



DAILY NEWS SHOW DAY 3 | MAY 15 2025

FASHION AND WINE BRING SOUTH AFRICA'S JOYFUL SPIRIT TO LIFE

As part of the newly launched global brand campaign, "South Africa Awaits - Come Find Your Joy!", South African Tourism brought the campaign message to life through an immersive activations centred on fashion and wine, two signature pillars of the country's cultural and destination expression. "This dynamic fusion of style and storytelling, featuring Durban-based fashion designers, unveils garments that capture the rich textures, colours, and traditions of South Africa, each piece a bold, wearable expression of joy. This fashion moment goes beyond the runway, celebrating South Africa's creative flair and the vibrant spirit of its people", says Thembisile Sehloho, Chief Marketing Officer.

As part of the event, guests were also treated to a carefully curated wine tasting experience, showcasing some of South Africa's finest selections. This sensory journey reminded visitors that joy in South Africa is not only seen and heard - it's savoured. The event offered guests a tangible encounter with South Africa's essence, where fashion, flavour, and culture intertwined to tell a powerful story. To elevate the experience even further, FlySafair gave away domestic flight tickets, and Kenya Airways sponsored a return flight between South Africa and Kenya, extending the spirit of joy into the skies and connecting travellers to the heart of South Africa. The two airlines are part of the Airline Pavilion at Africa's Travel Indaba promoting



interconnectivity across African skies.

The fashion showcase was part of South African Tourism's various "moments of joy" activations and a celebration of what it means to truly "find your joy" in a country brimming with warmth, creativity, and possibility.

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E Z E M V E L O
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Conservation, Partnerships & Ecotourism

GASTRONOMY PANEL SERVES UP A VISION FOR AUTHENTIC TOURISM

On the second day of Africa's Travel Indaba 2025, the spotlight turned to one of the continent's most potent and increasingly recognised tourism assets – its rich and diverse gastronomy.

The Gastronomy Panel Discussion, hosted in the ICC Media Centre, drew an engaged audience eager to explore how unique African flavours and culinary traditions can be powerful storytelling tools, offering visitors immersive cultural experiences that resonate long after their journey ends.

Food and wine weave African connections

The panel underscored how food and wine are crucial threads in weaving those connections.

The discussion, expertly guided by moderator Dada Maseko, a local hospitality entrepreneur known for blending gastronomy, culture and community, brought together a formidable lineup of industry pioneers. The panel featured award-winning Chef Wandile Mabaso, celebrated for reinterpreting South African cuisine through a fine-dining lens, and who appears in South African Tourism's recently launched global brand campaign, 'South Africa Awaits - Come Find Your Joy!'. This campaign taps into the different “moments of joy” tourists can experience when visiting South Africa, with food being a key driver of such inspiring experiences and a significant aspect of the nation's tourism appeal.

The panel also included award-winning Chef Johannes Richter, owner and executive chef at The LivingRoom at Summerhill Estate in Pinetown, Durban, and an advocate for sustainable, local, ethical cuisine; and Denzel Swarts of Zoetendal Vineyards, founder of the Son of the Soil Leadership Foundation and a champion for diversity and transformation in South Africa's wine industry.

Unearthing the heart of African gastronomy

Maseko opened the session by emphasising travellers' growing desire for “meaningful and immersive experiences”. He set the stage for a conversation that delved into the heart of African gastronomy, its heritage, and its potential to drive tourism.

Chef Wandile, whose Johannesburg restaurant Les Créatifs celebrates “Afri-Moderne” cuisine, defined gastronomy as “the science of food and drink” and how, particularly in the African context, it includes “storytelling”. He stressed the importance of moving beyond merely replicating international styles. “Returning to South Africa and understanding our culture, there's much more to offer. Part of gastronomy



on the African continent is storytelling, really tapping into your culture, and championing your culture.”

He poignantly asked why South African dishes like “samp and beans” couldn't achieve the global recognition of Italian risotto, challenging the industry to elevate and value indigenous ingredients and culinary narratives.

Nostalgia plays a huge role

Chef Johannes, whose KZN-based restaurant The LivingRoom focuses hyper-locally, echoed this sentiment. He spoke of the “super unique” bounty of the KZN region, from subtropical fruits of the Indian Ocean coast to trout and venison from the Drakensberg. “Nostalgia plays a huge role,” Richter noted, explaining how his culinary philosophy is rooted in the memories and experiences of a place.

“When I go out and visit different places, I want to experience the location. I want to experience the people. I want to experience its ingredients and its flavours”. His commitment to a 100-kilometre sourcing radius around Summerhill Estate exemplified his dedication to showcasing genuine local terroir.

