana communities nestled within the region. As travelers navigate this historical pathway, they uncover tales of resilience, cultural exchange, and exploration. From the Basters' quest for freedom to encounters with diverse indigenous communities, the route reflects the complex tapestry of South Africa's past. With each stop, visitors are immersed in the vibrant heritage and dynamic landscapes of the Karoo, offering a profound insight into the region's historical significance and cultural diversity.

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.



AFRICAN AVIATION SECTOR SOARS

In March 2024, the African aviation sector witnessed a notable 8.1% year-on-year increase in international passenger demand, as reported by the International Air Transport Association (IATA).

This surge in demand signals robust growth in international passenger markets across the continent, reflecting a positive trend in air travel.

According to the IATA Air Passenger Market Analysis report for March 2024, the capacity of African airlines

also saw a significant 11% year-on-year increase to accommodate the rising passenger demand.

However, despite the increase in capacity, the load factor of African airlines experienced a slight decline, dropping to 70.3% compared to March 2023. This indicates that, on average, flights were 70.3% full during this period.

Mpumi Mpofu, CEO of Airports Company South Africa, which manages 12 of South Africa's largest airports, shared that "South African airline traffic has increased

steadily post-pandemic with travelers now seeking out special destination tourism with more people opting to fly directing to destinations such as Kruger National Park and the Cape Winelands region."

Comparing the performance of African airlines to other regions globally, Asia-Pacific airlines recorded the highest increase in international passenger demand at 38.5%, followed by Latin American airlines with a surge of 19.7%.

European carriers experienced an 11.6% rise in demand, while Middle Eastern airlines saw a 10.8% increase, and North American carriers reported a growth of 14.5% in demand.

In terms of capacity and load factor, Asia-Pacific airlines led with a 37.4% capacity growth and an 85.6% load factor.

European carriers witnessed an 11.4% capacity increase and a 79.9% load factor, while Middle Eastern airlines had a 13.9% capacity growth and a 77.5% load factor. North American airlines reported a 14.8% capacity growth and an 84.7% load factor, and Latin American airlines maintained an 84.3% load factor.

The global airline industry's total Revenue Passenger-Kilometers (RPK) experienced a robust growth trajectory in March 2024, increasing by 13.8% annually, primarily fueled by strong international traffic. Passenger load factors (PLF) exceeded 2023 levels, reflecting the industry's achievement of record levels of passenger traffic, surpassing the historical peak set in 2019.

International traffic exhibited resilient momentum, with RPK growing by 18.9% year-on-year across the entire industry. Particularly noteworthy was the rapid surge in traffic from the Asia-Pacific region, while other regions maintained consistent performance compared to the previous month.

These insights underscore the dynamic nature of the global aviation industry and highlight the significant role played by African airlines in driving international air travel and connectivity across the continent.



DOORNKLOOF NATURE RESERVE

A nature lover's paradise. Doornkloof is unique not only in the sense that it has minimal disturbances but also has breathtaking views of the Vanderkloof Dam, diverse mammals and majestic mountainous areas. Things to do : Hiking trails, angling, camping, bird watching, game viewing, mountain bike trails and kayaking. Accommodation Available
For more information:
Call +27 517 533 006/5
doornkloofnr@gmail.com

GOEGAP NATURE RESERVE

This 15000-hectare reserve, is a Must See for nature lovers and 4x4 enthusiasts. It boasts 600 indigenous plant species, 45 mammal species and a recorded 104 bird species. Things to do include hiking, 4x4 routes, horse trails, Hester Malan Wild flower Garden. Accommodation Available
For more information :
Call +27 718 9906/07
goegapNR@gmail.com

ROLFONTEIN NATURE RESERVE

Bordering South Africa's second largest dam, Rolfontein the reserve offers an array of activities including Angling, Hiking trails, self game drive and delightful picnic spots. The reserve also offers accommodation, both chalets and camping.
For more information:
Call +27 53 664 0900
rolfonteinnr@gmail.com

