

AFRICA'S TRAVEL INDABA 2024 LAUNCHES WITH A BUZZ



The 2024 instalment of the continent's premier travel trade show, Africa's Travel Indaba, kicked off on a high note at the Inkosi Albert Luthuli Convention Centre on Tuesday, with the Trade Floor opening that was attended by delegates ready to do business.

The opening ceremony marks the official opening of the trade floor of the pan-African trade showpiece. Africa's Travel Indaba serves as a platform for tourism professionals from across the African continent and around the world to network, showcase their products and services, and discuss industry trends. The event promotes Africa as an attractive and appealing destination, fostering business partnerships and drives sustainable tourism development.

This year's Africa's Travel Indaba, themed "Unlimited Africa" features more bolstered engagement sessions, and networking opportunities. Tourism Minister, Honourable Patricia De Lille said the theme was apt because it spoke to the unlimited potential of the continent, which boasted diverse landscapes, cultures and experiences that offered limitless possibilities for growth and exploration.

"Africa's Travel Indaba emphasises the importance of networking, collaboration and building bridges across borders. It is one of the powerful platforms that we must continue to use to drive and advance a positive and powerful African tourism story," said De Lille.

During the Trade Show, buyers have the opportunity to engage directly with exhibitors, exploring new

business opportunities and foster connections for future business. In total, about 1 261 exhibitors and 25 African countries represented and over 1 000 buyers from 55 countries. Of the African countries, there are two new countries Guinea and Eritrea.

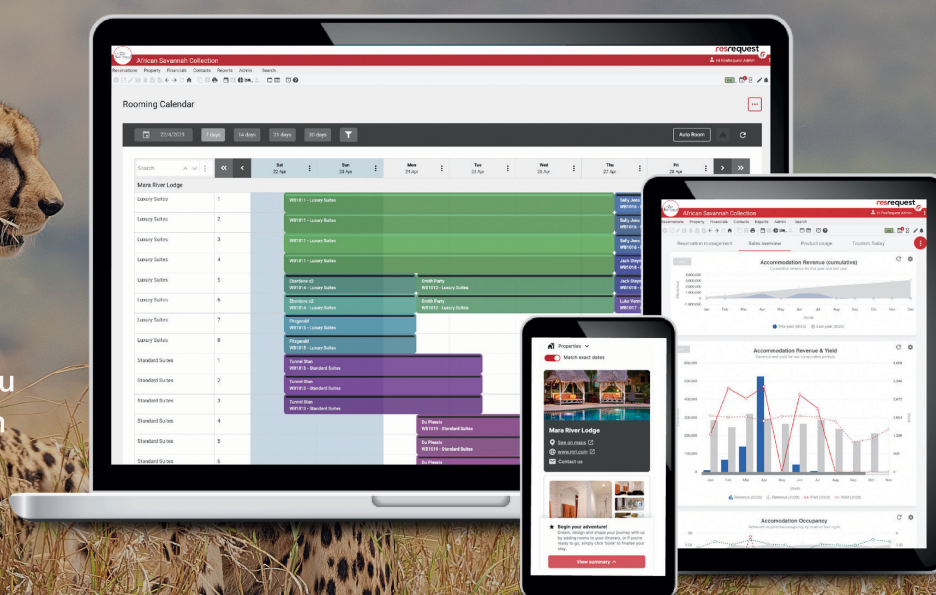
De Lille highlighted that a lot has been achieved since last year's Africa's Travel Indaba, which includes cabinet approving the Tourism Sector Master plan, that includes a recovery plan for the sector post COVID-19.

"We also relaunched the R1.2 billion Tourism Equity Fund to support the growth of emerging tourism enterprises," said De Lille.

Minister De Lille also used the platform to give delegates a teaser of the South African Tourism Global Brand campaign.

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CURATING AN UNLIMITED AFRICAN EXPERIENCE FOR YOUNG TRAVELLERS



6 out of 10 young South Africans have yet to explore their own continent. This was the key stat that drove the conversation at yesterday's Marketing Panel Discussion.

Despite constituting the largest demographic within the 1.3 billion-strong African population, the youth remain significantly underrepresented in intracontinental travel. With reasons varying from accessibility to affordability, CMO of SA Tourism asked the question: Is marketing positioning travel as intimidating, luxurious and too expensive – and what can we do to change this?

The panel agreed that we are dealing with a new generation of youth, and social media and paid media is the key to connecting with this market. Gen Z in

particular is looking for content that means something, and as a sector we need to be more intentional about the content we put out. While trends can inform content, it's essential to be part of the trend and speak to the particular audience's real travel needs.

This line of thinking should also filter down into areas like Google keywords and paid social, and small businesses are encouraged to align their marketing strategies with what people are really searching for. Through intelligent data use and clever digital design, marketers can use the tools at their disposal to encourage young Africans to travel,

and ultimately drive conversions and package sales.

While it's important to ensure that our offerings are on par with international tourism products, we must never forget our uniqueness – because there's no better reason to travel than to experience Unlimited Africa!



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South Africa
SOUTH AFRICAN TOURISM



VIVARI HOTEL AND SPA: PUTTING SA MEDICAL TOURISM ON THE GLOBAL MAP



The award-winning Vivari Hotel and Spa by Mantis offers a groundbreaking integrated approach to wellness, incorporating holistic health, nutrition, fitness, spa and aesthetic beauty. The pioneering hotel, the only one of its kind in the country in the field of health and medical tourism, has the potential to reposition South Africa's medical tourism and health sector.

A vision and concept of Dr Anushka Reddy, a well respected female doctor in the speciality of aesthetic medicine, Vivari aims to put South Africa on the international map as a destination of choice for discerning patients who seek privacy for their medical procedures, injecting much needed revenue into our economy through tourism and health.

Why is SA such a popular destination for cosmetic surgery and medical tourism as a whole?

South Africa is a popular destination for cosmetic surgery and medical tourism due to the country having a well-developed healthcare system with modern medical facilities, state-of-the-art equipment, and highly qualified medical professionals. Many hospitals and clinics in South Africa are internationally accredited and adhere to high-quality standards.

Our highly skilled medical professionals have received training and education from reputable institutions recognised around the world, ensuring expertise and proficiency in their fields.

Cosmetic surgery and medical treatments in South Africa are often more affordable compared to other countries, due to favorable exchange rates which makes South Africa an attractive destination for medical tourists seeking quality treatments at a reasonable price.

Where do the majority of your patients come from?

Due to South Africa's well-developed medical infrastructure we attract patients not only from within the country but also from other African countries. Most notably, patients seeking cosmetic surgery come from

West Africa, specifically Ghana and Nigeria. The SADC countries supporting South Africa's medical tourism market are Botswana and Angola. There are direct flights from these countries and the ease to arrange medical visas makes it a convenient stop for Medical Tourists who are seeking advanced medical facilities and the presence of highly skilled doctors for cosmetic surgery in South Africa.

Explain the medical concierge service you offer.

Vivari Aesthetics offers a medical concierge service, which is a personalised healthcare assistance service that aims to provide convenience, coordination, and support to individuals seeking medical care.

The concierge serves as a single point of contact and assists individuals in navigating their healthcare journey by offering personalised assistance and support in appointment scheduling with doctors and other healthcare providers according to their preferences and availability.

For foreign individuals the medical concierge can assist with travel arrangements, including arrangements for visa motivation, transportation, accommodation, and local support.