Relatable experiences

Denzel brought the critical perspective of the wine industry, linking it intrinsically to the land and its people. “People who visit South Africa want to experience the local people, the local cuisine, the local culture”. Swarts introduced the concept of “terroir” in wine, encompassing soil, climate, and the human element, as a core component of authentic gastronomic experiences. He passionately advocated for wine education becoming more accessible and less intimidating, urging a shift from “fancy terminology” to relatable experiences.

“Gastronomy for me is leaving your heart on the plate, leaving your heart in the glass, and leaving your heart on the floor.” He emphasised the emotional connection that authentic offerings can create. He also highlighted South African Pinotage's success and unique identity, celebrating its 100th anniversary in 2025, as a testament to the country's distinct viticultural heritage.



Serving Africa's culinary heritage to the world

A recurring theme was the need for more African representation and preserving culinary heritage. The panellists discussed practical steps, from Chef Wandile's continental sourcing for ingredients like amala from Ghana and coffee from Tanzania to Chef Johannes's collaboration with historians to revive lost ingredients. Denzel spoke about the importance of ethical practices, extending the concept of terroir to include the well-being of farm workers. “If the people that farm the land are not treated well, then they won't be looking after your animals and your products well”, he stated, underscoring the social responsibility inherent in authentic gastronomy.

The conversation also touched on the evolution of tourism demands. For example, Denzel noted that wine farms are no longer just about tasting; they offer holistic experiences, including dining and accommodation, and must cater to a more conscious consumer interested in organic and biodynamic practices. The panel also acknowledged the need for “Instagrammable” yet authentic experiences. The panellists closed the discussion with powerful takeaways. Denzel summed up his vision with one word – “Authenticity”. Chef Johannes called for a stronger focus on “South Africanism” and providing a platform for those genuinely championing it. Chef Wandile delivered a passionate call to action, positioning food tourism as a solution to broader socio-economic challenges saying, “Food can unite a country. We could change our entire GDP just from food tourism.”



SA TOURISM LAUNCHES ‘COME FIND YOUR JOY’ CAMPAIGN IN THE US

South African Tourism has officially unveiled its recently launched global brand campaign, “South Africa Awaits - Come Find Your Joy!” in the United States, bringing the country’s vibrant spirit to its top overseas market. The launch took place during the HSBC SVNS World Championship at Dignity Health Sports Park in Los Angeles. The “South Africa Awaits - Come Find Your Joy!” campaign is a celebration of the country’s boundless energy, rich culture, and extraordinary experiences. It invites travellers to rediscover their sense of wonder, embracing the joy that travel to South Africa can unlock.

Embrace the thrill of exploration

“In a world where life’s simple joys often get lost in the rush of daily routines, our new global campaign is an invitation to reignite that child-like curiosity and embrace the thrill of exploration,” said Thembisile Sehloho, Chief Marketing Officer of South African Tourism.

Through immersive visuals, from the vibrant streets of Johannesburg to the tranquil beauty of the Cape winelands, the campaign’s creative content takes audiences on a captivating journey that reaffirms the country’s reputation as a leading global destination for wildlife, culture, and adventure. It aligns seamlessly with South African Tourism’s broader vision of driving economic growth and community upliftment through tourism.

“By spotlighting our people, our traditions, and our artistic spirit, we’re offering the world a truly immersive and meaningful travel experience,” explained Sehloho.

A Campaign Backed by Growth and Opportunity

North America continues to be a key market for South African Tourism. In 2024, the United States was South Africa’s number one overseas source market, with a 5.2% increase in American arrivals compared to 2023. Canada also experienced growth of 5.5% year-over-year, underscoring the effectiveness of collaborative efforts between South African



Tourism, the private sector, and the travel trade. Momentum has carried into 2025, with North American arrivals up 4.1% year-over-year in the first quarter. “American travellers are actively seeking destinations that offer meaningful, culturally enriching, and adventurous experiences, and South Africa delivers on all fronts,” said Darryl Erasmus, Chief Operations Officer of South African Tourism. “From breathtaking safaris and rich cultural explorations to vibrant city life, world-class gastronomy, and award-winning wine, South Africa offers unmatched diversity. We are incredibly grateful to the US and Canadian travel trade for their continued support. Your passion and partnership have been instrumental in growing demand for our destination,” Erasmus continued. As the “South Africa Awaits - Come Find Your Joy!” campaign continues its rollout in North America and other global markets, it aims to inspire a new wave of travellers to explore the country’s music, culture, landscapes, and cuisine.