OORLOGSKLOOF NATURE RESERVE

Situated about 16km from the town of Nieuwoudtville, on the Bokkeveld Plateau, the reserve is known for spectacular hiking trails that wind through the river gorges, between interesting and unusual rock formations, and its 4776-hectres of one of the most varied botanical areas in the Northern Cape.
For more information,
Call: +27 27 218 1159
oorlogskloof@gmail.com



agriculture, environmental affairs,
rural development and land reform

Department:
agriculture, environmental affairs,
rural development and land reform.
NORTHERN CAPE PROVINCE
REPUBLIC OF SOUTH AFRICA

Spend Time With **NATURE**

GET READY FOR AN UNORTHODOX EXPERIENCE THAT WILL HAVE YOU COMING BACK YEAR AFTER YEAR



Buffalo City's unique charm lies in the perfect juxtaposition between old world traditions and modern-day metro lifestyles. It's a city where sweeping landscapes meet wild coastlines.

Where cars are produced on a global scale and local vendors greet you with a smile and remember you by name. This is the place where you can walk in the footprints of freedom fighters Madiba and Steve Biko, and trace some of the oldest human fossil footprints in the world. This is where our differences are our strength. Buffalo City has three main hubs, the river port coastal city of East London, Mdantsane (the second-largest township in South Africa) and the historically rich Qonce,



formerly known as King William's Town. This is destination that delivers a rich cultural history, traditional warm South African hospitality, diverse wildlife, untouched beaches and breathtaking, sweeping landscapes in bucketloads. Once you've visited, you'll be back time and again.

Buffalo City
EAST LONDON . BHISHO . MDANTSANE . QONCE
EASTERN CAPE SOUTH AFRICA



For More Information Contact The Following Tourism Offices

EL AIRPORT: East London Airport Arrivals Terminal
Tel: 043 736 3019

QONCE (KWT): 27 Taylor Street, Qonce (King William's Town) - Tel: 043 722 00 66

DIMBAZA: Wall of Fame, Main Road, Dimbaza
Tel: 040 656 2062

TOURISM HUB: Orient Beach Swimming Pools Complex
Tel: 043 705 3556/3570

Facebook: Buffalo City Tourism

X :@_bc_tourism

Instagram: buffalocitytourism

www.buffalocitytourism.co.za

BONDAY IN PICTURES



THE TOURISM BUSINESS COUNCIL OF SOUTH AFRICA'S ANNUAL **TOURISM LEADERSHIP CONFERENCE IS BACK!**

This year's event will be organised under the theme "Tourism Matters". Join the conversation of industry's top leaders as they map the pathways to sustainable tourism.

18-20 September 2024 | Sun City Resort

- Conference Fee: **R1990**
- Early Bird Offer: **R1500****
- Register: tbcsa.travel/conference24/
- Registration Deadline: **16 August 2024**

Why you should attend?

- World class programme
- Enhance your knowledge
- Expand your network
- Fun social activities such as the golf day, welcome function, and gala dinner

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*Sponsorship packages are also available for our golf day, gala dinner, conference and more.

**Earlybird Special: Valid from 14 May to end June

**TOURISM
LEADERSHIP
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THE LEADING VOICE IN TOURISM

GUINEA AND BURKINA FASO

EXCITED FIRST-TIME EXHIBITORS AT INDABA 2024

Burkina Faso, Eritrea, and Guinea are making their debut appearances this year at Africa's Travel Indaba, joining 23 other countries from across the continent.

Kade Camara, Director-General of the Tourism Board of Guinea expressed excitement at being part of the tourism showcase.

"Africa's Travel Indaba is the biggest travel event in Africa. In Guinea, tourism is a sector we are seeking to explore further. This is why we decided that we will participate in the show this year, to showcase Guinea to Africa and the world and to present the vast investment opportunities we possess at the moment."

The Guinea delegation said it was essential to highlight the efforts undertaken by the Guinean government in terms of sustainable development and environmental preservation. These initiatives aim to ensure that tourism contributes positively to the socio-economic development of the country while preserving its valuable natural and cultural heritage for future generations. The government is also committed to facilitating and ensuring safety of visitors, putting in place appropriate measures to ensure a safe and enjoyable tourist experience.

"Guinea is the amalgamation of all the wonders that Africa has to offer. It is an extremely diverse country with a melting pot of cultures and landscapes, this is why we want Africa to come invest, we know that everyone will

feel welcome," said Camara.

