

RURAL TOURISM AND ECONOMIC INCLUSIVITY ON FIRM FOUNDATION



SA Tourism Board Member Ikaneng Pilane, Deputy Minister of Tourism, Fish Mahlalela, Bronwen Aurret, Chief Quality Assurance Officer for SA Tourism, and business owners Nonhlanhla Tshalata and Aubrey Tshalata.

In a significant stride towards bolstering rural tourism and fostering economic inclusivity, 150 properties from villages, small towns and dorpies have received certificates of compliance and recognition for completing the Basic Quality Verification (BQV) programme. The awards ceremony took place during the second day of Africa's Travel Indaba (ATI) at the Inkosi Albert Luthuli International Convention Centre (ICC) in Durban.

This milestone, marks a pivotal moment in the journey towards enhancing the quality and inclusivity of tourism offerings across South Africa.

Addressing the gathering, the Deputy Minister of Tourism, Honourable Fish Mahlalela, underscored the programme's role in fortifying the foundation of the tourism sector. He said that: "It is on this strong foundation that we can progress our sector because with assurance, the tourism industry will continue to create opportunities for economic growth, particularly

for youth, women and people with disabilities."

He commended the programme for its empowerment initiatives, noting its role in training and employing graduates to conduct verifications in various establishments. He highlighted the pivotal role played by the verified establishments at the heart of their communities, generating business opportunities and fostering a conducive environment for local development.

"It is imperative that we sustain and expand this programme to ensure inclusivity in our tourism offerings, thereby contributing to the growth of the economy," said Mahlalela.

The BVQ program, operated by the Tourism Grading Council of South Africa, a business unit of South African Tourism, supports homestays and emerging tourism ventures in small communities also referred to as in villages, towns, and small communities

(VTSD) to grow. It guides these establishments through a structured development process, enabling them to engage with the tourism market and access funding, even if they do not meet the core requirements of grading. Essentially, it's about helping smaller, less formal accommodations and



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ICC 501



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attractions become part of the tourism industry and thrive.

Bronwen Auret, the Chief Quality Assurance Officer for South African Tourism, shed light on the programme's successful implementation in KwaZulu-Natal over the past year.

"The programme introduces tourism accommodation providers to standards and norms of quality assurance, serving as a crucial entry point into the realm of formalised tourism practices."

Out of 210 participants, 150 have now attained certification in Basic Quality Verification.

For Luyanda Khoza, the owner of Vikamana Guest

House, receiving the BQV certification was a moment of immense pride. "This recognition not only validates our establishment, but also opens doors for further growth and collaboration."

Similarly, Lungile Hlabisa, the proprietor of Mbopha Guest House in Ulundi, expressed gratitude for the recognition of their work in rural areas. "This certification reaffirms the significance of our contributions to rural tourism and motivates us to continue our endeavours," she said.

As the tourism sector continues to navigate challenges and opportunities, initiatives like the BQV programme are proving to be instrumental tools in fostering inclusivity, standardisation, and sustainable growth. The recognition

bestowed upon 150 accommodations underscores the collective commitment towards realising a vibrant and inclusive tourism landscape, one that empowers communities and celebrates diversity across the nation's picturesque rural vistas.

The BVQ programme was piloted in the Eastern Cape between 2020 and 2021, thereafter it was rolled out in KZN between 2022 and 2023, producing 29 graduates trained to facilitate the assessment of the products.

Samora Nqweniso, Acting GM: Tourism Development at Tourism KwaZulu-Natal thanked stakeholders who made the programme a success saying it has enhanced the province's value proposition in the sector.

HOW FILM AND MUSIC PROMOTES SOUTH AFRICA AS AN APPEALING TOURISM DESTINATION

Africa's Travel Indaba played host to a thought-provoking media editorial session, exploring strategic collaborations and partnerships in tourism. Amidst the discussions, a spotlight was cast on South Africa's burgeoning potential as a film and music destination, igniting conversations on how these industries could catalyse tourism growth.

The panellists featured in this insightful discussion encompass a diverse array of expertise and experience within the realms of film, music, and tourism. Award-winning Executive Creative Director, Neo Ntatleng, brings a wealth of creative insight, while Jacqueline Rainers-Setai, representing the KZN Film Commission, offers invaluable perspectives on film industry dynamics.

Lehlohonolo Mokhosi, as Partnerships & Distribution Manager at NFVF, provides strategic insights into collaboration and distribution strategies. Thulani Maduse, Director & Founder of the Amapiano Summit South Africa, offers deep knowledge of South Africa's music landscape, particularly within the vibrant Amapiano genre.

Finally, DJ Stanky, an International Amapiano DJ and member of the DBN Based Group Kweyama Brothers, offers firsthand experience of music's role in cultural exchange and tourism promotion.

Together, these esteemed panellists shed light on the potential synergies between film, music, and tourism, paving the way for innovative partnerships and collaborative ventures in South Africa's burgeoning entertainment and travel sectors.

The session provided a platform for these professionals of the entertainment industry to share their experiences and insights. One key takeaway was the pivotal role of



film and music in shaping perceptions and attracting visitors to a destination.

As the moderator, Thembisile Sehloho, Chief Marketing Officer of South African Tourism mentioned, "America created a propaganda around using film and music to position their country, and we can learn from that."

Ntatleng concurred, joking that "some South Africans know the streets of New York and Los Angeles better than their own neighbourhood as a result of movies and music videos!"

Highlighting the power of cultural exports, discussions delved into success stories from around the globe. Korea emerged as a prime example, with its deliberate strategy to promote Korean pop culture on the global stage. Drawing parallels, panellists emphasised the need for South Africa to harness its cultural assets to drive tourism.

However, challenges and opportunities were also scrutinised. Questions were raised about the content produced by South Africa's film industry and its alignment

with tourism objectives. While romcoms are popular in SA, there's a call for more diverse narratives that showcase the country's richness and diversity.

Ntatleng shared that, in his opinion, "there hasn't been an intentional strategy on how we're going to use our cultural and cinematic goods in a way that is going to have a Return on Investment (ROI) for the tourism sector. This provides South Africa with an opportunity to grow the sector with direction and purpose."

Moreover, the importance of intentional collaboration between tourism and entertainment sectors was highlighted. By leveraging the allure of film and music, South Africa can create immersive experiences for visitors, fostering economic growth and cultural exchange.

The session illuminated the untapped potential of South Africa's film and music industries in bolstering tourism. With strategic collaborations and a focus on authentic storytelling, the country is poised to captivate audiences worldwide and emerge as a premier destination for local and international filmmakers.



Thembisile Sehloho, DJ Stanky, Thulani Maduse, Lehlohonolo Mokhosi, Jacqueline Rainers Setai, and Neo Ntatleng

AFRICA'S TOURISM LEADERS TO CONVENE IN GABORONE

The Africa Tourism Leadership Forum (ATLF) is gearing up for its highly anticipated 6th edition, set to take place in Gaborone, Botswana, from October 4th to 6th, 2023. In an interview for the VA Tourism Podcast, Miller Matola, the CEO of Millvest Investments and one of the conveners of the forum, expressed his excitement about the upcoming event and their collaboration with the Africa Continental Free Trade Area (AfCFTA). Matola highlighted the significance of the partnership with AfCFTA, emphasising its role in promoting discussions about intra-African travel, tourism, and the contribution of cultural industries to not only tourism but also the trades sector. He stated, "We think it's a huge milestone as far as the ATLF is concerned."

The ATLF has solidified its position as a premier pan-African thought leadership platform, bringing together key industry stakeholders to deliberate and formulate actionable solutions for the advancement of tourism. Matola noted the forum's unique role, stating, "We don't have anywhere else on the continent a platform that seeks to achieve this and has been able to do so." Looking ahead, Matola envisions even greater support from public sector leaders and policymakers. He added, "We see in the future years ATLF building on that and garnering more and more support from leaders in the public

sector, leaders in policy making, supporting the ATLF and what its vision is and what it seeks to achieve for tourism on this continent."

The forum's networking sessions and events are tailored to facilitate actionable solutions, with an emphasis on topics such as intra-African travel, the impact of cultural industries on tourism and trade, and the role of technology and innovation in the industry's development.

The 6th edition of the Africa Tourism Leadership Forum promises to place culture and heritage at the forefront, recognising their vital role in the continent's tourism sector. Matola concluded, "With the 6th edition, we are really looking to put to the centre stage tourism and the assets it uses, which is culture and heritage, bring those to the centre, and say, through these economies we can create a better Africa. But we will also look at, as always, bringing in the issues of technology, innovation as part of the deliberations."



ICCA RELEASES ANNUAL COUNTRY AND CITY RANKINGS REPORT: SEE HOW AFRICA FARED

ICCA, the International Congress and Convention Association, have released the ICCA Rankings Report for 2023. ICCA's research team reviewed all the meetings submitted by ICCA members, resulting in a report that includes more than 10,000 meetings that took place in the calendar year 2023.