Our wellness concierge goes above and beyond and arranges access to spa and fitness facilities, hyperbaric oxygen treatment for faster recovery post op, nutrition guidance, mental health support, or assistance with lifestyle modifications.

Vivari is part of the Mantis Collection - what does that bring to your offering?

The Mantis Collection is a renowned collection of luxury and boutique hotels, eco-lodges, and resorts around the

world. By being part of this collection, Vivari gains access to the Mantis Collection's network and reputation, which enhances its visibility and credibility within the hospitality industry.

This could include a focus on environmentally friendly practices, cultural immersion, and providing personalised and high-quality service to guests

Additionally, being associated with the Mantis Collection allows Vivari to reach a wider audience of travellers seeking luxury and unique experiences.

Contact details

T: +27 10 594 4100

E: info@vivarihotel.co.za

W: www.vivarihotel.co.za

1 Riviera Lane, Featherbrooke Ext 8, Johannesburg, 1732

South Africa



The 2024 Africa Travel Indaba presents a platform for the Department of Tourism to host its first Tourism Investment Seminar since the advent of the Covid-19 pandemic. The seminar will provide an update to stakeholders on the Department's tourism investment promotion and facilitation initiatives, that contributed to the President's target of attracting R1.2 trillion direct investment into the economy in five years (5 years starting in 2018). This target was reached and surpassed in April 2023 with tourism contributing significantly to the target.

At the 5th South Africa Investment Conference in April 2023, President Cyril Ramaphosa said "We are now setting a new target to mobilise approximately R2 trillion in new investments over another five-year period, between now and 2028."

The 2024 Tourism Investment Seminar will firstly promote South Africa as a preferred destination for tourism investment by highlighting opportunity areas around major attractions, especially in underdeveloped areas with high tourism potential. Secondly, to promote specific tourism investment projects, matching potential investors with specific opportunities.

The seminar will explore how investment by the Government and the private sector can enhance South Africa's tourism product offerings, and benefit local economies in lesser visited small towns, dorps and villages that are in close proximity to major tourism attractions.

The Deputy Minister of Tourism Mr. Fish Mahlaele, who will address guests at the seminar, stated that stakeholders

GROWING A SUSTAINABLE TOURISM SECTOR THROUGH CAPITAL INVESTMENTS

and investors will benefit from the lessons learned on the infrastructure initiatives that the department implemented in collaboration with various government and private sector entities.

"As a Department, we invested R120 million to beautify and maintain tourism spaces within South Africa's National Parks (SANParks). This government initiative led to a private sector injection of R1 billion in infrastructure projects in and around the Kruger National Park upgrading facilities such as the Eastgate Airport (in Hoedspruit), Orpen Kruger Lodge, Skukuza Golf Club; the Kruger Shalati – the Train on the Bridge Hotel; the recently refurbished Hans Merensky Golf, Hotel & Resort; the SleepOver Motel (a new budget hotel brand aimed at improving access to tourism attractions for budget conscious travellers), as well as a host of other investments including the Premier Hotel in Thohoyandou."

"We were equally pleased to see the local spheres of government come on board to invest in underdeveloped areas with high tourism potential through the Municipal Infrastructure Grant, improving major roads to link tourism attractions and promote cross border opportunities," said Deputy Minister Mahlaele.

Tourism Investments form part of the greater objectives of the South Africa's Tourism Sector Master Plan aimed at stimulating supply, whilst building and diversify the country's tourism offerings. The Department's partnership agreement with the Development Bank of Southern Africa (DBSA) facilitated the implementation and management of various infrastructure projects across the country, which has yielded positive results and made some of the underdeveloped areas more attractive to tourists while integrating them into the tourism value-chain.

In the 2023/24 financial year, R97 million was invested to beautify and maintain 25 provincial state-owned attractions across the country. In addition to enhancing visitor experience, the infrastructure projects generated much needed employment for surrounding communities and businesses, while boosting local economies.

The Department's investment initiatives extend beyond infrastructure projects prioritising programmes that support small, medium and micro enterprises (SMMEs) as well as emerging enterprises in order to diversify the country's

tourism offerings. Through the Enterprise Development and Transformation Programme, the Department has been able to implement projects that provide various support packages to SMMEs, that drive transformation and ensure the development of emerging operators.

The Department's collaboration with the Technology Innovation Agency (TIA), an entity of the Department of Science and Innovation (DSI), introduced a pool of innovators to spearhead concepts to stimulate the sector growth through the Tourism Technology Grassroots Innovation Incubator Programme (TTGIIP). Twenty (20) South African entrepreneurs participated in a two-year journey to fine-tuning their designs, and the business viability of their prototypes, to launch resources that enhance the business of tourism.

The TTGIIP has elevated South Africa's investment initiatives on the Africa Tourism Leadership Forum (ATLF) gaining recognition among the regions tourism policy drivers and influencers. Ntshabo Lehong, a TTGIIP innovator and founder of M-Temp talent-matching platform for the hospitality industry won the 2nd runner-up accolade at the ATLF's 2023 Africa Youth in Tourism Innovation Challenge.

The seminar will also address some of the regulatory, financial and infrastructure barriers that hinder private sector investment in tourism. The seminar will delve into issues such as long-term leases on state-owned land, which will unlock additional funding from the development finance institutions and commercial banks; and security of tenure, which is a non-negotiable in accommodation establishments, airports and other amenities that are capital-intensive in nature – with return on investment taking a minimum of at least eight years.

"The Department works closely with InvestSA including its provincial chapters to unblock barriers to investment in the tourism sector. As government, our interventions seek to allay the fears that the private sector may have in investing in rural nodes as well as in state-owned tourism attractions," added Deputy Minister Mahlaele.

Emanating from the brink of a catastrophic Covid -19 pandemic, South Africa's domestic tourism market has rebound with a renewed focus that seeks to outlive any future

threat or disaster. The pandemic forced tourism to think out of the box and usher in sustainable solutions for the business of tourism post the pandemic.

Energy and water challenges are a global phenomenon that have the ability to negatively impact the efficient running of tourism businesses. The introduction of the Green Tourism Incentive Programme (GTIP) by the Department offers tourism enterprises grant funding of between 50% and 90% (capped at a maximum of R1 million per applicant) to improve their energy and water efficiency.

GTIP has assisted 173 tourism businesses across the country with electricity and water solutions to the total grant value of R104 285 673, reducing input costs, and increase operational sustainability and competitiveness.

Transforming the tourism sector is critical to ensure that the benefits of tourism are enjoyed by all. The Department's commitment to driving transformation in the sector led to the introduction of the Tourism Equity Fund (TEF) to address funding challenges faced by SMMEs and to stimulate inclusive participation in tourism.

The Department together with the Small Enterprise Finance Agency (sefa), an agency within the Department of Small Business Development (DSBD) launched a R1.2 billion Equity Fund that comprises of grant funding, and debt financing, to meet the distinct needs of tourism enterprises that seek equity acquisition, investment in new developments, or expansion of their existing businesses. The TEF is backed by formidable public-private partnerships, which support the participation of private, commercial, and non-commercial banks, and various developmental funding institutions.

"South Africa is open for tourism investment. We look forward for engaging stakeholders and investors on Wednesday in meeting room 12 at the Durban ICC to share insights on the lucrative investment opportunities that exist in South Africa," concluded Mahlaele.