Another newcomer Burkina Faso is represented at Indaba 2024 by the Burkinabe National Tourism Office (ONTB).

Emmanuel Bako of ONTB says their objective at ATI is for potential international buyers (tour operators) to discover Burkina Faso's original tourist offers, which are rich and diversified, and to convince them to choose Burkina Faso as a destination.

"In addition, we aim to prospect tour operators (or international buyers) interested in our offer in order to invite them to our tourism trade fair called 'Ouagadougou International Tourism and Hotel Fair (SITHO 2024, which will be held from November 28 to December 1, 2024 in Ouagadougou, Burkina Faso. It will also be an opportunity for them to meet the private actors of tourism in Burkina Faso through B2B."

Bako says Burkina Faso boasts a wide range of hotels and tourist restaurants that are well-equipped to meet the



accommodation and dining needs of visitors.

Owing to its strategic geographical location, Burkina Faso serves as a cultural crossroads where diverse cultures intermingle. This cultural richness is reflected in the country's hosting of major international cultural and tourism events.

"In short, the Burkinabe tourism industry is doing well," said Bako.

WHILE IN DURBAN YOU MUST...

Taste a Bunny Chow

A hollowed-out loaf of fresh bread filled with Durban style curry, is Durban's most unique culinary invention and no visit to the city is complete without sampling one. They are sold throughout the city, from 5-star hotels to local eateries such as: Cane Cutters; Danny's House of Curries; Gounden's, Hollywood & Britannia Hotel.

Lunch with a croc at Phezulu Safari Park

Phezulu Safari Park is one of the most popular attractions in Durban. Attractions include an insight into Zulu culture, game drives, and a crocodile park. If you're feeling very adventurous, why not have lunch with a crocodile.

Take in the majestic Valley of a Thousand Hills

Explore Isithumba Valley which is an authentic Zulu village found 40 minutes in the west of Durban in the tranquil Valley of 1000 Hills. Travellers come for getaways, tours, hiking, kayaking, biking, cultural experiences, or simply to enjoy the amazing views. Here the summer days are warm while the winter days are crisp and clear.

info@isithumba.com

Eat, Drink & Meet on Florida Road

Experience the eclectic street vibe and historic architecture on Florida Road, one of the Durban's trendiest streets. People gather to shop, eat, drink, meet

and enjoy its exciting range of restaurants, galleries, boutiques, studios and bars.

Explore the City on the Ricksha Bus

Explore the city centre on the open top double decker Ricksha bus. A qualified tour guide is on board to tell you all about the City's rich history, culture, and heritage during the three-hour bus ride. The Ricksha bus tour passes historic buildings and museums as it traverses the City, before stopping to take in some township vibes.

DURBAN
PROUDLY
HOSTS

AFRICA'S
TRAVEL
INDABA

Join us as we showcase beautiful warm Durban, its attractions, our culture & heritage through a plethora of offerings, tourism products and the variety of destinations that this majestic City boasts for leisure and business.

The Durban Tourism Stand (stand DEC-1650) will feature a hive of activities, with our Community Tourism Organisations and SMME's showcasing some of their offerings.



JOIN ETHEKWINI MUNICIPALITY'S DURBAN TOURISM AS PER THE PROGRAMME BELOW:

14 MAY 2024

07:00 am: Durban & KZN Breakfast at DEC Coast of Dreams

13h00 - 15h00: Exhibitor Meet & Greet Event (Stand DEC-1650)

All day exhibition and product showcase

15 MAY 2024

2pm - 5pm: Durban Tourism Business Awards Activation (Stand DEC-1650)

All day exhibition and product showcase

16 MAY 2024

7am: CNBC Africa Live Panel Discussion **DSTV CHANNEL 410**

14h00 - 17h00: Durban Tourism Business Awards Activation

All day exhibition and product showcase

14-16 MAY 2024

Join us for:
• Pop Up Exhibition at Florida Road.
• Interactive Ricksha Bus photo opportunity at Durban ICC.