"We're pleased to share ICCA's Country and City Rankings for 2023," said Senthil Gopinath, CEO of ICCA. "Our research team has performed exceptionally in compiling this comprehensive data. It's a cornerstone for our association, providing invaluable insights that empower our members and enhance our community's strategic positioning."

This year's report stands out for the increased continental diversity in the Top20 country rank as, besides European, Asian and North American countries, Latin America and Oceania were also represented

compared to 2022. Additionally, the findings included the addition of an Asian destination into the year's top five spots. This result demonstrates the region's positive development in adapting to such a competitive environment.

Fifteen African countries are included in the top 100 in the country rankings, with South Africa the top country from the continent at number 35 followed by Rwanda at 55 and Kenya at 58. Other African countries in the top 100 are Egypt, Morocco, Ghana, Tunisia, Uganda, Senegal, Tanzania, Ivory Coast, Zambia, Nigeria, Zimbabwe and Mauritius.

ICCA said they would keep promoting the positive impacts international meetings and events can bring to all corners of the globe, and looked forward to continuing its role as a vehicle for change and an advocate for good in the industry and in the world as a whole.

PROUD HOST FOR AFRICA'S TRAVEL INDABA

The Durban International Convention Centre (Durban ICC) is a world-class facility, renowned for its high standards of service excellence and has successfully staged some of the world's most prestigious and complex events.

The Durban ICC is a versatile venue of enormous dimensions, flexible enough to meet any need, no matter how extraordinary. The Centre offers the largest column-free, multipurpose event space on the African continent. International and national conventions, exhibitions, sporting events, concerts and special occasions of every kind can be accommodated. Flexibility and versatility are key factors in the design of this state-of-the-art, technology-driven Centre.

This multi-award winning Centre has been voted "Africa's Leading Meetings and Conference Centre" by the World Travel Awards for 18 years. The Durban ICC prides itself on being leading venue for meetings, business events, conferences and exhibitions on the African continent. However, this is not their own opinion, but rather the overwhelming feedback received from their clients who have voted it in the top 1% of Convention Centres worldwide. The centre is rated as a five-star venue by the Tourism Grading Council of South Africa.

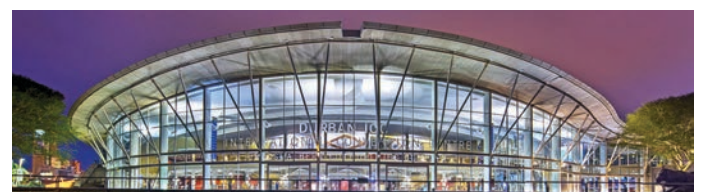
The Durban ICC is more than a facility to stage events. It is a responsible corporate citizen and actively contributes to the country's shared vision and the United Nations'

global goals for sustainable development.

Importantly, through large scale international events that the Durban ICC has attracted to the country, the centre has made significant strides towards skills enhancement, poverty alleviation, economic development and employment creation.

The Durban ICC's highly experienced and friendly team will ensure that your event is seamlessly executed giving you complete peace of mind. Providing exceptional customer service remains the heartbeat of the Durban ICC, striving to ensure that every delegate who walks through the five-star facility has a memorable experience. Delegates visiting the Centre can look forward to superb standards of culinary excellence and hospitality. As part of the Durban ICC's gourmet evolution over the past 25 years in the industry, they are completely reinventing their culinary offering in order to showcase some of Durban's authentic African Cuisines. Furthermore a wide range of new innovative packages have been designed to meet the unique needs of each target market, at the best possible rates.

The Durban ICC offers you first-world convenience and a proudly African meetings experience. The Centre is fully Wi-Fi enabled and connectivity is complimentary to its delegates and guests. The Centre is located 30-minutes from the King Shaka International Airport and over 3,600 Hotel rooms are within a 10-minute walk of the Centre.



Durban ICC Fast Facts

- Located in Durban, known as South Africa's entertainment "playground".
- Durban International Convention Centre (Durban ICC) comprised of the Durban ICC Arena and the Durban Exhibition Centre.
- Voted "Africa's Leading Meetings and Conference Centre" by the World Travel Awards no fewer than 17 times in 18 years and continuously strives to deliver excellent service
- Largest flat floor, column-free multi-purpose event space in Africa.
- Maximum capacity at the Convention Centre: 5000 delegates over 7000 sqm/in combination with the Exhibition Centre: 10,000 people.
- Ranked in the world's Top 15 Convention Centres by the International Association of Congress Centres (AIPC).
- The Centre is located 30-minutes from the King Shaka International Airport and over 3,600 Hotel rooms are within a 10-minute walk of the Centre

GROWING A SUSTAINABLE TOURISM SECTOR THROUGH CAPITAL INVESTMENTS



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 Mahlalela, who will address guests at the seminar, stated that stakeholders

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 Mahlalela.

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 (TTGILP). 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 TTGILP 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 TTGILP 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 Mahlalela.

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 Mahlalela.

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



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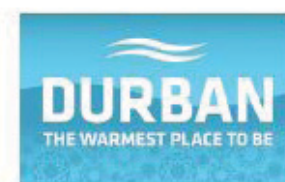
DURBAN RESTAURANTS: A MUST VISIT DURING INDABA AND BEYOND



Durban beckons both locals and travelers to indulge in a culinary journey through its vibrant dining scene. With a rich tapestry of diverse flavours ranging from South African delicacies to diverse international cuisine, the city's restaurants offer an unforgettable gastronomic experience.

At the heart of Durban's culinary landscape lies Florida Road, a village-like enclave bursting with eateries that cater to every craving. From delightful breakfasts to decadent desserts, there's something to tantalise every taste bud. Whether you're seeking craft beer, juicy steaks, or flavorful shisanyama, Durban promises to satisfy your culinary desires.

As Durban celebrates three decades of the South African democracy, visitors from walks of life are invited to partake in reflective activities, including a pop-up culture and heritage exhibition on Florida Road. This commemoration serves as a beautiful tribute to our shared history and resilience while highlighting the cultural richness that defines our nation, showcased in the beautiful Durban.



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PIONEERING AI TOOL HELPS MAKE SPACES MORE ACCESSIBLE

In an era where global travel has become more accessible than ever before, it is imperative that we ensure inclusivity for all individuals, regardless of their physical abilities. Accessible tourism goes beyond mere convenience; it embodies the fundamental principles of respect, equality, and dignity for every traveller.

By prioritising accessibility, we not only open doors to new destinations for individuals with disabilities but also cultivate an environment where diversity is celebrated and barriers are dismantled.

During a panel discussion at Africa's Travel Indaba, Tarryn Tomlinson, an Accessible Travel Expert, board member of Cape Town Tourism and founder and CEO of Liveable Universal Access Consultants announced the release of AVA, the AI world's first Universal Access Assistant, created to help tourism bodies, governments and hospitality business owners to fast track the removal of physical barriers for Persons with Disabilities.

Ava is set to empower architects, building managers, and accessibility advocates by providing a seamless and efficient solution for conducting access audits of buildings. This pioneering AI tool operates within the widely used messaging platform, WhatsApp, making it accessible to a broad audience.

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1. Access Audit Assistance: Ava guides users through a comprehensive access audit process, assisting them in evaluating various elements crucial for accessibility in buildings.
2. Instant Accessibility Summary: Upon completing the audit, users receive an immediate summary of the building's accessibility status, highlighting areas of strength and those requiring improvement.
3. One-Click Full Report: Ava simplifies the generation of detailed accessibility reports with just one click, offering a comprehensive document that can be used for compliance, planning, and advocacy purposes.
4. Educational Insights: Ava goes beyond a mere auditing tool. It educates users about the significance of different accessibility features and regulations, fostering a deeper understanding of the importance of universal access.

Ava represents a leap forward in leveraging artificial intelligence to break down physical barriers and promote inclusivity for persons with disabilities. By streamlining the audit process and providing valuable insights, Ava contributes to creating environments that are more accessible and accommodating for everyone.



"This is a game-changer for the industry," says Tomlinson. "Ava not only simplifies the audit process but also serves as an educational tool, empowering individuals to proactively enhance accessibility in their respective spaces."

Liveable Universal Access Consultants invites architects, building managers, and accessibility advocates to experience the transformative power of Ava and join the movement towards a more inclusive built environment.

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NELSON MANDELA'S LESSONS OF LEADERSHIP TO THE YOUTH

Social activist and founder of the Thembekile Foundation, Ndileka Mandela is the deputy chairperson of the Nelson Mandela Museum Council.

According to Ndileka Mandela, Nelson Mandela opened the museum upon seeing what museums could do with culture and the preservation of it. She explained that "culture is actually something that connects us to other people because of the common thread that runs from one culture to the next."

The museum preserves artefacts and stories of Nelson Mandela throughout his life and the lessons he imparted.

She explained that she was chosen to sit on the board as a representative of her family as "the first grandchild from the first wife from the first son of Nelson Mandela." "For me to be here is to safeguard the interest of my family so that we stay on course," she explained.