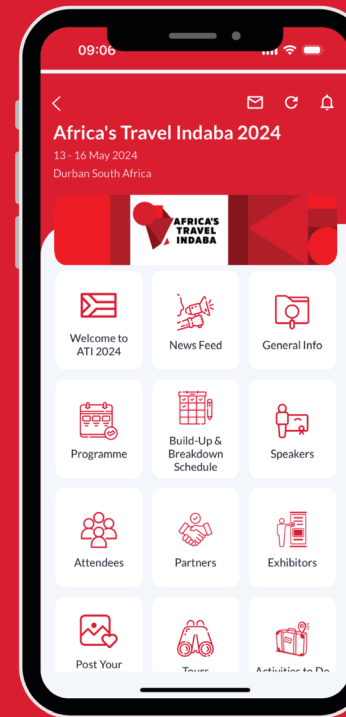
For further information on the Department of Tourism's investment and incentive initiatives visit www.tourism.gov.za



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EXPLORING THE IMPACT OF DIGITAL DISRUPTION IN TOURISM

In today's rapidly evolving world, the intersection of technology and tourism has become a nexus of innovation, reshaping the way we experience and engage with destinations around the globe. At the forefront of this transformation are cutting-edge technologies such as artificial intelligence (AI), virtual reality (VR), and blockchain.

These advancements are not only revolutionising how travellers plan and experience their journeys but also presenting unprecedented opportunities for businesses and destinations to enhance customer experiences, optimise operations, and foster sustainable growth.

In this panel discussion, our aim is to delve deep into

the profound impact of emerging technologies on the dynamic landscape of tourism.

By engaging with industry experts and thought leaders, we aim to uncover insights, share best practices, and chart a course toward a more inclusive, sustainable, and innovative future for travel and tourism.

Meet our panel

Moderator:

Thembisile Sehloho, CMO, South African Tourism

Panellists:

Nokuthula Makhwela: Travel Influencer and Founder of Nduli Media

Vongani Sambo: Regional Insights Specialist, South African Tourism

John Nchoe: Travel Influencer

Date: 16 May 2024

Time: 09:00 – 10:00

Venue: Media Centre Presentation Room





AQUILA PRIVATE GAME RESERVE

CELEBRATING 25 YEARS OF UNFORGETTABLE EXPERIENCES



Nestled in the pristine landscapes of the Karoo, Aquila Private Game Reserve celebrates a remarkable milestone of 25 years of conservation and hospitality excellence.

Located just a scenic two-hour drive from Cape Town, this enchanting sanctuary captivates visitors with its rich wildlife encounters and luxurious accommodations.

Johan van Schalkwyk, group marketing and trade manager at Aquila said that the business revolves around Cape Town, “where we offer real, cool bucket list experiences within a short distance. Whether it’s exploring the city, the West Coast, or venturing over the Karoo, our aim is to ensure people have fun and make unforgettable memories wherever they go.”

At Aquila, guests have the opportunity to embark on a journey through the African wilderness, encountering the iconic Big 5 in their natural habitat. Lions, leopards, elephants, buffaloes, and rhinos roam freely across the vast savannah, offering guests an unparalleled safari experience. Whether on a traditional safari, quad bike adventure, or horseback excursion, every moment at Aquila is filled with awe and excitement.

As Aquila celebrates its silver jubilee, guests are invited

to retreat to the comfort of the reserve’s luxurious lodges and cottages.

Choose from a range of accommodation options, including standard, family, and premier lodges, or indulge in the rustic charm of Karoo cottages nestled amidst the tranquil landscape. Each accommodation choice offers modern amenities and breathtaking views, ensuring a memorable stay.

Indulgence knows no bounds at Aquila, where guests can rejuvenate mind, body, and soul at the onsite spa and wellness center. Surrender to the soothing touch of expert therapists and unwind amidst the breathtaking vistas of the reserve, where every moment is a testament to the beauty of nature.

Regarding his experiences at Africa’s Travel Indaba, Johan said that “participating in Africa’s largest travel trade show is always exhilarating; it’s the highlight of the year. Here, we have the opportunity to reconnect with the entire industry, mingle with old friends, and forge new connections. The energy is always incredible, making it a truly memorable experience.”

CELEBRATING MADIBA’S LEGACY:

A JOURNEY THROUGH THE NELSON MANDELA MUSEUM

Situated in Mthatha in the Eastern Cape, the Nelson Mandela Museum stands as a testament to the enduring legacy of South Africa’s beloved former President, Nelson Mandela.

Nontlaha Dalindyebo, the museum’s senior manager for public engagement and marketing, eloquently highlighted: “The Nelson Mandela Museum is dedicated to preserving the legacy of Nelson Mandela and promoting his greatness.”

Established a decade after Mandela’s release from prison, the museum serves as a beacon of hope and inspiration, celebrating the life and achievements of one of the world’s most influential leaders. With two main sites – the Bhunga Building in Mthatha and the Youth and Heritage Centre in Qunu – the museum offers visitors a comprehensive insight into Mandela’s journey.

The Bhunga Building houses an extensive collection of exhibits chronicling Mandela’s life, his struggle for democracy, and the end of apartheid. Here, visitors can embark on guided tours and immerse themselves in Mandela’s story, from his early years to his presidency.

One of the highlights is “The Meaning of Mandela,” an exhibit that delves into the various facets of Mandela’s



life, portraying him as a comrade, leader, prisoner, negotiator, and statesman.

Meanwhile, the Youth and Heritage Centre in Qunu serves as a catalyst for youth and community development, offering a glimpse into Mandela’s humble beginnings. Visitors can explore significant sites such as the sliding stone where Mandela played as a child, the ruins of a rondel where he was named Nelson, and the family gravesite where he rests.

As the Nelson Mandela Museum continues to honor Mandela’s legacy, it remains a symbol of hope, resilience, and reconciliation for people around the world. Through its immersive exhibits and educational initiatives, the museum ensures that Mandela’s spirit lives on, inspiring generations to come.

“Our goal is to keep Mandela’s name and legacy alive by developing programs and initiatives that create a vibrant and inclusive environment for all,” concluded Dalindyebo.

VOICES FROM THE FLOOR



Donny Woodward
Woodard Luxury Travel, - North Carolina, US
Hosted Buyer

I’ve wanted to learn more about the South African products and all of the things that are here. What’s caught my attention is the diversity of products and services that’s offered. People in the States, when they think of South Africa, they usually do VIP and see to the clients’ trips, so they fit the standard for the high-class tourism.



Nizar Jazmati
Bonvoyage Travel and Tourism - Kuwait
Hosted Buyer

We work worldwide, I do tourism for my clients all over the world, almost. For South Africa, I already have knowledge. I read about it, but now I can get more information. Actually, the lodges I just met, and saw are quite 5-star because we usually do VIP and see to the clients’ trips, so they fit the standard for the high-class tourism.



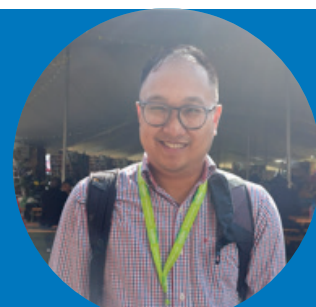
Alexander Igor Miric Bergamaschi
Destinazione Africa - Italy
International Delegate

We have a company called Destinazione Africa, which is Destination Africa. Of course this is the place to be. We’ve been participating in Indaba for the past 15 years. We see all our suppliers here. It’s a one-stop shop. So, we can actually maximise our budget. This is mainly why we choose Indaba.



Miquel Ribas
Kananya -Spain
International delegate

I am at Indaba first of all to meet with the suppliers that I work with, second, to know new hotels, activities and suppliers, and also it is always good that everyone sees that the company is still alive and is still healthy. I see that a lot of stands and a lot of suppliers came back.