NELSON MANDELA MUSEUM YOUTH AND HERITAGE CENTRE OPENED TO THE PUBLIC



Nelson Mandela Museum Youth and Heritage Centre in Qunu

The Nelson Mandela Museum Youth and Heritage Centre in Qunu is conceptualized as an integral part of the Nelson Mandela Museum and is intended to provide a living and lasting Legacy of Nelson Mandela in the area of his birth and youth. The project will also address the constituency that is perhaps the closest to the heart of the president, namely children. The Youth and Heritage Centre is situated within viewing distance of President Mandela's Home in Qunu, where he intends to spend most of his time on his retirement.

Mandela spoke about Qunu and Mvezo with deep affection.

"My life began in a small village in the province of the Eastern Cape in South Africa. The village is called Mvezo. I have many fond memories of Mvezo, Qunu, and other places I lived in as a youth. Among these memories is the good education that I had."

"We played with toys we made ourselves. We moulded animals and birds out of clay. We made Ox-drawn sledges, Nature was our playground. From these days I date my

love of the veld, of open spaces, the simple beauties of nature, and the clean line of the horizon."

Importantly, much of what Mandela describes above is still a part of everyday life in Qunu where Nelson Mandela Youth and Heritage Centre is located to enable children and youth from all over South Africa (and especially disadvantaged township children) to experience and enjoy rural life and benefit from the experience, in the way Nelson Mandela did as a young boy.

The centre enables youth from all over South Africa to be nurtured in leadership skills and play together for the duration of the camp. Youth will learn about diverse traditional cultures, dancing, traditional sports like stick fighting, traditional forms of governance,

dispute resolution, nonviolent, tolerance and community development programs, etc

The Nelson Mandela Museum Youth and Heritage Centre offers individuals, private companies, and the public sector to hire its Conference Halls, Boardrooms, Accommodation, Sports Hall and Dining Halls and High-end kitchen. The museum further allows for the hiring of its outdoor spaces for Weddings, Campsites, Music Festivals, Children's festivals, Picnic spaces etc.



More Information please visit our stand at DEC1 J04

For bookings please contact:

Mr Sivuyile Mazwana

+27 (0)47 501 9516

sivuyile@nelsonmandelamuseum.org.za

FEATURED EXHIBITORS



MIOMBO MEWS

Stand No: DEC2, E15
AJ Benzon
 +26 377 702 7591 | +26 378 945 8231
 aj@miombomews.com

Comprising 26 fully-furnished holiday homes, located 1 kilometre from Victoria Falls, in the heart of Town. Each apartment offers contemporary and comfortable self-catered accommodation, complete with two bedrooms, two bathrooms, a lounge, a kitchen, a dining area, and private patio overlooking gardens.

The relaxing apartments offer an ideal accommodation option suitable for families and groups such as self-drive travellers and overland safaris. We have a friendly reception service offering helpful advice, on-site bookings and the very best Victoria Falls recommendations.





TOURPLAN

Stand No: ICC1326
 www.tourplan.com | +27 (11) 918 0031




Tourplan provides innovative software solutions to 400 Tour Operators and DMCs in 70 countries, across 5 continents. Our clients include some of the world's best tourism companies. That is because we have been leading the way since 1986, growing and evolving with the travel and tourism industry, understanding its needs, and crafting our products to deliver robust solutions for the Tour Operator and Destination Management clients who journey with us.

Our clients' sustained satisfaction lies in the complete solution we provide.



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INDABA HOTEL

Stand No: ICC212
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The 4-Star 250 bedroom Indaba Hotel is ideally located in the upmarket northern suburbs of Johannesburg with easy access to airports. The perfect stopover for leisure and group travellers - a gateway to your African Safari.

Boasting the award-winning Chiefs Boma Restaurant, Gin Sensorium, Tasting Room and the Mowana African Day Spa, the Indaba Hotel Fourways is popular with international and local travellers alike. Cultural Day Tours to Soweto, Constitution Hill, Apartheid Museum etc also available from our Tour Desk.




GLOBE TRAVEL & TOURS

Stand No: ICC1603
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We are an Inbound Tour Operator based in Cape Town; our team of experienced professionals is committed to providing our customers with tailor-made experiences. We ensure our clients are personally taken care of from beginning to end.