SHOW DAY 3 PROGRAMME

* CORRECT AT TIME OF PRINT

Time	Event	Venue
08H00 - 09H30	SPEED MARKETING SESSION 3 - WILD MAJESTY (SCENIC OUTDOORS, WILDLIFE, SAFARI AND CAMPING PRODUCTS)	MEETING ROOM 21 BY INVITATION ONLY
10h00 - 11h00	MEDIA EDITORIAL SESSION: YOUTH TOURISM & BACKPACKING: UNLOCKING SA'S APPEAL TO YOUNG TRAVELLERS	MEDIA CENTRE ALL REGISTERED ATTENDEES
10h00 - 17h00	EXHIBITION STARTS / DIARY MEETINGS	EXHIBITION AREAS ONLINE DIARY SYSTEM / EXHIBITION AREAS
11h00 - 11h30	BOMA TALKS: SHAPING SUSTAINABILITY SESSION 3 - INCLUSIVE AND EQUITABLE TOURISM: PUTTING PEOPLE AT THE HEART OF SUSTAINABILITY	BUTTERFLY WALL ALL REGISTERED ATTENDEES
11h00 - 12h30	TGCSA STAND (25 YEARS)	ICC105 ALL DELEGATES
12h00 - 13h00	MEDIA CONFERENCE - BID PARTY WRAP UP	MEDIA CENTRE MEDIA, BID PARTIES & SAT
12h00 - 13h00	MEDIA EDITORIAL SESSION: ASTRO TOURISM	MEDIA CENTRE MEDIA, BID PARTIES & SAT
13h00 - 14h00	LUNCH - VENDORS TRADE FROM 12H00	DESIGNATED VENUES ALL REGISTERED ATTENDEES
14h00 - 15h00	THE AFRICA'S TRAVEL INDABA AWARDS	MEDIA CENTRE MEDIA & EXHIBITORS
15h00 - 15h30	BOMA TALKS: FUTURE FORWARD SESSION 3 - UNLOCKING AFRICA'S TOURISM POTENTIAL: EMPOWERING THE NEXT GENERATION OF CHANGEMAKERS (YOUTH FOCUS)	FUTURE WHEEL OPEN ENTRY
17H00	SHOW CLOSES	EXHIBITION AREAS ALL DELEGATES
18h00 - 23h55	CITY IMMERSION EXPERIENCE	UMHLANGA ROCKS OPEN ROCKS

OR TAMBO GARDEN OF REMEMBRANCE AND INGQUZA HILL MEMORIAL: HONORING HEROES



The Nelson Mandela Museum's sites, including the OR Tambo Garden of Remembrance and Ingquza Hill Memorial, pay tribute to South Africa's rich history and its heroes.

OR Tambo Garden of Remembrance

The OR Tambo Garden of Remembrance honors the life and legacy of Oliver Reginald Tambo, a key figure in the fight against apartheid and a co-founder of the African National Congress Youth League. The garden serves as a place of reflection and remembrance, acknowledging Tambo's contributions to South Africa's democracy.

Come and experience the tranquillity and significance of the OR Tambo Garden of Remembrance. Learn, reflect, and be inspired!



Ingquza Hill Memorial

The Ingquza Hill Memorial commemorates the Mpondombini warriors who fought against colonial rule

in the 19th century. This site recognizes the bravery and resilience of those who resisted oppression, highlighting the region's complex history and cultural heritage.

Both sites offer visitors a deeper understanding of South Africa's past, its struggle for freedom, and the ongoing pursuit of justice and equality. By exploring these memorials, guests can gain insight into the country's history and its people's unwavering spirit.

Come and experience the rich history and culture of the Pondo people. Visit the Ingquza Hill Memorial today!



Plan Your Visit:

Location: Flagstaff, Eastern Cape

Contact Us: Ms. Thembakazi Mvitshane

047 501 9515

Thembazi@nelsonmandelamuseum.org.za

ANEW DRIVING INTERNATIONAL FOOTFALL TO SA'S FRONT (AND BACK) DOORS



Recent industry reports from SATSA show that inbound tourism is steadily recovering, reaching just under 82% of 2019 levels. This highlights the ongoing international interest in South Africa, and ANEW Hotels & Resorts is strategically positioned to capitalise on this demand. Through its leisure properties across key destinations, ANEW is connecting global travellers with the country's unique offerings, ensuring effortless access to the very best of South Africa's tourism experience.

In 2024, ANEW saw a substantial increase in inbound leisure bookings, with year-on-year growth of 7%, gives us an indication that global tourists are eager to experience more of South Africa. This growth is proof of the allure of the country and ANEW takes pride in its ability to deliver tailored experiences to meet the evolving needs of international travellers.

Corné Alberts, Group Marketing Manager, says, "Travellers want properties that understand the local environment, connect them to adventures and make booking easy. This is where we see our role in supporting the broader inbound tourism effort."

She continues, "What makes our proposition valuable is the combination of location and local knowledge. We work with regional tourism providers to ensure guests have a full itinerary on and off property. So, whatever trip you are choosing, like a couples' break, a family or solo trip, we're focused on giving guests the tools and experiences to explore South Africa confidently."

ANEW Hotels & Resorts' growing leisure portfolio includes, amongst others, ANEW Resort White River Mbombela and ANEW Resort Hazyview Kruger Park, where guests can explore the nearby Panorama Route or Kruger National Park, with guided game drives easily arranged through local operators.