She shared the museum's plans to build an amphitheatre within the museum's boundaries where they will showcase the story of Nelson Mandela's story, A Long Walk To Freedom, to younger audiences.

"That is what we envisage in doing within the museum of talking of how we extrapolate these lessons of Madiba and impart them to the youth," she explained.

"We bemoan the fact that our youth do not have leadership qualities, forgetting that leadership is developed over time. You can't expect an adult who has never known how to be a leader and how to lead themselves first, to lead other people," she said.

"That's why we have a leadership vacuum across the globe," she said. "It's because we forget the missing link, children. You have got to teach leadership from an early age," she reasoned.

The museum will be launching a leadership programme under the Thembalihle Mandela Foundation, called Reading Like Mandela which focuses on the development of leadership skills, that are drawn from the leadership style of Nelson Mandela himself, in the youth community.



Ndileka Mandela explained that the programme is designed to take these lessons and adapt them to the different environments of children. "If, for instance, you have a child from the rural areas, your reference point is going to be different from a child in the urban areas," she explained.

"Our generation is busy exiting. If we don't start crafting our next crop of leaders to lead with an ethical and moral compass, we will be doomed as a country," she concluded.



More Information please visit our stand at DEC1 J04

For bookings please contact:

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BOTSWANA TOURISM ORGANISATION RECOGNISES THE STRENGTH OF COLLABORATION



Through its participation at the Africa Travel Indaba, the BTO (Botswana Tourism Organisation) is taking an innovative approach to promoting tourism in Botswana by collaborating with neighbouring countries.

The Acting CEO of the BTO Keitumetse Setlang highlighted the importance of regional collaboration in marketing tourism destinations. Recognising that travellers often seek diverse experiences across borders, BTO aims to capitalise on this trend by promoting combined trips that include destinations in neighbouring countries like South Africa, Namibia and Zimbabwe

alongside Botswana's attractions like the Okavango Delta.

"The aim is to co-market Botswana's tourism offerings alongside those of neighbouring countries, recognising that travellers often seek diverse experiences across borders. For instance, tourists might wish to combine the desert landscapes of Namibia, the unique Okavango Delta experience in Botswana, and the majestic Victoria Falls in Zimbabwe. By optimising regional tourism offerings, BTO seeks to deliver shared benefits for all countries involved."

Botswana's strategic geographical location within the region positions it favourably for this initiative. Leveraging partnerships with neighbouring countries allows BTO to

offer clients comprehensive holiday experiences tailored to their preferences, drawing from the unique attractions of select Southern African Development Community (SADC) nations.

In addition to targeting leisure travellers, BTO is also engaging with event organisers and agents in the conferencing industry, aligning with Botswana's strategic goal of becoming a MICE destination. This multi-faceted approach underscores BTO's commitment to maximizing tourism potential across various sectors.

The broader SADC regional strategy, aimed at promoting resource-sharing and sustainable tourism, aligns with

BTO's objectives and supports collaborative efforts to enhance tourism development in the region.

By hosting 45 tourism operators from Botswana at the Africa Tourism Indaba, BTO aims to create market access for Botswana's diverse range of tourism products. This participation provides a valuable platform for showcasing Botswana's offerings to international and local buyers, enabling operators to connect with influential stakeholders and access a wealth of opportunities on the continent.

BTO invited AT12024 delegates to their iconic Makgadikgadi Epic event, a sports and adventure tourism event with activities such as skydiving and tandem jumps, Fun Quad biking, horse riding and camping, taking place from 12-14 July 2024.

Find out more by visiting the BTO stand at Hall DEC2, stand number B11 for more information and meetings with the industry.

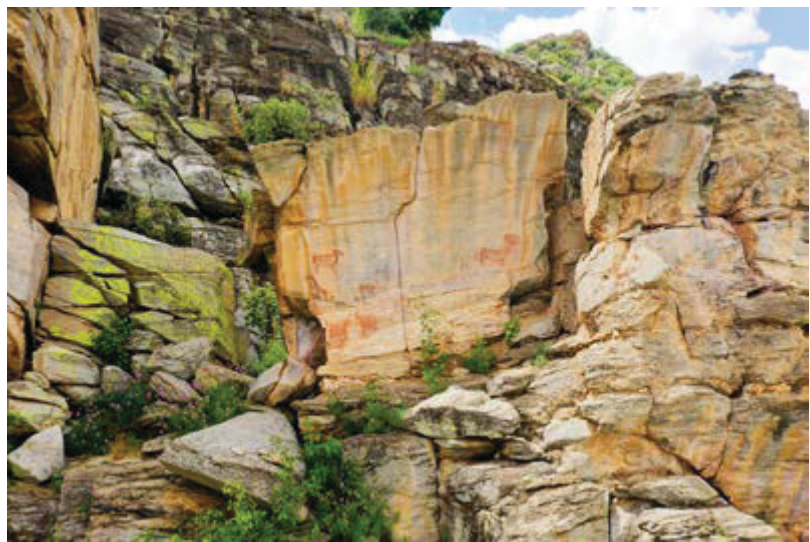




Botswana is a premier tourist destination offering some of the best wilderness and wildlife experiences in the African continent. Botswana continues to stand out in terms of its tourism offerings, making it a must-visit destination globally.

Key tourism assets include pristine national parks and wildlife management areas, which are home to a great diversity of wildlife and flora, Wilderness/ Wetlands experience, Culture and Heritage, Sports and Adventure and Business Tourism (Meetings Incentives, Conferencing and Events).

Visit Botswana for a lifetime holiday experience.



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SCAN ME



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

A whole lot of information in one little square.

VIVARI HOTEL AND SPA: A 5-STAR APPROACH TO WELLNESS

Vivari Hotel & Spa, which is part of the Mantis and Accor hospitality groups, is ready to welcome you to its tranquil and serene facility in Featherbrooke, Johannesburg.

Set in expansive and tranquil gardens, the 5-star hotel offers an integrated approach to wellness incorporating five elements: holistic health, nutrition, fitness, spa and aesthetic beauty. The Spa promotes Kniepp therapy, which treats the body, mind and soul of an individual.

The bamboo-facing hydrotherapy suite includes a steam room, an ice fountain, a heated vitality pool and an infrared sauna cabin for relaxation and recovery. Guests also have access to a mineral swimming pool, yoga studio and gym.

The hotel has a resort-like feel with a total of 48 rooms with 3 suites, and is spread throughout the property amongst gigantic Pecan nut trees.

The dining options include Brambles Restaurant, which follows a farm to table ethos and serves seasonal menus with organic produce, the Pécan Pool Bar, which offers more casual dining, and a spectacular rooftop lounge and bar set within the giant tree canopy.

The hotel has 3 conference venues, which can accommodate between 120 and 150 pax each and is equipped with the latest audio-visual equipment. It is an ideal venue to host team building, seminars, conferences and strategy meetings.

The glass venue called Jala is located next to the Crocodile River and is best for bespoke weddings and celebrations.

The cherry on the top is Vivari Aesthetics - Institute for Surgical Excellence, which boasts a state of the art hospital which is fully equipped with Vaser for body sculpting and liposuction, and Renuvion for skin tightening.

The facility primarily caters for cosmetic surgery with a well known team of plastic surgeons. It is also the only facility in South Africa that offers the Weight Doctors sleeve, a German concept, which is a non-surgical treatment for obesity.

To speed up the healing process, Vivari Aftercare caters for the busy businessperson and celebs, and provides



hyperbaric oxygen therapy, IV nutritional therapy with high doses of vit C and most importantly lymphatic drainage massage.

The luxurious hotel rooms located closest to the theatre are dedicated to post surgical aftercare with ergonomic beds and 24 hour nursing care.

Vivari medical concierge is available to sort out all requests for international patients as well as for patients who have their surgeries elsewhere but wish to make use of the Vivari Aftercare facilities. Hotel guests also have the option to have non-surgical cosmetic procedures like fillers and Botox with the resident doctor and Vivari founder, Dr Anushka Reddy.

The hotel is located a mere 15 min drive from Lanseria airport, 40 min from Sandton and Pretoria and 45 min from OR Tambo airport. Shuttle services are available.

Rates for a Classic Room for 2 which includes breakfast and a complimentary mini bar start at R3 800. The premium Crown Suite for 2 which includes breakfast, a fully stocked bar and French champagne on arrival is R25 000.