Marc Sison
Kusini Collection -Toronto, Canada
New International Delegate

It’s been good buyers, good meetings, so far, I think there’s a lot of products, more so than any other year. It’s been good, good energy so far.



Joyce Nambuba
Uganda Wildlife Authority - Uganda
Exhibitor

We are here to spread awareness about the attractions we have in Uganda. Our mandate is to protect and conserve the protected areas. We have a range of animals, but our major tourist attraction is the mountain gorilla. We have the biggest percentage of mountain gorillas, 58% of the whole world.



Heidi L Halgryn
Kouga Tourism Destination Management, Kouga Local Municipality, KwaZulu-Natal
Exhibitor

ATI is very important, threefold for us. It’s brand awareness of the area and the destination. It’s showcasing products to those who do not know about us and the area. Third, it’s all about networking. We cannot network on Zoom as we used to during COVID, doing it face to face is much easier. Don’t be shy to put your hand out and say: ‘I would like to talk to you’. Because that’s what it’s about. We are here to network. We are here to do business to business collaboration. SA Tourism is giving us the platform to do that.”

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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45 LOCAL BUSINESSES JOIN BOTSWANA TOURISM ORGANIZATION AT ATI 2024

The Botswana Tourism Organization (BTO) is once again showcasing its unique selling points as a premier destination at Africa's Travel Indaba 2024.

This year, the Botswana Tourism Organization will be making its unprecedented showing the Pan African travel showpiece for the 15th time.

Joining the country's national tourism promoting agency will be 45 local businesses all specialising in inbound travel to Botswana including hotels, lodges, guest houses, tour operations, travel agencies, mobile safaris, community trusts and our national airline.

According to BTO Acting CEO Keitumetse Setlang, diversifying the tourism product is a key strategy for the BTO, with a particular focus on positioning Botswana as a MICE destination.

The team led by the Acting CEO is holding bilateral meetings with strategic partners and as well engage in B2B sessions with international buyers as well as participate in sessions to share some of



the best practices from the country.

Keitumetse further stressed that BTO aims to surpass tourism numbers from 2019 by 2025.

"We are currently at 75% of the 2019 numbers, looking at extrapolated numbers. But the idea is to surpass 2019 by 2025; that is where the world is going, and we seem to be doing very well in terms of that. Our interest is to see us surpassing 2019 numbers, not just in terms of arrivals, but also in terms of tourism revenue and the increase in length of stay," she said.

Visit the BTO stand at Hall DEC2, stand number B11, Inkosi Albert Luthuli International Convention Centre (ICC Durban) for more information and meetings with the industry.

Republished courtesy of Voyages Afriq

DURBAN ICC LEADS THE WAY IN SUSTAINABLE WASTE PRACTICES AT AFRICA'S TRAVEL INDABA

If you are concerned about the immense amount of waste being produced at this year's event, worry not. At the Durban International Convention Centre (ICC), attention turns not only to the vibrant exchange of ideas but also to the venue's pioneering efforts in sustainable waste management.

Recognised globally for its commitment to environmental stewardship, the Durban ICC has long prioritised eco-friendly practices, setting a high standard for responsible event hosting.

From the outset, the Durban ICC has integrated cutting-edge technologies and environmentally responsible design principles into its infrastructure. This



dedication to sustainability extends beyond architecture to encompass every aspect of the venue's operations, including sustainable waste management practices.

At Africa's Travel Indaba, the ICC continues to uphold its reputation as a leader in green initiatives by implementing robust recycling programs aimed at minimising the event's environmental footprint.

Central to these efforts is the maintenance of the ISO 14001 certification, which the Durban ICC has held since 2011. This prestigious certification validates the venue's ongoing commitment to reducing its impact on the environment and continually improving its environmental performance.

By prioritising responsible waste practices, the Durban ICC sets a shining example for event venues worldwide, demonstrating that sustainability and success can go hand in hand.

SPRING LAUNCH OF THE BLUE MARLIN ALL-INCLUSIVE SEASCAPE

Once the weather warms and you must have that next holiday near the beach, make sure it's at the Blue Marlin All-Inclusive Seascape. Come springtime, this Scottburgh icon is set to look better than ever following a grand refurbishment and relaunch. This new offering for guests will be all-inclusive – an elevated experience poised to put KwaZuluNatal's South Coast back on the travel map.

Be it kids, couples or corporate groups, the Blue Marlin All-Inclusive Seascape ticks all the boxes with its swaying palms and soulful sunsets. But that's only just the start. All this tropical tranquillity will be spiced up with modern facilities and included extras.

At the Blue Marlin All-Inclusive Seascape, guests are guaranteed a safe and serene beach experience with a lifeguards-on-duty Blue Flag-status beach right on your doorstep.

Along with sun-lounging and cocktail-sipping, there are plenty of adventures to be had at the Blue Marlin All-Inclusive



Seascape. At a glance, modern facilities will include a pool area with a water slide, a gym, a private spa, and a multi-court.

Run by Dream Hotels & Resorts, Blue Marlin All-Inclusive Seascape maintains a strong emphasis on community upliftment across the South Coast region. Your stay directly supports several locally-run initiatives aimed at building a brighter future.

Soon to be one of the KwaZulu-Natal region's only all-inclusive holiday hotspots, you'll barely need to lift a finger to enjoy every inch of the Blue Marlin All-Inclusive Seascape.

Get in touch for more details following their upcoming spring launch.

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SAT KICKS OFF SPEED MARKETING SESSIONS WITH KASI FLAVOUR

South African Tourism's dynamic speed marketing presentation at Africa's Travel Indaba, offered a glimpse into the soul of South Africa's communities, captivating audiences with the allure of Kasi culture.

Managing the event, Noxolo Daniel from SAT said that "the speed marketing sessions are an excellent platform for connecting businesses with buyers and being able to curate any business opportunities that these products may have."

Representing Durban West Tourism, Briony Smith said that "it is exceptionally important that tourism bodies host marketing sessions such as this as it provides vital exposure for tourism businesses who otherwise would not have access to potential international buyers."

Smith believes that townships and rural communities "have an important role to play in the future economy of South Africa and Africa as a whole and that marketing events such as Africa's Travel Indaba are extremely important