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GHOST MOUNTAIN INN

Stand No: ICC1212
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 marketing@ghostmountaininn.co.za

At the foot of the legendary Ghost Mountain in Mkuze, KwaZulu lies the privately owned, 4 star Ghost Mountain Inn. This intimate and beautiful hotel is the ideal location from which to explore the game and coastal reserves of Zululand and the Elephant Coast. Discover the abundance of wildlife and scenic splendors of this rich and diverse region during game drives and walks in uMkhuze and Hluhluwe game reserves, boat cruises and tiger fishing on Lake Jozini as well as cultural and scenic safaris all in the company of knowledge rangers.




NEWMARK HOTELS & RESERVES

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Newmark is a world-class specialist management company of African luxury hotels and reserves, located in South Africa, Mauritius, Zanzibar, Tanzania and Nigeria.

Established in 2007, Newmark has its roots in Cape Town and continues to expand throughout Africa.





THE OYSTER COLLECTION

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The Oyster Collection is a group of luxury boutique guesthouses and homes in the Western and Eastern Cape. We are a family-owned and proudly South African business.

Our guest houses offer guests the opportunity to relax in luxury in any of our excellence located properties, and take advantage of true South African hospitality.




BABANANGO GAME RESERVE

Stand No: ICC508
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Babanango Game Reserve in the heart of Zululand is waiting to be explored! Just 3 hours' drive from Durban, this scenic Big 5 nature reserve in KwaZulu-Natal is home to Madwaleni River Lodge, Zulu Rock Lodge and Babanango Valley Lodge.




SALA BEACH HOUSE

Stand No: ICC1212
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Escape to a luxurious 5-star boutique hotel on the North Coast of KwaZulu Natal. Sala Beach House offers stunning ocean views from private balconies, private beach access to Thompsons Bay, swimming pools, and a beautiful spa. Enjoy a range of activities from swimming, surfing and golf to dolphin boat cruises, and exquisite dining options. Just 20 minutes from King Shaka International Airport, Sala Beach House is the ultimate coastal sanctuary.




HARTIES BOAT COMPANY

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KZN GAY & LESBIAN TOURISM ASSOCIATION: 20 YEARS OF INCLUSIVITY

The KwaZulu-Natal Gay & Lesbian Tourism Association (KZNGALTA) commemorates a significant milestone in its history, celebrating 20 years of advocating for LGBTQ+ rights and inclusivity in South Africa's tourism sector.

As a pioneering force in promoting KZN as a welcoming and inclusive destination for LGBTQ+ traveller, KZNGALTA has developed strategic partnerships with local communities, businesses, and tourism stakeholders to create a supportive environment for LGBTQ+ individuals and businesses in KwaZulu-Natal.

By participating in travel trade shows like Africa's Travel Indaba, the association seeks to raise awareness about the value of LGBTQ+ tourism and its potential for driving economic growth.

Jason Fiddler, founding Chairperson of KZNGALTA, emphasised the importance of genuine inclusivity in tourism marketing efforts. "Slapping on a rainbow flag, or pinkwashing, is insufficient to have a proper impact for products and

destinations seeking to attract LGBT leisure and business travellers," Fiddler said.

"We were founded in 2004 to help guide the Tourism KZN pink strategy, and over the past 20 years, as the oldest, and to the best of our knowledge, only African LGBTQ+ community tourism organisation, we find ourselves continually educating the travel trade and businesses of both the value and import of appropriately engaging with travellers in the community," he said.

The association invites Indaba delegates and local members of the LGBTQ+ community to celebrate this milestone with them at an informal drinks networking evening at the rooftop Topaz Bar of the Onomo Hotel at 5.30pm on Tuesday, 14



Image: Duncan McCallum/Supplied KZNGALTA

KIRSTEN NEUSCHAFER: SAILING AROUND THE WORLD

Golden Globe Race 2022 South African champion, Kirsten Neuchafer graced the stage at Africa's Travel Indaba as she retold the incredible story of her solo non-stop 8-month race around the world without a GPS.

Kirsten began by explaining how she had acquired and prepared her boat, a Cape George Cutter CG36 from Canada named Minnehaha, for the Golden Globe Race, a solo, non-stop, no GPS circuit across the world.

She explained that the race was often frustrating when she could not make headway in calm belts with no wind. She also recounted her valiant rescue of a fellow racer whose boat had sunk 500 miles off the coast.

"The focus quickly changed from wanting to win to wanting to go and help that person, because winning knowing that you left someone behind who was in danger would mean nothing," she said.