ANEW Hotel Hluhluwe places guests close to Hluhluwe-iMfolozi Park, one of South Africa's oldest game reserves, while ANEW Resort Hunters Rest Rustenburg,



near the Magaliesberg, suits family getaways and activities like hiking, running and mountain-biking.

ANEW Resort Ingeli Forest Kokstad, near Harding, offers forest trails for walking and birdwatching, while ANEW Resort Vulintaba Newcastle, on the foothills of the Drakensberg, is a drawcard for destination weddings with remarkable views.

On the KZN Dolphin Coast, ANEW Hotel Ocean Reef Zinkwazi provides access to unspoilt beaches, popular with international guests seeking quiet shoreline. Each property is supported by on-site teams who assist guests in booking local activities, ensuring convenience and seamless access to South Africa's diverse attractions.

"Our presence across key destinations makes us a natural partner for the inbound market," says Tenielle Pienaar, National Sales Manager. "By simplifying access to activities and providing properties close to South Africa's biggest drawcards, we're helping international guests get more out of their time in the country."



ANEW[®]
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Stand number: ICC1414

LIMPOPO AND MPUMALANGA UNITE TO GROW BORDERLESS TOURISM

In a landmark development for South African tourism, the Limpopo Tourism Agency (LTA) and Mpumalanga Tourism and Parks Agency (MTPA) have signed a strategic Memorandum of Understanding (MoU) aimed at enhancing collaboration, sharing expertise, and jointly marketing the two provinces as a unified tourism destination. The signing took place at the Limpopo exhibition stand during Africa's Travel Indaba 2025 in Durban.

This partnership signals a new era of cooperation between Limpopo and Mpumalanga, two provinces rich in biodiversity, cultural heritage, and natural attractions. The agreement identifies key areas for collaboration, including skills development, tourism knowledge exchange, coordinated marketing campaigns, and infrastructure alignment.

Delivering his remarks at the ceremony, Limpopo MEC for Economic Development, Environment and Tourism, Tshitereke Baldwin Matibe, celebrated the partnership as a milestone moment.

"Tourism knows no boundaries," he said. "This signing ceremony we witnessed today bears testimony to that. Travellers are often unaware of which province they're in when exploring cross-border areas such as Hoedspruit, Burgersfort, Roossenekal, and Groblersdal. What matters most is the experience."

Matibe emphasized that the Kruger National Park is a prime example of shared tourism. "Over 70% of the park lies in Limpopo, yet many travellers enter through Mpumalanga gates and journey across both provinces seamlessly. This MoU acknowledges that our tourism offering is intertwined."

The benefits of the agreement are far-reaching. Joint marketing campaigns will give both provinces



a stronger presence in international and domestic markets, while knowledge sharing will help improve destination management and product development.

The two tourism agencies also aim to co-develop itineraries that span both provinces, encouraging longer stays and increased visitor spend.

For small tourism businesses and rural communities, the collaboration offers opportunities for growth through increased visibility, joint capacity-building initiatives, and a more integrated tourism value chain.



Infrastructure improvements and harmonised tourism policies across provincial boundaries are also expected to enhance the overall visitor experience.

"This MoU is about more than cooperation; it's about growing tourism inclusively and sustainably," Matibe concluded.

"It is fitting that we signed it at Indaba, Africa's biggest tourism trade show, to demonstrate how provincial partnerships can lead to national growth. Let's grow tourism together, beyond borders."



TOURVEST REBRANDS WITH PURPOSE

Tourvest have unveiled a brand identity that captures travel's infinite sense of possibility.

Revealed for the first time at Africa's Travel Indaba 2025, Tourvest's revitalised brand (re-) introduces the unique integrated tourism group, rooted in Africa, as a bold business with plans to expand its global footprint, as one Tourvest, with one unified culture, voice and way of being.

Reflecting on this, Tourvest's Group Chief Executive, Luvhengo Neswiswi, says, "While we have a presence on all continents, directly and indirectly, we believed that this rebranding was needed to provide us with the boost needed to grow into a broader global brand. We also needed a reset to ensure that our growth strategy would be supported by a robust, innovation- and technology-enabled, future-fit business. We understood that we needed to show up differently."

New Logo

Looking at the refreshed identity specifically, at the heart of this is the new logo in the shape of a fluid, continuous 'T'. It is a symbol inspired by the infinity loop and the idea that travel is a journey of constant discovery. It reflects Tourvest's commitment to creating thoughtful, memorable experiences that go beyond itineraries, and are grounded in local understanding. The looping form is also a subtle nod to the African continent and a quiet tribute to the brand's origins, capturing the essence of the company's tagline: wherever we are, we are always local.

"This is a visual expression of the spirit of travel that's guided us – the belief that travel connects, transforms and inspires," says Neswiswi.