VIVARI
HOTEL AND SPA

BY MANTIS

Visit us at at the TGCSA Stand

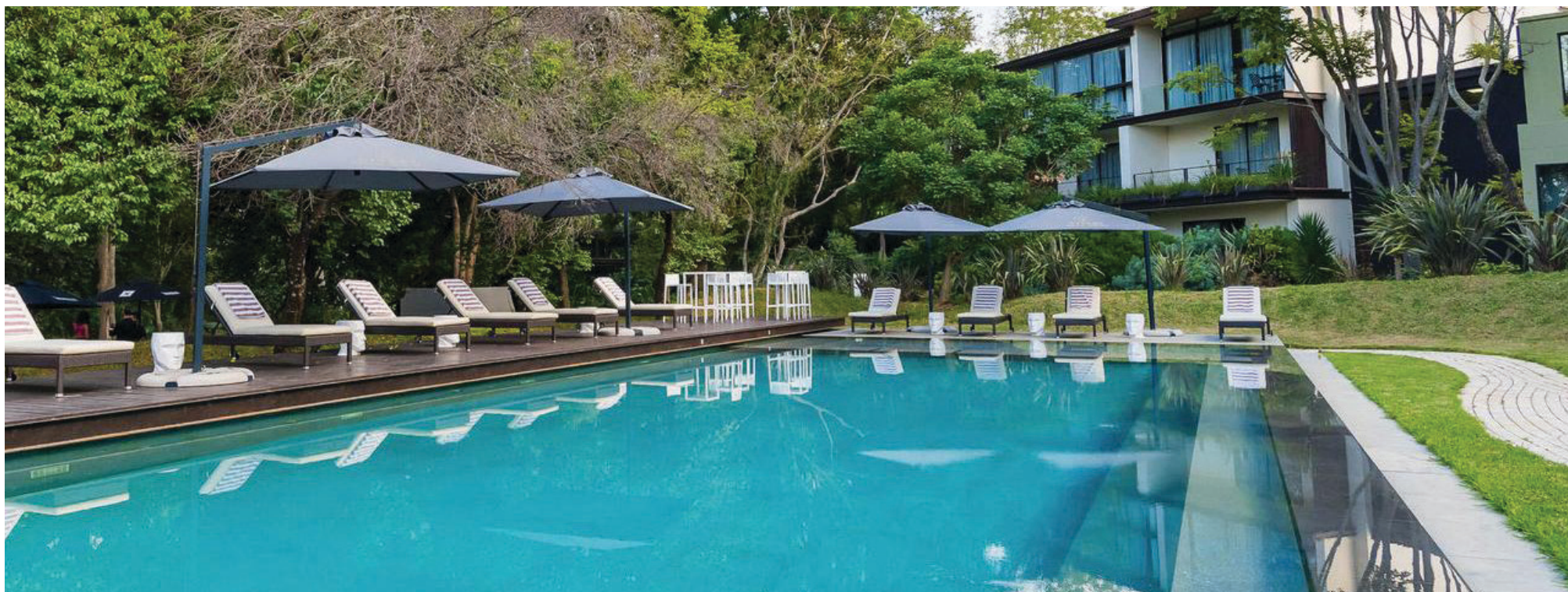
Contact details

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

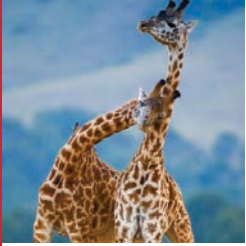


FEATURED EXHIBITORS

GLOBE TRAVEL & TOURS



Stand No: ICC1603
Farah Mohd
www.globetravel.co.za
 +27 (0)21 224 0184
info@globetravel.co.za



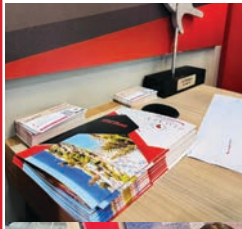
We are an Inbound Tour Operator based in Cape Town; our team of experienced professionals is committed to providing our customers with tailor-made experiences. We ensure our clients are personally taken care of from beginning to end.

By making travel both accessible, enjoyable, and affordable, we have cultivated lifelong relationships by offering reliable and efficient service with superior knowledge.

ZIMASA TRAVEL



Stand No: DEC1.K01
Khosi Tyobeka
www.zimasatravel.co.za
 +27 (0)79 416 2557
khosi@zimasatravel.co.za



We are destination management company offering corporate and leisure inbound travel services to clients. We are able to tailor-make a trip to suit your specific needs. Activities include adventure, heritage and culture and our new offering of golf and safari package.

LA ROCHE ESTATE



Stand No: DEC1.J05
Robyn Bouwer
www.larocheestate.com
 +27 (0)71 761 1354
robynbouwer@larocheestate.com



La Roche Estate is a passionate celebration of beauty, excellence, nature, and life. Today, the estate operates as both a working farm and an exclusive Franschhoek Valley destination for luxury accommodations, weddings, events, premium picnic experiences, and wine tastings. Whether hosting your bespoke wedding, unique to your style and vision, staying in one of our luxury suites, creating memories around a picnic, or indulging in our wine tasting, La Roche endeavors to provide its guests with a unique experience.

TOURPLAN



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



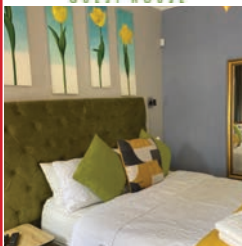
Tourplan provides innovative software solutions to 400 Tour Operators and DMCs in 70 countries, across 5 continents. Our clients include some of the world's best tourism companies. That is because we have been leading the way since 1986, growing and evolving with the travel and tourism industry, understanding 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.

ZAKUMI GUESTHOUSE



Stand No: ICC2
Salome Mtsweni
 +27 (0)82 494 9758
zakumiguesthouse@gmail.com



Zakumi Guesthouse is situated in a quiet and upmarket area of Kokstad a walk able distance to the CBD. You will find quiet and contemporary comfort in the heart of Kokstad for those seeking peace and tranquillity. The rooms have flat-screen TVs with all sport & movie DStv channels, tea/ coffee facilities, a bar fridge, a microwave, and a free Wi-Fi. Laundry facilities are available to those who will stay long. A fully furnished kitchen is available to those who prefer to cook their own meals, a home away from home, a nice garden enhances the property with safe.

QURTUBA HOTEL & SPA



Stand No: ICC2
Anysa Pillay
qurtubahospitality.co.za
 +27 (0)83 395 7459
anysa@qurtuba-h.co.za



Qurtuba Hospitality offers a comprehensive range of luxury accommodation, spa services, and recreational activities tailored to provide guests with unforgettable experiences, from our Moroccan-inspired hotel to our self-catering and glamping accommodations in Sandton, we cater to discerning travellers seeking comfort and indulgence. Our resort facilities, including dining at Limoni Restaurant, Rumaan Spa, and various recreational options like Padel Tennis and Mini golf, ensure a truly memorable stay.

GOLDFIELDS GAME LODGE



Stand No: DEC1.H1
Shupikai Mailosi Dube
www.globetravel.co.za
 +27 (0)82 616 5024 | +27 (0)82 558 5585
dubosaluckymailos@gmail.com



We provide accommodation, restaurant, game drives, conference and wedding venues and team building services.

TIME TRAVELS



Stand No: DEC1.H1
Katleho Matlokotsi
www.zimasatravel.co.za
 +27 (0)83 332 7742
katlehoprosper9@gmail.com



Time Travels is a Tour Operator company that offers inbound travel, exciting sightseeing- tailor made tours for solo travellers and groups. If you wish to travel to South Africa and experience and discover a hidden gem within nine provinces, Free State is the perfect destination for you or your clients. "DUMELA AND WELCOME TO FREE STATE OF MIND"

SASEKA TRAVEL



Stand No: DEC1.H1
Saseka Adam Koza
www.larocheestate.com
 +27 (0)71 618 0708
saseka.koza@gmail.com

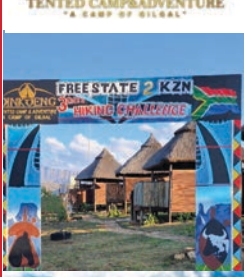


Saseka Travel & Adventure Detour provide Adventure activities like Quad Biking, Zipline, Paintball, Archery and Wall Climbing for people who love outdoor games and doing local and international tours.

DINOKENG TENTED CAMPS



Stand No: DEC1.K25
Sarel Naude
 +27(0)78 295 2755 | +27 (0)87 056 9491
bookings.dinokengtentedcamp.co.za



Dinokeng Game Reserve is the only Big 5 Game Reserve within a Urban Area and 50 Kilometres outside Tshwane. We offer around 80 different product including Game Lodges, B&B, Camping, a Brewery and various picnic sites for visitors to enjoy their holiday in the bush.

CANVAS REPUBLIC



Stand No: DEC1.H1
Phomolo Makappa
phomolo@canvasrepublic.co.za
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sebabatsomak@gmail.com

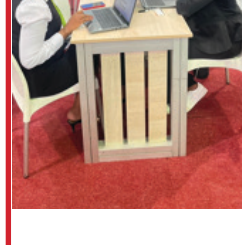
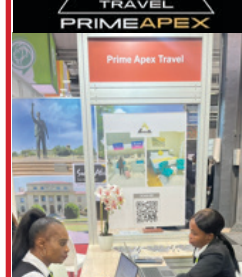


Canvas Republic is an outdoor adventure company that focuses in building bespoke camping experiences. We provide camping for music festivals, team building camps, school leadership camps unique camping experiences ad many more.