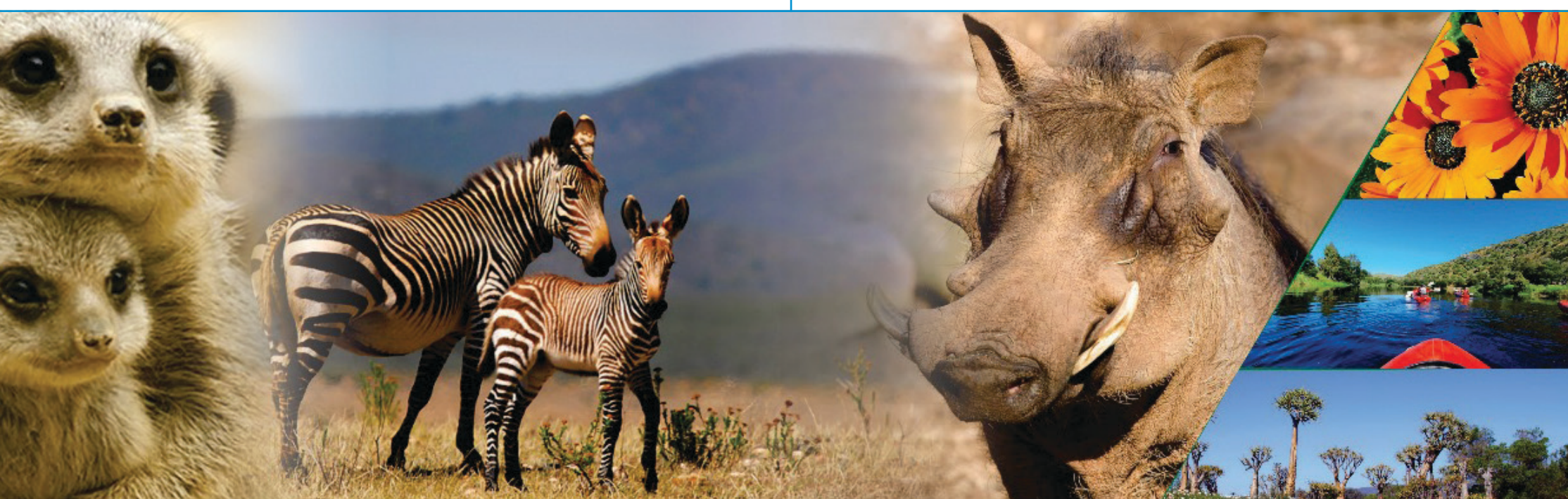
with regards to showcasing what these communities have to offer."

Through immersive presentations and engaging storytelling, participants were transported to the bustling streets and vibrant markets of South Africa's townships, experiencing the warmth and hospitality of KwaZulu-Natal.

The sessions provided a platform for local entrepreneurs, artists, and community leaders to share their stories and showcase the unique offerings of South Africa's urban centres.

Against the backdrop of Africa's premier tourism marketing event, the speed marketing sessions resonated strongly with attendees, offering a refreshing, personal perspective on the country's diverse cultural landscape.

In addition to highlighting the cultural richness of Kasi life, the presentations and panel discussions also emphasised the economic potential of township tourism, showcasing the entrepreneurial spirit and innovation driving growth in these vibrant communities.



DOORKLOOF 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.

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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, 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-hectares of one of the most varied botanical areas in the Northern Cape.

For more information,
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oorlogskloof@gmail.com

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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. Below we profile another 4 of these exhibitors.



AFRICA!GNITE



Tina Ngcobo
We are thrilled to be a part of Africa's Travel Indaba Sustainability Village, which aims to foster sustainable tourism practices across the continent. Together, we have the opportunity to shape the future of travel in Africa by prioritising sustainability, preserving our natural and cultural heritage, and creating positive impacts that resonate far beyond our borders.

PIGEON PEACEFUL



Lungelo Maphanga
Africa's Travel Indaba gives us an opportunity to learn, explore and exchange different views about business and the market in different countries.

NELA KAHLE



Thando Mathabela
Happy to back at Africa's Travel Indaba. Nela Kahle Arts and Crafts – we empower, uplift and create jobs.

DALINGGEBU



Ntando Dlamini
I am coming to Africa's Travel Indaba for the first time this year. It's a wonderful chance to network with delegates not only from Africa but also from across the globe. Being here enables me to play a part in job creation, thereby enriching my community. Additionally, I'm passionate about promoting culture in a sustainable way, ensuring its legacy for generations to come.

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MABULA

GAME LODGE

THE GREATER MABULA PRIVATE GAME RESERVE: A SANCTUARY FOR WILDLIFE AND LUXURY SAFARI EXPERIENCES

Established in the 1990s, Mabula Private Game Reserve has flourished into one of the most exceptional private reserves in close proximity to Gauteng. Spanning 12,000 hectares of exclusive savanna and grasslands, its abundant wildlife thrives in this natural haven.

In partnership with the Endangered Wildlife Trust, Mabula is deeply engaged in two significant conservation projects: The Cheetah Metapopulation Initiative and The Waterberg Wild Dog Initiative. Notably, our efforts have led to the successful establishment of a thriving pack of wild dogs, enhancing the wildlife viewing experience for our visitors.

Over the past decade, Mabula's collaboration with The Cheetah Metapopulation Initiative has resulted in the successful relocation of numerous cheetahs to various reserves across Southern Africa, contributing significantly to cheetah conservation efforts.

At the heart of Mabula Private Game Reserve lies the renowned Southern Ground Hornbill Project, acclaimed globally for its conservation endeavours.

The reserve is home to four distinct lodges, each offering a unique and luxurious safari experience.

Mabula Game Lodge: Nestled amidst the breathtaking Waterberg Mountains, Mabula Game Lodge offers unparalleled safari adventures in a malaria-free environment just two hours from Johannesburg. Explore over 120 square kilometres of pristine wilderness and encounter the iconic 'Big Six' game species.

Kwafubesi Tented Safari Camp: Hidden within the tranquil Mvubu plain, Kwafubesi Tented Safari Camp provides an intimate bush experience. Immerse yourself in the African wilderness with bush walks and horseback safaris, followed by evenings of home-cooked dinners under the stars.

Kingfisher Villa Suites: Indulge in an exclusive luxury safari getaway at Kingfisher Villa Suites, located within the Mabula Private Game Reserve. With only five waterside suites offering unrivalled privacy, couples can enjoy a romantic retreat surrounded by breathtaking scenery and top-notch amenities.

Safari Plains: Set against the stunning backdrop of the Waterberg Mountain Range, Safari Plains epitomizes luxury in the bush. With its spacious accommodations, gourmet dining, and rejuvenating spa, Safari Plains offers a majestic wilderness experience within easy reach of Gauteng.



Mabula is deeply committed to conservation and community development, ensuring that guests enjoy unforgettable wildlife encounters while contributing to the preservation of this pristine ecosystem and supporting local community.

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THE WONDERS OF MPUMALANGA

VISIT US AT THE MPUMALANGA VILLAGE: DEC1-G28



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Mpumalanga Tourism and Parks Agency

#DiscoverMpumalanga

www.mpumalanga.com

MPUMALANGA: A FIVE-IN-ONE DESTINATION EXPERIENCE



Nestled in the northeastern corner of South Africa, Mpumalanga province beckons travellers with its captivating blend of natural wonders, cultural diversity, and historical significance.

Acting CEO of Mpumalanga Tourism, Mduduzi Vilakazi, shares insights into what makes this province a quintessential destination for those seeking authentic African experiences.

“Our rich culture and history set us apart,” Vilakazi explains. “In essence, our province offers a five-in-one destination experience. Natural wonders, iconic wildlife, deep cultural experiences, walks through ancient history and adventure activities for those seeking a thrill.”

At the heart of Mpumalanga’s allure is the iconic Blyde River Canyon, a geological marvel that ranks among the largest and most picturesque canyons in the world. Towering cliffs, lush vegetation, and cascading waterfalls create a landscape of unparalleled beauty, inviting visitors to marvel at nature’s masterpiece.

Beyond its natural wonders, Mpumalanga is a melting pot of cultures, with vibrant traditions and diverse communities that reflect the essence of Africa. From the colourful Ndebele villages adorned with intricate geometric designs to the rhythmic beats of traditional dance performances, the province offers a glimpse into the rich tapestry of South African heritage.

“Our province has something for everyone, except for beach lovers,” Vilakazi jests. Indeed, Mpumalanga boasts a diverse array of attractions, including the renowned Kruger National Park, home to Africa’s iconic wildlife and offering unparalleled safari experiences.