"It honours our African roots while capturing a sense of global curiosity. We are ready to embrace the world together, as one Tourvest. Our logo reflects our role as a connector between people and places, and as a globally-minded brand."

Vision27 strategy

This also marks a pivotal moment in Tourvest's transformation journey and aligns with the brand's long-term Vision27 strategy, focused on digital innovation, sustainability, human connection and building integrated value for travellers, communities and stakeholders. The company's operations consist of six divisions across travel, accommodation (hotels and lodges), retail (stores and restaurants), forex, destination management and adventures, powered by leading technology – all operating as one Tourvest.

"Our strength lies in how we come together," adds Neswiswi. "We are different not because of what we offer, but because of how we offer it. With shared insight, with heart, and a sense of responsibility and purpose. When it comes to prioritising meaningful moments, community and sustainability, we stand behind the Tourvest experience being infinitely curious, infinitely local, and infinitely committed to shaping the future of travel."



The Tourvest brand is a tribute to regional authenticity, human connection, and shared value. Every aspect of the new identity reinforces the company's positioning as an African brand with a global mindset, one that partners, innovates, and delivers with intent.

JACKY LOURENS CURATES CAPE TOWN'S UNIQUE CULTURAL CONNECTIONS

In the heart of Cape Town's vibrant, creative scene, Jacky Lourens is redefining how tourists experience the city's rich artistic heritage. As the founder of *Get the Picture*, Lourens has dedicated herself to crafting bespoke, one-on-one encounters between visitors and local artists, offering immersive journeys that go far beyond traditional sightseeing. With a background in film production and cultural tourism, Lourens leverages her extensive network across Cape Town's arts community to create authentic,



personalised experiences. "People want more than just to observe art; they want to connect with the stories, the process, and the people behind it," she explains. "It's about creating a two-way conversation that leaves both visitor and artist inspired".

The demand for such tailored experiences is booming. Today's travellers seek meaningful engagement and cultural depth, moving away from generic tours toward sustainable and authentic interactions. Lourens notes, "My clients are often seasoned travellers who have done the usual tourist routes. They're looking for something deeper-something that connects them to the soul of Cape Town through its creative heartbeat".

What sets *Get the Picture* apart is the immersive nature of these encounters. Visitors might join a jazz rehearsal with local musicians, learn heritage recipes from a Cape Town chef, or meet innovative designers focused on sustainability. Lourens emphasises these experiences are participatory, not passive. "Guests don't just watch; they engage, ask questions, and often leave with a new perspective or even lasting relationships".

Sustainability and cultural preservation are central to Lourens's mission. She selects artists carefully, ensuring fair compensation and supporting the local creative economy. "By fostering direct connections between artists and visitors, we help preserve Cape Town's unique cultural identity while empowering creatives to thrive," she says. Collaborations with



community initiatives like Zip Zap Circus further underline her commitment to social impact.

Looking ahead, Lourens envisions expanding *Get the Picture* beyond Cape Town to other African cities, tapping into the continent's vast creative potential. Her work exemplifies how tourism can be a catalyst for cultural exchange, sustainability, and authentic storytelling.

In a world craving genuine connection, Jacky Lourens's *Get the Picture* offers more than a tour-it is a bridge to the heart of Cape Town's artistic soul.

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THE AUTHENTIC SUCCESS OF FILM AND TOURISM IN KZN

As KwaZulu-Natal embarks on its journey to unite film and tourism, the question on everyone's mind is: can this merger be both sustainable and authentically successful? The answer, as explored by industry leaders and academics, is YES, and lies in understanding local context, fostering genuine collaboration, and prioritising long-term community benefits.

During a panel discussion at Africa's Travel Indaba, facilitated by Pinky Kadere of KZN Tourism, the complexities of integrating two dynamic industries - each with its unique challenges and opportunities - were explored.

Mayenzeke Baza, whose career spans agriculture, business, and film, drew parallels between farming and filmmaking. "As a farmer, if I'm ploughing or I'm breeding chickens or I'm ploughing potatoes, I need to take them to a market," he said. "So, I sort of blend my insight in terms of where I come from into the film business." This analogy underscores a key principle: for the film and tourism merger to thrive, it must be rooted in local realities and designed to serve real markets.

Sustainability, Baza argued, is not just about economic returns. It is about creating systems that allow local talent to flourish without being forced to seek opportunities abroad. "When South African filmmakers wanted to find platforms or a market for the content that we create, everyone else used to leave the country and go to global markets," he recalled.

The goal now is to build infrastructure and networks within KwaZulu-Natal and South Africa, so that



stories can be told, shared, and monetised locally.

Siphumelele Zondi, a lecturer at Durban University of Technology, emphasised the importance of keeping pace with technological change. "Sometimes I feel where executives sit plays a crucial role in the type of content that can reach audiences and the disruption that can come," he said.