Her heroic rescue was followed shortly by a surreal moment as she became the first in her fleet to pass by Cape Horn, the sailing equivalent to climbing Mount Kilimanjaro.



She concluded to say that her victory came as a surprise but was a proud moment as not only the first woman to win but as a South African.



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DESTINATION NORTH WEST

FROM THE CEO

A bird flies in the air. A fish swims in water. That is the way they were created. In flying and swimming, they are communicating.

Likewise, as an African Motswana member of the community, we can talk without words, particularly when the ground beneath our feet gives way. We burst into song and hum from the depths of our souls. As we sing, our voices reach out to other spirits. There's something in our being that was born to connect with others. We invite you to the North West province, to unite with the soul of our destination, which lies far deeper than mere bricks and mortar.

Look at me being carried away by the beauty and splendor that is the North West; I even forgot the basic tenets of common courtesy which deals with introducing myself to the hordes of ardent readers of this magnificent publication.

I am Thami Matshego, and I have been nestled with the mammoth but exciting task of steering the North West Parks & Tourism Board Ship as the CEO. The task at hand has been daunting and challenging but equally fulfilling; never a dull moment if I must confess.

The transformation of the economic landscape of this beautiful province is something of a key priority for the current administration. It is in this regard; my focus and attention will be gravitating around ways and means of ensuring that as an entity; our work in the tourism and conservation landscape; must respond positively to the challenges of growing the economy of the North West Province.

Understanding that the inherent responsibility of growing our tourism economy hinges mainly on attracting more tourists to this beautiful province; this reality expects of us as a Destination Management Organization (DMO) to fully understand our customers.

We need to profile and promote the destination in a way

that it connects with these discerning tourists on a level that is longer-lasting and sustainable, not on a fly-by-night basis.

Gone are the days of dealing with camera-toting tourists who hop on a bus tour to escape, we now dealing with a new breed of a tourist who travels to be enriched. We are currently in the epoch of proactive tourists who tangibly interact with the community.

There is so much more to our province than the well-established drawcards; there are people with stories to tell, a heritage, and a lineage of warriors waiting to meet you. We need to have a whole new look at domestic tourism. In line with the tenets of key priority areas of focus as mapped out by South African Tourism and supported by the Department of Tourism.

The State President Mr. Cyril Ramaphosa has set the country some lofty targets of drawing 21 million tourists by 2030, which has since been revised to 15million. As a Board; drenched in sweat and tears; we will do everything in our ambit to ensure that we bring a sizeable number of the targeted tourists to the province.

It is in that context; some of the immediate tasks in my in-tray; speaks to the implementation of a comprehensive destination marketing strategy that will ignite the North West tourism brand; finding ways to inspire and incentives domestic travel; review of the airlift strategy with key stakeholders; maximizing industry partnerships and collaboration and facilitating the process of migrating the current business events unit in the Board into a fully-fledged Convention Bureau in the not so distant future.

It is for this reason as a province, we need to do what we do best, which is to open our hearts and land to our guests. Let us



spread the warmth and make the passersby feel at home. There is blood in our veins that gushes out to showcase our offering.

There are people who long to converse with you. Without the banners and campaigns, I can say that we have walked the streets, sat with elders, and fanned out our tribal feathers - and I can assure you that we are raring to go. The North West province is enough. Let's continue to strive to contribute to the creation of more millions domestic trips by 2030.

Heed the Premiers call to come to the North West province - 'Its Your North West Province..... Enjoy it'. I invite you to connect with us. Send us an email or share this publication with a fellow being, connect with yourself, with the earth and the environment around you. Share in our economy and our spirit that is always alert, waiting to welcome you home.

Ms Thami Matshego
CEO - North West Parks & Tourism Board.

Where in South Africa is The North West Province

64 Towns, 32 World Class Attractions, Investment Opportunities,
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Marikana • Mooiwool • Skeerpoort
Moruleng • Moretele • Madibeng

Dr. Kenneth Kaunda District

Orkney • Klerksdorp • Leeudoringstad
Stilfontein • Potchefstroom
Ventersdorp • Makwassie
Wolmaransstad
Hartebeesfontein

Ngaka Modiri Molema District

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