PRIME APEX TRAVEL



Stand No: DEC1.H1
Sophy
qurtubahospitality.co.za
 +27 (0)72 433 0286
Res1@primeapextravel.co.za



Prime Apex is a traveling agency that offer booth corporate and leisure travel. Air Travel, Car Hire, Accommodation, Cruises, Team Building, Packages, Conferences Packages, Assistance with Visa Applications, after hours assistance, Arranging and organizing access to shows, concerts etc. We curate them to our clients' needs as one stop shop.

FEATURED EXHIBITORS



HARTIES BOAT COMPANY

Stand No: DEC1.K01

Natasha Mosert

www.hartiesboatcompany.co.za

+27 (0)82 975 3468

info@hartiesboatcompany.co.za

Your one stop venue for the best that Hartbeespoort Dam has to offer. Daily Breakfast, Lunch and Sunset Boat Cruises are only the beginning, add to this our Zanzibar Beach Cafe, accommodation, conferences, teambuilding and events for any occasion and you have the makings of a great day out for family, friends, and colleagues. Only 30-40 minutes from Joburg and Pretoria and on route to Pilanesberg & Sun City! We operate 3 commercial vessels on daily scheduled cruises, full board!



MBOTYI RIVER LODGE

Stand No: ICC1508

Alex Brett

www.mbotyi.co.za

+27 (0)39 253 7200

gm@mbotyti.co.za

Mbotyi River Lodge situated on the Northern side of the Eastern Cape (Pondoland) within a stone throw of the KZN boarder as well as within reach of the southern Drakensburg - Sani Pass. The new N2 South link is 3 years away from completion with the construction of the 2 main iconic bridges - Mtentu and Masikaba which will then enable access to us from Durban. Some of our key attractions in the area . "Chasing Waterfalls" – likes of the Famous Waterfall Bluff, Cathedral Rock, Mamba Pools, Magwa Falls & tea Plantation.



thyme

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Sage Partner



www.thymetech.net



031 719 2800



kznsales@thymetech.net



Stand no: ICC2612

EXHIBITOR LISTING

Royal Thonga Safari Lodge

www.royalthonga.com

+27 (0)78 570 9022

Stand No. ICC2

Ocean Sailing Charters

www.oceansailingcharters.co.za

+27 (0)82 881 2947

Stand No. ICC811

Dinokeng Tented Camp

www.dinokengtentedcamp.co.za

+27 (0)78 295 2755

Stand No. DEC1.H1

Park Inn by Radisson Polokwane

www.parkinn.com

+27 (0)15 495 0969

Stand No. DEC1.J15

Ivory Wilderness

www.ivorywilderness.com

+27 (0)76 176 8091

Stand No. ICC2406

Tula Baba

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Stand No. DEC1.K01

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SOLA MEDIA

ATI 2024 STATS

Exhibitors: 1 271

Buyers: 959

Countries: 26

Confirmed meetings: 24 073

*As at 15 May 2024

CULTIVATING ETHICAL TOURISM WITH AUTHENTIC EXPERIENCES

In a media editorial session on Day 2 of Africa's Travel Indaba, industry experts delved into the intricate realm of cultural tourism and sustainable, accessible travel.

Briony Smith, representing Bee Africa Travel and Tours, drawing from her extensive experience spanning 25 years in the industry, emphasised the significance of community engagement and rural development. She highlighted the transformational power of including previously excluded communities in the tourism value chain, stressing the importance of authenticity and mutual respect in fostering meaningful connections with local cultures.

"I belong with people, I belong with communities, and making sure that people that were previously excluded from the tourism value chain are now included," said Smith.

Bongi Thabede, a freelance tour guide, echoed these sentiments, emphasising the need for authentic experiences rooted in respect and understanding of local customs. As a tour guide with a passion for culture and history, Thabede highlighted the importance of showcasing different dimensions of communities without reducing them to mere spectacles for tourists.

"For me, it's not to showcase how poor we are, it's to showcase the different dimensions that we have, the different economic, sociological challenges that we have," explained Thabede.

Both speakers emphasised the role of partnerships with local communities and small-scale crafters in promoting sustainability and economic empowerment. Smith discussed her collaboration with community members and the integration of locally sourced products into tour experiences, ensuring that tourism contributes positively to local economies.

Thabede shared her commitment to ethical wildlife tourism and conservation, emphasising the importance of respecting natural resources and indigenous knowledge. She highlighted the sacredness of traditional practices and the need for tourists to engage with local communities in a respectful manner.

The session underscored the importance of ethical tourism practices rooted in authenticity, respect, and community upliftment. By fostering meaningful connections with local cultures and prioritising sustainability, tourism stakeholders can contribute to a more inclusive and equitable future for travel and tourism.

AWARD-WINNING BARISTA KGUNE DLAMINI BRINGS INCLUSIVITY TO ATI2024

Award-winning barista, Kgune Dlamini, is brewing up a storm for coffee-loving delegates at Africa's Travel Indaba. Stationed at the Tourvest outdoor exhibit, Dlamini is not just brewing coffee; he's brewing brilliance, infusing every cup with passion, dedication and a dash of inclusivity.

At the heart of Dlamini's craft is a commitment to fostering connections and creating inclusive spaces. Fluent in sign language, he effortlessly communicates with customers, using both words and gestures to bridge divides and bring people together.

Inspired by his former deaf girlfriend, Dlamini has immersed himself in the deaf community, learning the language of signs and the language of coffee, all in the name of inclusivity.

"Being at Africa's biggest and busiest travel trade show is always an unforgettable experience. The opportunity to meet new people, form new friendships and, of course, network industry heavyweights is invaluable," Dlamini said.

Amidst the whirlwind of activity and excitement, Dlamini's presence reminds us that with every cup of coffee, we have the opportunity to create something truly special - a moment of connection, a gesture of kindness, and a taste of brilliance.



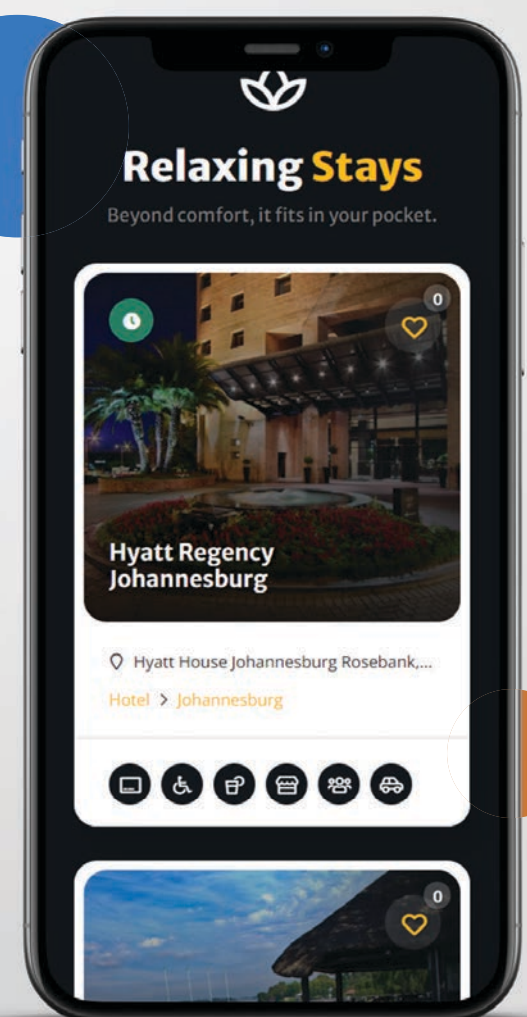
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& **Discover**
the beauty
of **Gauteng**

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Mobile App**



FEATURED EXHIBITORS

FOREVER RESORTS GARIEP

Stand No: DEC1.H1
Wessel Pretorius
 +27 (0)51 754 0045 | +27 (0)79 114 0555
 wessel@foreversa.co.za




Holiday Resort offering self-catering chalets, normal and luxury campsites, and conference facilities. We also have a fully licensed restaurant on site.

GLOBAL CREATIVE STUDIOS/EASTERN FREE STATE



Stand No: DEC1.H1
 www.globalcreativefilms.com
Frans Cronje
 +27 (0)82 807 1812




Global Creative Studios, a leading international boutique motion picture production company specialising in production, distribution, facilitation and sales with a particular focus on faith-based cinema. Founded in 2002, GCS has built a globally known reputation within the faith-based film market.

SHEPHERD TOURISM TOURS

Stand No: DEC1.H1
Mfundo Ngcangca
 +27 (0)81 363 2914

Shepherd Tourism Tours is 100% black owned tour operation company. We offer inbound, outbound and domestic tour packages. Our main stream of tours are based around culture, nature and adventure tours. In 2023, We became Free State Provincial overall winner on the Tour Operators Category and we proud ourselves by utilizing graded establishments and registered tourist guides for our clients when they reach our shores.