Zondi pointed out that South Africa often lags global trends, only adopting innovations after they have succeeded elsewhere. "South Africa almost has 10 years of hindsight because it starts elsewhere before it gets here. But sometimes we move too slow when it comes to adoption," he warned.

For the merger to be truly authentic, it must reflect the diversity of people and landscapes. Zondi noted that for too long, South African content has been dominated by stories set in Johannesburg. "Most content in the South African context focuses on Johannesburg or

Cape Town. The rise of productions set in rural areas, which have outperformed urban dramas in ratings, signals a demand for more representative storytelling.

The path to sustainable success also requires breaking down barriers to entry. Baza highlighted the challenges posed by established broadcasters and their strict requirements. "There's a lot of red tape that I'd like us to talk about that impose and also just, you know, the requirements that make it nearly impossible for entering the film space and for filmmakers to access these platforms," he said.

Ultimately, the future of KZN Film and Tourism depends on a shared commitment to authenticity, inclusivity, and innovation. By nurturing local talent, embracing new technologies, and telling stories that resonate with both locals and visitors, KwaZulu-Natal lead the way in setting a new standard for sustainable success in the creative industries.

FREE STATE FILMMAKER IGNITES RURAL TOURISM

New Road Studio is proudly exhibiting at Africa's Travel Indaba under the Free State Tourism stand (DEC K08), promoting rural tourism captured through a unique lens.

The tranquil landscapes of the Free State are intrinsically linked to its agro-tourism experiences and attractions. The winding, dusty roads leading to these destinations offer a refreshing escape from the traffic congestion of bustling cities.

Arriving at these farm-style retreats captivates visitors with a blend of modern architecture and rustic interior design, providing a five-star experience. Beyond the charming exteriors, a variety of offerings cater to couples, groups, and families alike.

Managed by Frans Cronje, producer of the acclaimed film Faith Like Potatoes, which has garnered over 500 million views in 17 languages, New Road Studio has earned multiple awards for its cinematic portrayals of the province.

His latest project, showcased on the YouTube channel "What Makes Free State Lekker," has sparked renewed interest in

rural tourism throughout the province.

Currently, Cronje is working on an initiative aimed at elevating rural tourism to new heights, fostering discussions on sustainable practices and the promotion of local products.

Localization is a key topic among the many discussions the Free State Government seeks to explore, aiming to ignite dialogue around economic growth and development.

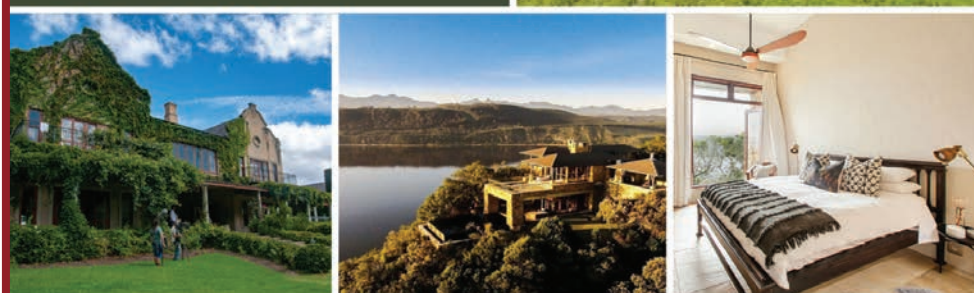


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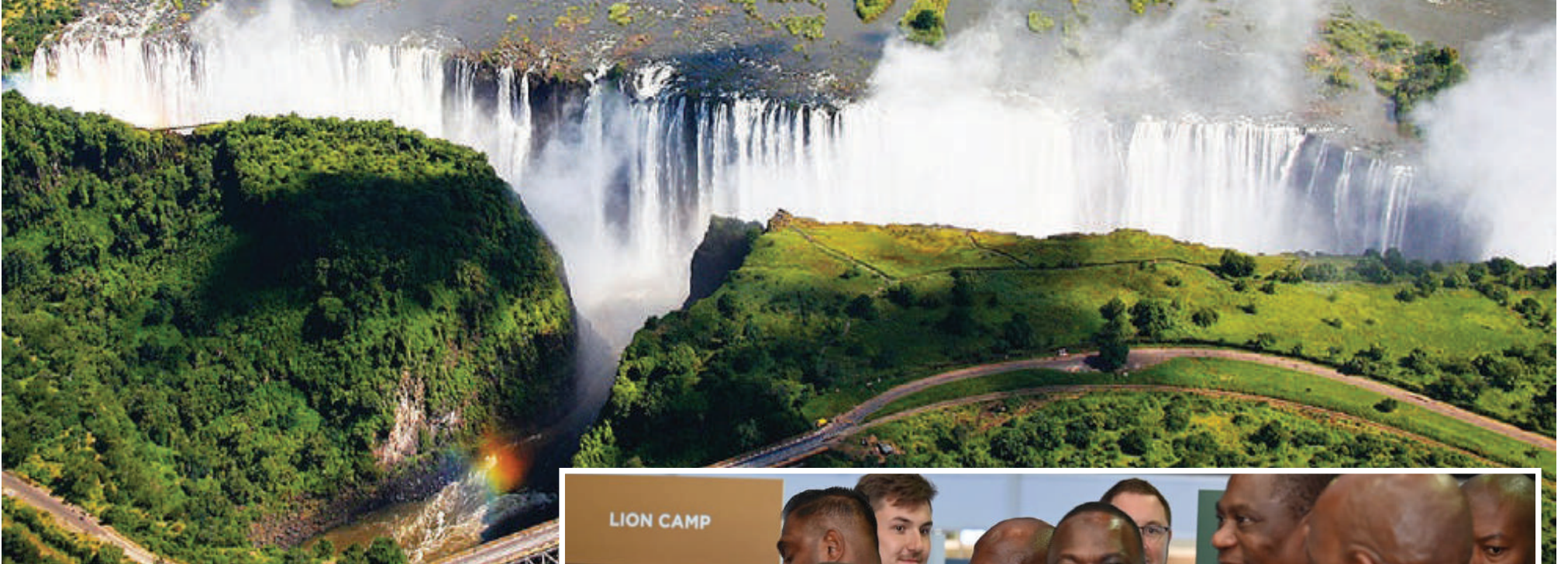