Highlighting Mpumalanga’s presence at Africa’s Travel Indaba, Vilakazi introduces the Mpumalanga village design initiative at Africa’s Travel Indaba, a cohesive approach to showcasing the province’s diverse offerings. From cultural experiences to adventure activities, and from scenic beauty to historical sites, every facet of Mpumalanga’s allure is represented under one unified umbrella.

Mpumalanga is also steeped in history, with archaeological sites dating back thousands of years, including ancient rock art sites that offer insights into the region’s prehistoric inhabitants and their way of life.

For adrenaline seekers, the province offers a range of adventure activities, including quad biking through rugged terrain, horseback riding through scenic landscapes, and hiking trails that lead to hidden waterfalls and panoramic viewpoints.

“We’re thrilled to be here, representing around 40 unique products,” Vilakazi enthuses. “Our larger presence at the exhibition demonstrates our commitment to speaking with one voice and showcasing the best of Mpumalanga.”

As travellers embark on their journey through Mpumalanga, they are invited to immerse themselves in the vibrant culture, awe-inspiring landscapes, and rich history that define this captivating province. Experience the magic of Mpumalanga and create memories that will last a lifetime.



NORTH COAST: JEWEL OF KZN



The North Coast of KwaZulu-Natal is not only steeped in history but boasts a coastline peppered with picturesque landscapes, famous beaches, fine dining experiences and a diverse variety of accommodation options

Nicknamed the Dolphin Coast because of the many sightings of dolphins along this stretch of shore, the North Coast offers everything tourists need to make their stay an unforgettable one.

Catering for families, the young and the not-so-young, those looking for a relaxing time or those seeking a thrill-a-minute, the North Coast offers everything from outdoor activities, adventurous escapades, tranquil back-to-nature experiences, upbeat nightlife, indoor activities for a rainy day and much more.

The warm Indian Ocean temperature along the KwaZulu-Natal coastline makes the North Coast's beaches an inviting place to chill out on a deck chair, fish, surf, cycle, run or explore the wildlife – with plenty of rock pools and picturesque settings, the outdoors is relaxing and inviting.

If you're a night owl and prefer evening entertainment, there's a host of fine dining restaurants, live entertainment and vibrant nightlife to entertain you.

And nothing could be more relaxing than enjoying breakfast while watching dolphins swimming close to the shore. The North Coast boasts many accommodation establishments with views of the ocean.

For instance, just minutes from the beach, The Vineyard on Ballito guest house is inspired by the beauty and grandeur of the magnificent South African vineyards and

offers effortless style, luxury, relaxation and privacy.

Rain Farm Game & Lodge near uMhlanga is a rustic getaway from urban luxury hotels. Enjoy the wildlife in a tree-top tent or the main farmhouse complex.

Prince's Grant is a luxury lodge offering four-star accommodation and self-catering villas bordering one of South Africa's best golf courses.

Nestled within a sub-tropical forest, the Capital Zimbalu Resort offers luxury accommodation, self-catering options, golf and fine cuisine. This upmarket setting is ideal for business and pleasure.

There are also bed and breakfasts, bush lodges, caravan parks, five-star hotels, loads of family options and more.

And coming soon is Club Med Tinley, the first Club Med resort in the country, with the resort opening scheduled around July 2026.

The North Coast's spectacular offerings combine with countless beautiful destinations, catering for all income brackets and preferences. It's your holiday, your time to kick back and enjoy the best the North Coast offers.



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ERITREA MAKES DEBUT AT AFRICA'S TRAVEL INDABA, SHOWCASING UNIQUE TOURISM GEMS

Eritrea made its debut at Africa's Travel Indaba 2024, presenting a captivating array of tourism offerings that promise to enchant travellers seeking authentic and off-the-beaten-path experiences.

Spearheading the country's presence at ATI is GianMarco Russo, Sales and Marketing Manager at EriNine, an Eritrean-based Travel Agency and Tour Operator.

Russo is showcasing Eritrea's diverse attractions, from the pristine beaches of the Red Sea coastline to the ancient ruins of the Dahlak Archipelago. With its rich history,

vibrant culture, and stunning natural beauty, Eritrea offers a wealth of opportunities for adventurous explorers and cultural enthusiasts alike.

"Even with our immense cultural and historic heritage, the best attraction in Eritrea is the kindness and warm hospitality of its people. We are some of the friendliest people in Africa and we want to show the world what our beautiful country has to offer," Russo said.

The country's participation at Africa's Travel Indaba marks a significant milestone in its efforts to promote tourism and attract international visitors. With its unspoiled

landscapes and rich cultural heritage, Eritrea is poised to emerge as a must-visit destination for discerning travellers seeking authentic experiences in Africa.



VOICES FROM THE FLOOR



Bruce Little
Bruce Little Sculptor – South Africa Exhibitor

We are here at Indaba to meet our target audience. Over and above the rawness of selling volume and more and more as a business, what I am hoping to do is send a little bit of Africa into the world. It's also to create an awareness of Africa, for its wildlife.



Devon Holshausen
Lazy Lizard Travel – USA Buyer

We are just here to learn more about the industry, meet with suppliers here in South Africa and learn about new opportunities and see where we can connect. Every time I'm in Africa it's great. I wish I could come more. It's a wonderful continent with so much to offer.



Jackline Cherop
Densey Tours & Travels – Kenya Exhibitor

I think, from the stories I've heard, ATI is the best place to market in Africa so that's why we've come to try. BOND Day was amazing. I think it is something people should attend. I learnt a lot. You just need to be there to experience and learn.



Babalwa Magqwathi
Mbashe Municipality – South Africa Exhibitor

We've got 10 beaches in our municipality. It's those gems that people don't know about. So right now, we are here to showcase those. We want to attract investors, international and local.

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FOR MORE INFORMATION CONTACT OUR TOURISM OFFICES:

GET YOUR BIG BREAK INTO THE FILM INDUSTRY

Six percent of visitors to New Zealand cite The Lord of the Rings as one of their primary reasons for travelling to the country. Similarly, the San Domenico Palace in Taormina, Sicily, a luxurious five-star Four Seasons resort, experienced its own surge in popularity among fans of the TV series White Lotus.

Picturesque locations not only serve as backdrops for films and TV, but also draw in tourists, injecting revenue, generating employment opportunities, and promoting the development of essential infrastructure in the surrounding communities. In the United States alone, the industry contributes an estimated \$21 billion annually to businesses in cities and small towns.

Now, Africa is poised for its big break into this thriving film economy, with the help of Filmset - an innovative platform designed by Africans for Africa.

Utilising state-of-the-art technology, Filmset serves as a comprehensive database of film locations across the continent. Our listings include state-owned and private venues such as nature reserves, parks, roads, museums, resorts, hotels, and more.