HADEDA CREEK TENTED ADVENTURE CAMP

Stand No: DEC1.H1
Crystal Harding
 +27 (0)73 348 3641
 crystal@rivers.co.za




Haded Creek is situated on the banks of the Vaal River, nestled in the Vredefort Dome UNESCO Hertiage Site, just 15km outside of the popular tourist Free State town of Parys. We've been in operation for over 30 years. We offer glamping -style tented accommodation and various activities. River Rafting is unique to the area, offering the best collection of family friendly rapids. Rafting is executed to the highest level of safety. We accommodate Leisure guests and also offer tailor-made conference and team building packages for Corporate and School

ADRENALINE-FUELLED ADVENTURES UNLEASHED AT SPEED MARKETING SESSION

Day 2 of South African Tourism's Speed Marketing sessions transformed into a hub of excitement and anticipation as industry leaders gathered to explore the theme of Wet Adrenaline experiences.

With a focus on water-based adventures, the event showcased a diverse array of activities that harness the power of the ocean, rivers, and lakes to provide thrilling escapades for adventure seekers.

South Africa boasts a coastline stretching over 2,850 kilometres from the desert border with Namibia on the Atlantic coast, southwards around the tip of Africa, and then northeast to the border with Mozambique on the Indian Ocean.

At the heart of the session were businesses offering a spectrum of wet adventures, each promising an adrenaline rush like no other. From the adrenaline-pumping depths of shark-cage diving, where brave souls come face-to-face with these majestic predators, to the adrenaline-soaked thrill of white-water rafting through untamed rapids, the session highlighted the breadth of aquatic excitement available in South Africa.

Mthobisi Mbhense from the KwaZulu-Natal Sharks Board said that "the speed marketing sessions were an amazing opportunity to engage with over a hundred international and local buyers at one time, in one place. Something, we as small businesses, find it difficult to do on our own."



For those seeking a more leisurely pace, opportunities for deep-sea fishing presented themselves, offering the chance to reel in the catch of a lifetime amidst the vast expanse of the ocean. Snorkeling enthusiasts were not left behind, as the session showcased the vibrant underwater ecosystems waiting to be explored beneath the waves.

The Speed Marketing format allowed for quick but comprehensive interactions between tourism businesses and potential buyers, facilitating connections that could lead to unforgettable experiences for travelers. With each presentation, attendees gained insights into the unique offerings of water-based adventure providers, from SATSA safety protocols to the sheer exhilaration awaiting those who dare to dive in.

As the session unfolded, it became clear that South Africa's water-based experiences are not just about seeking thrills but also about forging unforgettable memories and deepening connections with nature.

Romy Wenzel of Sapphire Coast Tourism implored visitors to "explore the tranquil beauty of KZN's Sapphire Coast through a variety of sea-based activities. Whether it's leisurely beachcombing, peaceful fishing trips or blood-pumping shark cage diving, there's something for everyone to experience."

From the pulse-pounding rush of shark-cage diving to the tranquil beauty of snorkeling, the Speed Marketing session showcased the diversity and excitement of South Africa's water-based adventures, promising an unforgettable journey for those willing to take the plunge.

BOTHOBAPELO COUNTRY LODGE

Stand No: DEC1.H1
Makhate Matsie
 www.zimasatravel.co.za
 +27 (0)51 404 0300 | +27 (0)82 929 7074
 bothobapelo33@gmail.com




Bothobapelo country lodge is an accredited Indigenous home of African culture where we provide Tourism, Hospitality, Accommodation and Cultural Educational services to local and international clients. We pride ourselves as the centre of African Indigenous Culture, Nature, Games, and Indigenous Educational Activities. We are a tourist's destinations and a palace for peace of mind.

KORDOM SAFARI

Stand No: DEC1.H1
Ivon Martuin Kordom
 +27 (0)82 229 4797
 martuin.kordom@gmail.com




Kordom Safari is a black own company which started in 2010 through LRAD project and in 2015 started with game breeding, hunting, and processing also do game lodges. In 2022 we started with skin production. We are only black game meat producers in the Xhariep District in the Free State.



EVENTS TO DIARISE

MAY 28-31 2024

AFRICA YOUTH IN TOURISM INNOVATION SUMMIT

Venue: Windhoek, Namibia

Contact: +27 (0)81 303 7030

JUNE 7-9 2024

KARIBU KILIFAIR 2024

Venue: Arusha, Tanzania

Contact: +255754 560180

Email: dominic@kilifair.com

JUNE 13-15 2024

2024 ZAMBIA TRAVEL EXPO (ZATEX)

Venue: Lusaka, Zambia

Contact: +260 211229 087

Email: info@zambia.travel

JUNE 17 2024

AFRICA'S EDEN SUMMIT 2024

Venue: Livingstone, Zambia **Contact:** +267 725 30 600

Email: Summit@africaseden.travel

JUNE 19-21 2024

7TH AVIADEV AFRICA

Venue: Movenpick Hotel, Windhoek, Namibia **Contact:**

Email: mala.patel@thebench.com

JUNE 25-27 2024

7TH AFRICA HOSPITALITY INVESTMENT FORUM

Venue: Movenpick Hotel, Windhoek, Namibia **Contact:**

Email: mala.patel@thebench.com

JULY 12 - 14 2024

MAKGADIKGADI EPIC

Venue: Makgadikgadi, Botswana

Contact: +267 391 3111

Email: marketing@botswanatourism.co.bw

SEPT. 4-6 2024

AFRICA TOURISM LEADERSHIP FORUM (ATLF)

Venue: Gaborone, Botswana

Contact: +27 (0)81 303 7030

Email: rejoyce@africatourismpartners.com

OCT. 2-4 2024

MAGICAL KENYA TRAVEL EXPO 2024

Venue: Nairobi, Kenya

Contact: +254746104603 | +254732 994 439

Email: info@mkte.co.ke

DEC. 2-4 2024

ESSENCE OF AFRICA

Venue: Sarit Expo Centre, Nairobi, Kenya

Contact: +27 (0)83 308 8839

Email: hello@coa.travel

THE NEW KID ON THE BLOCK IS ESSENCE

Africa's newest meetings-driven event uniting serious international buyers and exhibitors from across the continent has announced a change in dates addressing the coinciding dates of Essence of Africa and Magical Kenya Travel Expo (MKTE).

Essence of Africa will now take place from 2-4 December 2024 at the Sarit Centre in Nairobi, Kenya.

As Africa's International Buyer Forum, Essence of Africa offers a unique platform for pre-qualified buyers to connect with leading African tourism suppliers through curated meetings and up to 36 pre-scheduled appointments.

Essence of Africa has already garnered significant interest from the industry, with early confirmations from leading names such as Abercrombie & Kent Kenya, Amazing Africa, Cheli & Peacock Safaris, Great Plains Conservation, Many Africa Tours, Safarilink Aviation Ltd, Tourplan, and Victoria Falls Safari Lodge.

Exhibitors at Essence of Africa can expect direct access to a targeted audience of international buyers, efficient pre-scheduled appointments, global networking opportunities, educational seminars, and exclusive familiarisation trips.

For more information about Essence of Africa, including registration details and the latest updates, please visit www.essenceofafrica.travel or contact the event organisers at hello@eoat.travel

ANEW DRIVES ENERGY EFFICIENCY IN HOSPITALITY

Currently the hospitality industry faces some serious challenges. Climate change is a real threat, and our environment remains in trouble. In South Africa this means that hotels and accommodation providers need to step up and elevate their efforts for a more positive change. With a focused commitment to reducing environmental impact and boosting energy efficiency, ANEW Hotels & Resorts' Operations Manager, Ulrich Fischer, highlights three key measures the group is currently implementing to mitigate our environmental footprint, and looking ahead to further improvements.

Heat pumps and water heating efficiency:

The adoption of heat pumps have been quite instrumental in reducing our energy consumption. Specifically, in water heating, heat pumps can bring about a noticeable decrease in energy usage. At our larger properties especially, heat pumps have emerged as the most dependable option, offering immediate efficiency gains and the reason we have opted for this solution.

Impact of water filtration:

The potential installation of water filtration plants on borehole properties holds the promise of substantially reducing water consumption. By extracting borehole water and subjecting it to filtration, our properties can potentially reduce water usage by up to 80%, particularly

beneficial for our more remote locations reliant on borehole water sources.

Reducing staff carbon footprint:

One cannot only focus on infrastructure upgrades but also on reducing staff contributions to the carbon footprint. Our latest measures include the implementation of energy resource optimisers and providing energy efficiency training to staff. By educating and empowering staff to adopt energy-efficient practices both at work and at home, we aim to foster a culture of sustainability and accountability.

Upcoming:

Plans for 2024/2025 include exploring solar generation where feasible, integrating occupancy sensors for energy-efficient lighting, and transitioning to LED lighting across properties. Additionally, the long-term goal involves utilising borehole water after filtration for domestic consumption, thus optimising water usage.

The prioritisation of ANEW properties for upgrades such as heat pumps, inverter air conditioners, and solar systems is guided by the potential for significant energy savings. Moreover, replacing old technology with energy-efficient alternatives is a proactive approach, ensuring that all replacements contribute to overall efficiency gains. By envisioning a future where new technologies are embraced before old one's falter.