**5 – 7 June
2025**



**Mulungushi International
Conference Centre (MICC)**
Kenneth Kaunda Wing
Lusaka, Zambia

ZAMBIA SHOWCASES SIGHTS, SOUNDS, SPIRIT AND SOLIDARITY



Zambia's participation in Africa's Travel Indaba 2025 is both symbolic and strategic.

Led by Hon. MP Rodney Sikumba, Minister of Tourism and area MP for Livingstone, Zambia's tourism capital, the country is making a bold statement about its commitment to regional integration, tourism growth, and African solidarity.

"We are here to show solidarity with our South African colleagues and to showcase the sights, sounds, and spirit of Zambia. Indaba is not just a trade show; it's a celebration of African unity, opportunity, and shared heritage," explains Minister Sikumba.

Pan-African Commitment

This year's Indaba coincides with Africa Month, marking African Freedom Day and the founding of the Organization of African Unity (OAU). For Zambia, a country steeped in liberation history and regional solidarity, participating in Indaba is a way of reaffirming its Pan-African commitment while promoting its tourism assets to the world.

"The Indaba also provides Zambia with a platform to address challenges in intra-African travel and trade. "While it's often said that it's easier to travel across Europe than Africa, events like Indaba allow us to confront and solve these issues together," the Minister added.

United Message at Indaba

Zambia is a nature-based tourism powerhouse, boasting abundant wildlife, rivers, forests, and a rich cultural tapestry. At Indaba 2025, the Zambian stand features a full spectrum of the country's tourism sector - from large operators to small businesses, from luxury lodges to community-based experiences - all united in their message: Zambia is open for tourism and investment.

Key attractions include:

- Victoria Falls (Mosi-oa-Tunya): One of the Seven Natural Wonders of the World, shared with Zimbabwe, this thunderous waterfall is a UNESCO World Heritage Site and Zambia's crown jewel.
- The Big Five and National Parks: Zambia offers some of Africa's best safari experiences in parks like South Luangwa, Kafue, and Lower Zambezi—teeming with elephants, lions, leopards, buffalo, and rhinos.



- Traditional Ceremonies: Zambia hosts nearly 99 traditional ceremonies across its 72 ethnic groups, highlighting its rich cultural diversity. Key ceremonies include:
 - Kuomboka Ceremony of the Lozi people, where the king (Litunga) moves from the floodplains to higher ground in a grand procession.
 - Ncwala Ceremony of the Ngoni, marking the first harvest and celebrating ancestral traditions rooted in KwaZulu-Natal, South Africa.
- Museums and Heritage Sites: These are integrated with ceremonial tourism, allowing visitors to understand the history and evolution of Zambia's diverse cultures.
- Gastronomy and Farm-to-Table Tourism: Zambia is promoting its local cuisine and agricultural practices, offering tourists a deeper and more sustainable experience.

Remarkable Recovery

Zambia's tourism sector has made a remarkable recovery since the COVID-19 pandemic. According to Minister Sikumba, tourist arrivals increased by 35% in 2025, jumping from 1 million to 2.1 million visitors. This rebound reflects strong collaboration between government and private sector players and highlights Zambia's growing appeal on the global stage.

However, with increased tourist interest come new challenges—mainly in infrastructure, human capital, and service capacity. To address this, Zambia is actively inviting investment in hotels, restaurants, transport, and adventure tourism infrastructure, ensuring the country can support its projected growth.