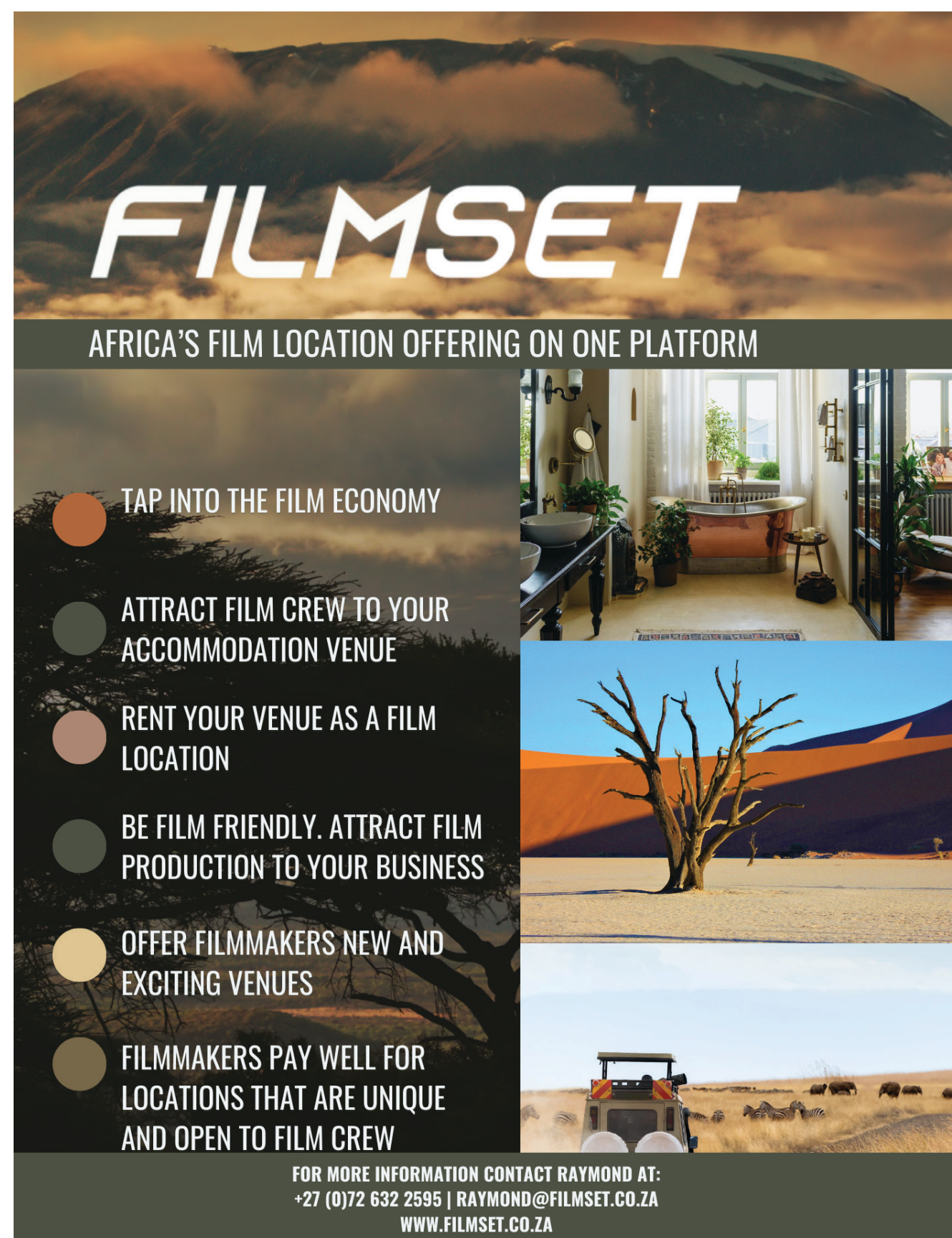
With a vast network that extends to film studios, production companies, film festivals, and markets worldwide, Filmset showcases these diverse offerings as attractive and viable film locations.

In addition, the platform's geolocation feature allows users to access additional key information such as support services and infrastructure, cast and crew accommodation options, transportation, and more in each region.

The location marketing tool then facilitates direct access and communication between film commissions, producers, and location agents.

Now is the time to tap into the exciting world of film. List your location with Filmset today.

FILMSET



FILMSET
AFRICA'S FILM LOCATION OFFERING ON ONE PLATFORM

- TAP INTO THE FILM ECONOMY
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- RENT YOUR VENUE AS A FILM LOCATION
- BE FILM FRIENDLY. ATTRACT FILM PRODUCTION TO YOUR BUSINESS
- OFFER FILMMAKERS NEW AND EXCITING VENUES
- FILMMAKERS PAY WELL FOR LOCATIONS THAT ARE UNIQUE AND OPEN TO FILM CREW

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WELCOME ANEW HOTEL & CONVENTION CENTRE OR TAMBO JOHANNESBURG

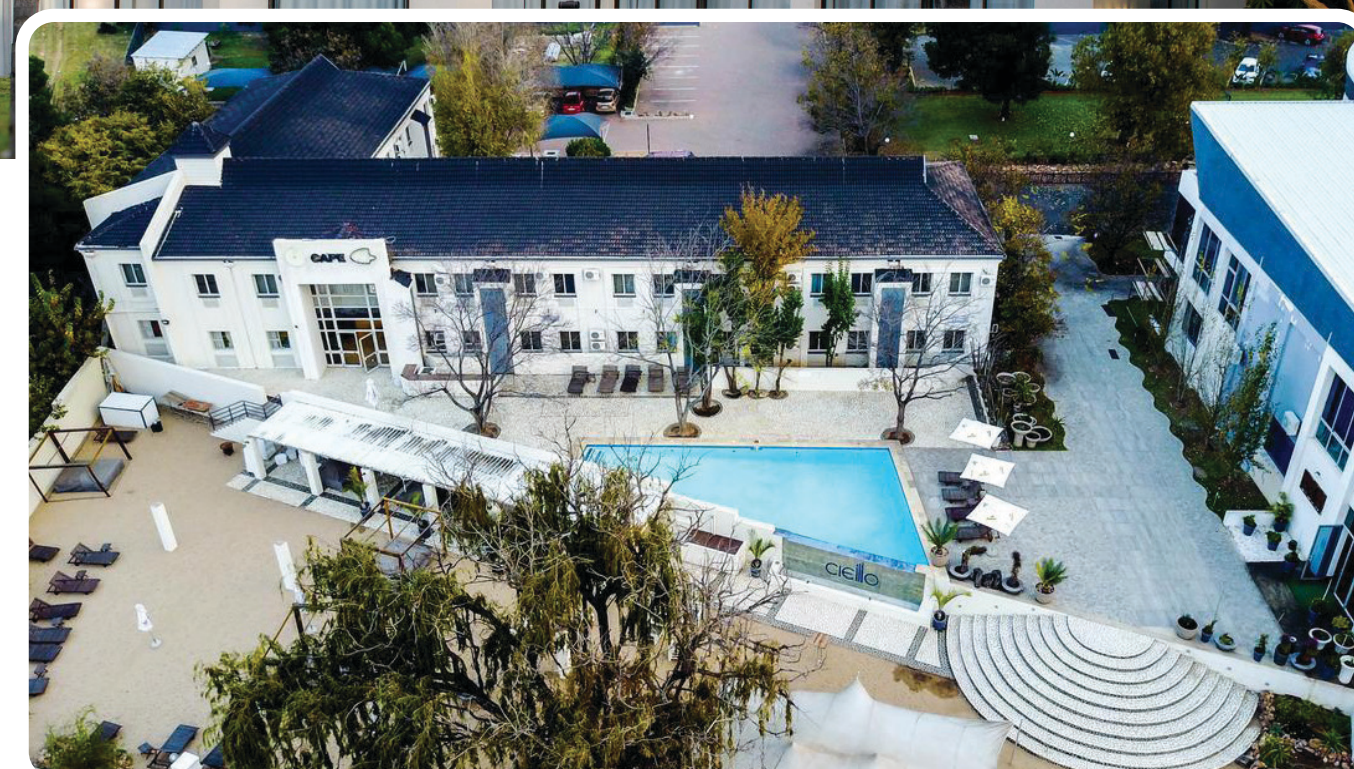


Located on the shores of Swan Lake in Benoni you will find, from 1 July 2024, ANEW Hotel & Convention Centre OR Tambo Johannesburg! This perfectly located property is just 10km from OR International Airport and offers a perfect escape for the modern business traveller.