ANEW remains devoted in its commitment to opting for a greener, more sustainable future across the group.



For more information, go to
www.anewhotels.com.

GALLERY



VICTORIA FALLS SAFARI LODGE

CELEBRATES 30 YEARS OF EXCELLENCE IN HOSPITALITY



Victoria Falls Safari Lodge proudly announces its upcoming 30th anniversary, marking three decades of exceptional service and unwavering dedication to hospitality excellence and conservation. Since its inception on December 14, 1994, this flagship property of Zimbabwean hospitality group, Africa Albida Tourism, has stood as an emblem of luxury and conservation, captivating travellers from around the globe with its unparalleled experiences in one of Africa's most iconic destinations.

In its rich history, the lodge has become synonymous with unforgettable experiences, breathtaking views, and a commitment to environmental sustainability. As the lodge prepares to celebrate this milestone anniversary, Ross Kennedy, co-founder and director, reflects on the journey thus far and looks ahead to future endeavours.

"It's with great pride and gratitude that we celebrate 30 years of Victoria Falls Safari Lodge. As we celebrate, we stand at the threshold of an exciting new chapter.

We are committed to exploring innovative avenues for development that will not only enhance our guests' experiences but also contribute positively to the local community and the environment in which we operate, and we look forward to unveiling these exciting developments."

Kennedy adds, "Our success and standing in the marketplace are a testament to the dedication and expertise of our remarkable staff. Their unwavering commitment to excellence and their deep-rooted connection to our vision have been instrumental in driving our growth and shaping our identity over the past three decades. From the front desk to the kitchen, every member of the team plays a fundamental role in the group's growth and success," Kennedy says.

In contemplating the lodge's path, Nigel Frost, Managing Director, says "Our 30th anniversary is not just a celebration of milestones achieved, but it is also a testament to the resilience, dedication, and passion of

everyone who has been a part of this incredible journey. Despite the challenges we've faced, we have emerged stronger and more determined than ever to continue our mission of being a catalyst for positive change in the region and a trailblazer in the tourism landscape."

As part of its 30th anniversary celebrations, Victoria Falls Safari Lodge is proud to announce key legacy projects currently underway. These include the production of a series of captivating short films and a stunning coffee-table book chronicling the lodge's vibrant history and the people at the centre of it, its commitment to conservation as well as the beauty of Victoria Falls and its surrounds.

Awarded the Best Resort Hotel in Zimbabwe for 25 years in succession by the Association of Zimbabwe Travel Agents, and recently listed among the Top 10% of hotels around the world in the Tripadvisor Travelers' Choice Awards, Victoria Falls Safari Lodge has set the standard for luxury hospitality in Zimbabwe and the region. As it embarks on the next chapter of its journey, the lodge remains dedicated to providing unforgettable experiences while preserving the natural wonders that make Victoria Falls truly special.



VICTORIA FALLS
SAFARI LODGE

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W: www.victoria-falls-safari-lodge.com

WOMEN IN TOURISM LEADERSHIP



Africa's Travel Indaba 2024 provided the perfect opportunity for women leaders in tourism to connect. South African Tourism CEO Nombulelo Guliwe stopped by the Botswana Tourism Organisation (BTO) stand to give a warm welcome to BTO's Acting CEO Keitumetse Setlang. She also met with Lesotho Tourism Development Corporation CEO Molupe Pheko and Namibia Tourism Board Acting CEO Bornventure Mbidzo.

PROGRAMME

| Time | Event | Venue |
|--------------|---|--|
| 8:30am-10am | Speed Marketing Session 3: Visit the Wild (Wildlife and Camping) Experience an untouched world of perfect hushed silence and raw wildlife moments.. | Meeting Room 21, ICC By Invitation Only |
| 9am-10am | Media Editorial Session: Digital Disruption in Tourism, Tourism Trends and Future Outlook Profiling products that espouse emerging tourism trends such as wellness tourism, and slow travel, responsible travel. | Media Centre, ICC By Invitation - Media |
| 9am-12pm | CATHSSETA Information Sharing Workshop The CATHSSETA Information Sharing Workshop taking place alongside the Travel Indaba will benefit stakeholders in and around KwaZulu-Natal and those attending the Africa Travel Indaba this year. The aim of this workshop is to provide key updates on Mandatory and Discretionary Grant applications, as well as provide an overview of Legacy Qualifications and the QCTO Transition. | TBC RSVPd Stakeholders |
| 9am-1pm | MIPTECH Meeting | Meeting Room 12, ICC By Invitation Only |
| 10am-5pm | 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 3A - A SYSTEMS APPROACH TO PUBLIC PRIVATE PARTNERSHIPS FOR ACHIEVING SUCCESSFUL OUTCOMES Business Opportunity Meetings Aspirations - intimate conversations between delegates. | Butterfly Wall - ICC Outdoor Open Entry |
| 12pm-1pm | A Recap with Our Bid-Partners Join us for an engaging panel discussion as we conclude Africa's Travel Indaba (ATI) 2024 by honouring our esteemed bid partners, who play a pivotal role in the success of this premier event. The discussion will feature representatives from Durban ICC, TKZN, and Durban Tourism, offering invaluable insights into the myriad benefits of hosting ATI. This session will provide attendees with a comprehensive snapshot of the tangible advantages and lasting impacts of Africa's Travel Indaba on the host city and region. From economic growth and job creation to fostering international partnerships and promoting cultural exchange, our bid partners will highlight the multifaceted advantages that ATI brings to the forefront. Don't miss this opportunity to gain firsthand perspectives from key stakeholders who have been instrumental in shaping the success of Africa's Travel Indaba. | Media Centre, ICC By Invitation: Bid Parties, Media & SAT |
| 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 |
| 2pm-3pm | The Africa's Travel Indaba Awards Africa's Travel Indaba recognises its valued exhibitors for demonstrating excellence in the various awards categories | Media Centre, ICC Media and Exhibitors |
| 3pm-3:30pm | BOMA Talks: Future Forward - Session 3B - Gearing Towards a Competitive, Sustainable and Integrated Tourism Industry in Africa Business Opportunity Meetings Aspirations - intimate conversations between delegates. | Future Wheel - ICC Concourse Open Entry |
| 4:55pm-5pm | Show Closes A celebratory culmination of Africa's Travel Indaba 2024! Join the team as we say thank you for a great show. See you next year! | Exhibition Areas All Delegates |
| 6pm-11:55pm | City Immersion Experience | Florida Road / Umhlanga Open Entry |



BOTSWANA

BREATHTAKINGLY, BEAUTIFUL

Supportive of the ecosystem and local inhabitants, Botswana is definitely full of fascinations that are rewarding and enjoyable to travellers of all ages. Wildlife and nature are without a doubt at the top of the list of Botswana's wonders when it comes to tourist destinations.

Experience the stunning landscapes, the unimaginable vastness, the isolation and worldliness and the astoundingly prolific wildlife of the best kept African secret - **Botswana.**



CULTURE | GASTRONOMY | WILD LIFE | STUNNING BEAUTY

Fairscape Precinct, Plot 70667, Fairgrounds Office Park Building 1A
& 1B, 2nd Floor (East Wing) Gaborone, Botswana
www.botswanatourism.co.bw



botswana
tourism

SEBATANA PRIVATE RESERVE: WHERE WILDERNESS MEETS LUXURY

In the heart of South Africa's Waterberg region, Sebatana Private Reserve stands as a beacon of luxury and conservation. With its sprawling 40,000 hectares of untamed wilderness, this malaria-free paradise offers guests a truly immersive safari experience.

Conveniently located just 270 kilometers north of Johannesburg, Sebatana ensures smooth travel arrangements and easy access to its breathtaking landscapes.

What sets Sebatana apart is its commitment to exclusivity and sustainability. With no public access and a limited number of guests allowed at any given time, visitors are guaranteed an intimate encounter with Africa's most iconic wildlife.

From the majestic Big Five to over 75 different mammal species, the reserve teems with biodiversity, providing a glimpse into the wonders of the natural world.

At the heart of Sebatana's allure are its three exquisite 5-star lodges, each offering a unique blend of luxury and comfort. With a total of 34 rooms, these lodges provide a personalised experience for every guest, ensuring a memorable stay amidst the African wilderness.

But Sebatana is more than just a safari destination; it's a gateway to adventure and discovery. Guests can embark on traditional game drives and Big Five safaris, immersing

themselves in the beauty of the African bush. For those seeking cultural enrichment, Sebatana offers historic tours and tribal evenings, providing insights into the rich heritage of the region.

Airport pick-up and drop-off services are available for guests, ensuring a hassle-free journey to and from the reserve. With over 20 years of experience in hospitality, Sebatana's dedicated team ensures that every aspect of your stay is meticulously planned and executed.

Johnny Laugesen, responsible for international sales and support at Sebatana said that "the reserve has created a unique, exclusive African experience with our 7-night, all-inclusive packages which has allowed us the opportunity to provide a more efficiently luxurious experience at an extremely cost-effective price-point, something very few of our competitors are able to do."

As a responsible tourism provider, Sebatana is deeply invested in the well-being of the local community and environment. Through various initiatives, the reserve supports sustainable tourism practices, ensuring that both guests and locals benefit from its presence.

Experience the magic of the African bush at Sebatana Private Reserve. Whether you're a seasoned traveler or a family seeking adventure, Sebatana offers an unforgettable safari experience that will leave you

spellbound. Book your journey today and discover the true essence of luxury and wilderness in South Africa's Waterberg Mountains.



Visit us at Stand No. ICC1307
www.sebatana.com

FAMILY-RUN GHOST MOUNTAIN INN IS AN AFFORDABLE WAY TO DO A SAFARI

Craig Rutherford, Managing Director of Ghost Mountain Inn in Northern KwaZulu-Natal, is excited by the re-energised Africa's Travel Indaba this year.

"We've been coming here for over 20 years, and we've gone through the slump, so it's so nice to see people are keen. It's such a blessing that Indaba happens in Durban, because everyone comes to KZN, and they get to experience it. We get a lot of post-show and pre-show visits, and that makes a world of difference. It's really a positive environment and hopefully that relays into the market and brings more bums in beds, which at the end of the day is what we really need."

Ghost Mountain Inn is in the heart of Zululand and is a wonderful base to explore and experience the northern

part of KwaZulu-Natal.

"We've got a number of game reserves within close proximity to us. From Game Drives or boat cruises and Tiger Fishing on Lake Jozini, to hikes and Zulu homestead visits," says Craig.

"We offer an affordable way to do a safari and, but also a bit different from your normal safari routine. Our qualified guides are able to tailor-make

itineraries for tourists. You can do a safari in the morning and a cultural trip in the afternoon or a boat cruise and a hike up the mountain ...Some of the environmental issues in the area have programs that guests can get involved in as well, perhaps supporting a school or visiting a school or doing a pangolin walk. .

Ghost Mountain Inn prides itself on being a family-run business. Craig explains: "My grandmother built the hotel in 1962 and it's very close to all of us. And so we are all personally invested, and really that just adds personality and an individual attention to detail."



Catch Craig at Stand No: ICC1212
Or contact us at:
www.ghostmountaininn.co.za
+27 (0)35 572 1025
marketing@ghostmountaininn.co.za

NORTHERN CAPE HAS SPACE FOR TRAVELLERS TO BREATHE



The Northern Cape is using Africa's Travel Indaba to position themselves as a desirable Southern Africa destination with an immense landscape that allows people to breathe.

The largest province in South Africa and also the least populated, this province is vast and open.

"After Covid, people are still looking for that little bit of remoteness and to get away again from the busyness of the world and to allow them really space to breathe and that is what makes the Northern Cape so amazing, says Dianne Martin, Acting Chief Executive Officer of the Northern Cape Tourism Authority.

Dianne says that many European tourists are not used to "stepping outside and seeing this vast sky of stars that you can literally feel and reach out and touch. They're not used to just sitting quietly and feeling the wind on their face."

And because the region has very little pollution "the stars, wherever you are, are so spectacular, it is literally like a gazillion stars that you can almost reach out and touch".

Martin says the Northern Cape has also been voted as the best road tripping destination and that it offers real culture, real nature and real adventure.

"But it's not just a heart pumping adventure. It is an

adventure which takes you out of your comfort zone. But likewise, you can go kayaking in the rapids, you can go on a mountain biking tour across the rugged Richtersveld that will really push your heart. So whatever is your adventure, we have, that is what is unique and awesome."

You cannot miss Northern Cape Tourism Authority's outside exhibition at Africa's Travel Indaba at

Stand ODC.A18.

For more information visit www.experiencenortherncape.com

GLOBE TRAVEL AND TOURS, YOUR GATEWAY TO SOUTH AFRICA'S FINEST EXPERIENCES

Renowned for curating bespoke travel experiences in South Africa, Globe Travel and Tours has become synonymous with crafting indelible memories for discerning clients worldwide.

With a dedicated team of travel professionals strategically stationed across South Africa, UAE, Europe, and the USA, Globe Travel and Tours meticulously plans and flawlessly executes every aspect of the journey. Their hallmark is personalised service, tailored to individual preferences and needs, ensuring unparalleled customer satisfaction.

Abasia Jackson, travel consultant at Globe Travel & Tours said that "as first-time exhibitors at Africa Travel Indaba, we were happy to be a part of the exhibition as it has allowed us the opportunity to meet many of our partners in the industry and of course make new connections with potential businesses and clients".

Central to their mission is a commitment to excellence, epitomised by the Proudly South African Dreams Collection. This curated selection of immersive experiences showcases the rich diversity and natural beauty of South Africa.

Travellers are invited to embark on a safari odyssey in the iconic Pilanesberg National Park, where the Big Five roam

freely. The Garden Route beckons with its scenic vistas and quaint coastal towns, offering a picturesque journey through South Africa's landscapes. From world-class golf courses to leisurely swims with penguins, the Dreams Collection promises a plethora of unforgettable moments.

For those with a penchant for global exploration, Globe Travel and Tours' Global Group Tours Collection presents an array of captivating destinations worldwide. From custom itineraries to seamless logistics, travellers can entrust every detail to Globe Travel and Tours, allowing them to savour every moment of their adventure.

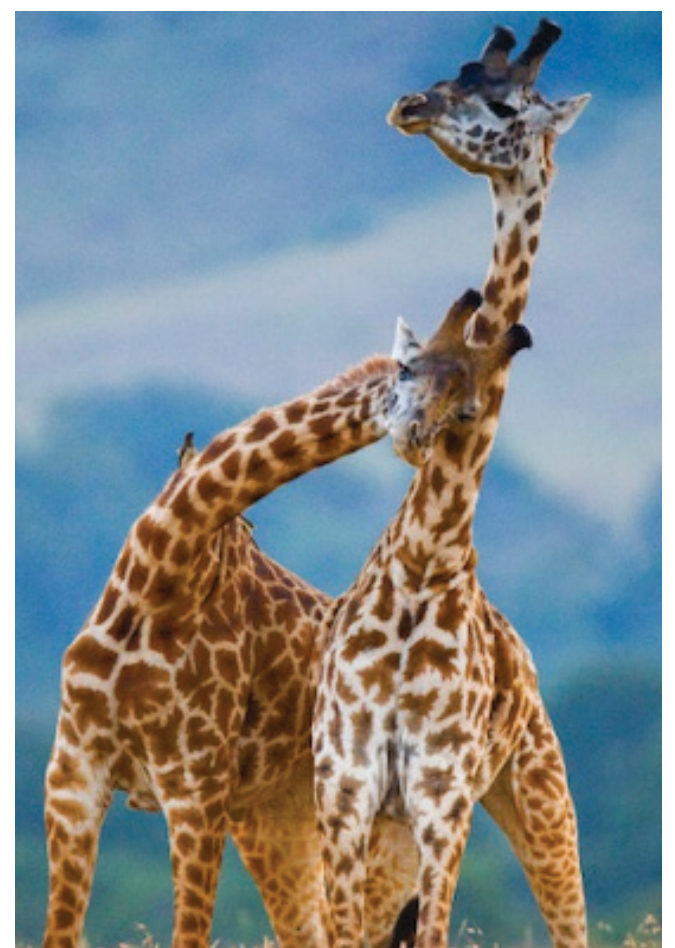
"What makes us unique is that we are a medium-sized company which facilitates and services clients personally with our warm hospitality and on-site presence. We also offer unique experiences to showcase the culture, cuisine and an all-in-one South African experience," said Jackson.



Visit Stand No: ICC1603

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TOURISM EXPERIENCE

Wildlife | Adventure | Hospitality



VISIT US AT STAND NO: DEC1K01



Leisure/Entertainment

Perhaps most famous for being home to Sun City Resort, the North West Province also offers premier wildlife destinations, including the Pilanesberg National Park.

Things to do in the North West include seeing the Big 5, visiting World Heritage Sites, and enjoying sporting and adventure activities.



Wildlife Experience

The North West Province nature reserves and national parks feature beautiful panoramas and colourful hues making it an absolute delight for guests and photographers.

The region supports healthy populations of wildlife including Lion, Leopard, Black and White Rhino, Elephant, Buffalo, Brown Hyena, Giraffe, Zebra, Crocodile, Hippo, the majestic Sable and the fleet-footed Cheetah among other species.

explore, experience, enjoy

#LetsGoWild



Discover our Hidden Gems

Stand on the **Tallest** waterfall in the **World**
Tugela Falls, Maloti-Drakensberg Park, World Heritage Site



Berg

Bush

Beach



Ezemvelo KZN Wildlife's diverse protected areas and natural sanctuaries allow you to explore our unique big-game wildlife areas, as well as numerous cultural, historical, wetland, alpine and marine treasures with a wide range of accommodation facilities and guest activities on offer.

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