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!




ANEW
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OR TAMBO JOHANNESBURG

For more information, go to
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FEATURED EXHIBITORS

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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.

GLOBE TRAVEL & TOURS

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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.

GHOST MOUNTAIN INN

Stand No: ICC1212
Tarryn Hunter
 www.ghostmountaininn.co.za
 +27 (0)35 572 1025
 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 splendours 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.

BABANANGO GAME RESERVE

Stand No: ICC508
Jen Boucher
 www.babanango.com
 +27 (0)76 210 8585
 marketingadmin@babanango.com

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.

THE OYSTER COLLECTION

Stand No: ICC206
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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.

SALA BEACH HOUSE

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LA ROCHE ESTATE

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 - Improve air access
 - Support small businesses and communities
- Fund the operations of the TBCSA

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Royal Thonga Safari Lodge www.royalthonga.com +27 (0)78 570 9022 Stand No. ICC2
Harties Boat Company http://www.hartiesboatcompany.co.za 082 975 3468 Stand number- DEC1.K01
Mbotyi River Camp www.mbotyi.co.za +27 (0)39 253 7200 Stand No. ICC1508
Tula Baba www.tulababa.africa.co.za +27 (0)72 653 7244 Stand No. DEC1.K01
Park Inn by Radisson Polokwane www.parkinn.com +27 (0)15 495 0969 Stand No. DEC1.J15

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PROGRAMME

Time	Event	Venue
6am-8am	Africa's Travel Indaba Annual Fun Run - Brought to you by Robben Island Museum An Africa's Travel Indaba Community-Building fun outdoor activity that attracts fitness fundis of every level. Join us for a great start to the day as we explore the sights and sounds of the host city.	Beachfront Promenade By Registration Only
6:10m-8am	Secret Sunrise Yoga	Beachfront Promenade By Registration Only
7am-7:30am	Exploring the Intersection of Conservation & Eco-Tourism The CEO of South African National Parks, Hapiloe Sello, invites you to a panel discussion themed with South African National Parks: Celebrating 30 Years of Sustainable Eco-Tourism and Business Growth through Partnerships and Community Beneficiation. Part of this significant moment will include the official handover of Skukuza Safari Lodge to Tourvest in line with South African National Parks' Commercialisation Strategy.	Maharani Hotel (Tugela room) All Delegates
8:30am-10am	Speed Marketing Session 2: Wet Adrenaline (Active Adventure and Coastal Beaches) Allow our SA products to free the adventurous spirit within you and also free your imagination and let the waves lift your soul, all along our sun soaked coasts.	Meeting Room 21, ICC By Invitation Only
9am-2pm	NTCE 2024 Business Networking Session & TSHRD Student Graduations	South Foyer, ICC By Invitation Only
10am-12pm	BASIC QUALITY VERIFICATION CERTIFICATE HANDOVER EVENT AT ATI Join us as we explore the Basic Quality Verification (BQV) program, a gateway to discovering unique and authentic tourism experiences found in and around Villages, Small Towns, and Dorpias (VTSDs).	Media Centre, ICC By Invitation Only
10am-2pm	INDABA TOURISM INVESTMENT SEMINAR	Meeting Room 12, ICC By Invitation Only
10am-6pm	Exhibition Starts / Diary Meetings Pre-scheduled appointments between hosted buyers and exhibitors.	Exhibition Areas Online Diary System / Exhibition Areas
11am-11:30am	BOMA Talks: Shaping Sustainability - Session 2A - Innovate Collaborate Sustain: Effective Collaboration is Vital for a Sustainable Future. Business Opportunity Meetings Aspirations - intimate conversations between delegates.	Butterfly Wall - ICC Outdoor Open Entry
12pm-1pm	Media Editorial Session: Cultural Tourism & Sustainable, Accessible Travel This panel discussion is dedicated to the exploration of Cultural Tourism & Sustainable, Accessible Travel, with a deep dive into responsible tourism practices. Our conversation will encompass crucial topics such as sustainability, ethical wildlife tourism, and community engagement. We will shed light on the vital aspect of accessibility and inclusivity within the tourism sector, underlining the necessity for fair and sustainable travel experiences for everyone.	Media Centre, ICC By Invitation - Media
1pm-2pm	Lunch - Vendors Trade from 12h00 Partake in a wide array of authentic South African and African cuisine whilst enjoying lunchtime entertainment.	Designated Venues All Delegates
1pm-2pm	Opening up Economic Participation in the Tourism Sector A media engagement hosted by the Department of Tourism.	Media Centre, ICC By Invitation
2pm-3pm	Media Editorial Session: Strategic Collaborations & Partnerships in Tourism Dive into the world of Strategic Collaborations & Partnerships in Tourism during our upcoming panel discussion, where we'll shine a spotlight on South Africa's allure as a vibrant film and music destination and its profound impact on the tourism sector.	Media Centre, ICC By Invitation
3pm-3:30pm	BOMA Talks: Future Forward - Session 2B - Powered Travels - Is Technology Revolutionising or Hindering the Tourism Industry? Business Opportunity Meetings Aspirations - intimate conversations between delegates.	Future Wheel - ICC Concourse Open Entry
6pm-11:55pm	City Immersion Experience Partake in a wide array of authentic South African and African cuisine whilst enjoying lunchtime entertainment.	Florida Road / Umhlanga Open Entry

NELSON MANDELA MUSEUM

SHOWCASES ITS EDUCATIONAL & COMMUNITY ENGAGEMENT PROGRAMMES

Nelson Mandela Museum Bhunga building site serves as an administrative building and a place to showcase the Gifts of the Nation Exhibition - a collection of gifts donated to Nelson Mandela by South Africans and the International community.

Recently, the Museum has officially unveiled a statue of Nelson Mandela. The Statue was officially unveiled on the 18th of July 2023 by the President of the Republic of South Africa Cyril Ramaphosa.

Nelson Mandela: Leader, Comrade, Negotiator, Prisoner, Statesman: strips back the layers of his life to reveal him as a comrade, leader, prisoner, negotiator, and finally, statesman. It shows the human values that underpin the man.

Mandela and Luthuli: In Conversation: is an installation that brings the interactions and conversations between the Nobel laureates to life for ordinary people through a compilation of photographs and quotations from writings - all of which give this exhibition vital and inspiring insights.



Administrative building of Nelson Mandela Museum In Mthatha



Unveiled Nelson Mandela Statue at the Nelson Mandela Museum in Mthatha

Nelson Mandela Museum Youth and Heritage Centre

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

Due to the geographical location of this facility, the Youth and Heritage Centre is a "must-see" attraction. The centre consists of a sliding stone where Rholihlahla used to play with his peers, ruins of a rondavel where he was named Nelson on his first day at school, not far from the centre is a family grave site, a church where he was christened and a residential place where he lies and buried.

The Youth and Heritage Centre has just undergone renovations of its accommodation facilities (executive rooms and chalets), a conference centre, a restaurant, a dining hall, a sports hall, ablution facilities and exhibition halls. The centre offers the community, government departments, and private sector an opportunity to hire its facilities for their programmes and activities.



More Information please visit our stand at DEC1 J04
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