Strengthening Regional Ties

Zambia shares a special relationship with South

Africa, its largest source market. "Many South African leaders, including those from the ANC, found refuge in Zambia during the liberation struggle. Today, this historic bond continues to translate into economic cooperation and mutual tourism development," he says.

At Indaba, Zambia is emphasizing regional cooperation through SADC partnerships, and is working to resolve visa issues and connectivity challenges - especially with North, East, and West Africa. The aim is to make Zambia more accessible to all African travellers and encourage intra-African tourism.

Zambia Tourism Expo

Zambia's domestic tourism showcase ZATEX 2025 will return from June 5–7, 2025, after a five-year hiatus due to the pandemic. Scheduled just after the Indaba, this event will allow global buyers attending Indaba to visit Zambia and explore its tourism offerings firsthand.

"The expo will also focus on empowering local tourism players, from community guides to local food producers, highlighting how tourism benefits everyday Zambians. A unique aspect this year will be a "farm-to-table" concept, helping visitors understand where their food comes from and how local agriculture supports tourism," he adds.

Zambia's presence at Indaba 2025 is about more than just promotion—it's about building networks, shaping policy, and forging unity across the African tourism sector. With its stunning landscapes, rich traditions, and strong leadership, Zambia is well on its way to achieving its target of 3 million international arrivals and a 30% increase in domestic tourism.

As Minister Sikumba aptly puts it: "Zambia is open for business. The more people we welcome, the more opportunities we create - for locals, for investors, and for Africa as a whole."

UNLOCKING AFRICA: INSIGHTS FROM ANGOLA'S MINISTER OF TOURISM

For tourism to flourish not only in Angola but across Africa, several long-standing barriers must be addressed, says H. E. Mr Márcio De Jesus Lopes Daniel.

With vast coastlines, vibrant cities, untouched wilderness, and a deep-rooted cultural identity, Angola offers a unique and authentic experience for global travellers. As the country opens up to tourism, it recognises the urgent need to brand itself to the world and unlock the sector's full economic potential.

One of the country's key strategies is its active participation at major international tourism platforms such as Africa's Travel Indaba.

"Angola's presence at Indaba underscores its commitment to boosting visibility, attracting investment, and building partnerships that will help shape its tourism future. By engaging with key industry players, hotels, travel agents, tour operators, and national tourism boards, Angola is working to reposition itself as a competitive and explorable destination," says Angola's Minister of Tourism Márcio De Jesus Lopes Daniel.



However, for tourism to flourish not only in Angola but across Africa, several long-standing barriers must be addressed. At the forefront is the issue of visa restrictions.

"In many parts of the world, particularly in Europe and Latin America, young people can travel freely across borders without the burden of visa applications. In contrast, African citizens still face complex and expensive visa processes when moving from one country to another. 'Why can't we travel from Cape Town to Cairo without a visa?' is a common and valid question among African youth. For Angola and other African nations to become globally competitive in tourism, a visa-free travel policy across the continent must be prioritised," he notes.

Equally critical is the matter of air connectivity. "Intra-African flights remain limited, expensive, and logistically challenging. Tourism thrives on accessibility, and without reliable and affordable air links, potential travelers are deterred from exploring neighboring countries. Angola understands that improved air connectivity is not just a convenience - it's a cornerstone of tourism development. The government is working toward strengthening aviation links both within the continent and with key global markets," he says.

He believes that tourism, especially for a young and rapidly growing continent like Africa, is more than just leisure. It is a powerful economic driver. "It creates jobs, stimulates local economies, and supports multiple sectors from hospitality to transport and culture. Unlike capital-intensive industries, tourism



offers inclusive growth, especially for women and youth. For Angola, where economic diversification is a national priority, investing in tourism provides a sustainable pathway to development," he says.

Angola's participation at Indaba is also symbolic of the country's readiness to embrace regional collaboration.

"The event provides a platform to share challenges, exchange ideas, and forge partnerships with other African countries facing similar hurdles. By working together, African nations can unlock the immense tourism potential that exists within the continent and present a united front to the global market," he says.

MOZAMBIQUE SEEKS TO EXPAND ITS CRUISE ITINERARY

For Mozambique, Africa's Travel Indaba 2025 represents a critical platform to reconnect with the international tourism community and position itself as a must-visit destination, says Deputy Tourism Minister Fredson Bacar.

Mozambique's ambitions extend to nautical tourism, with a vision to establish a cruise route linking Durban to Maputo, Inhaca, Ponta do Ouro, and Pomeni. Discussions are ongoing to expand this cruise itinerary to other scenic coastal locations such as Debara Beach in Nyambane and Pemba in the north. This effort aims to attract more high-spending cruise travellers and increase coastal economic activity.

It's Indian Ocean coastline stretches over 2,500 kilometres, offering stunning white-sand beaches, vibrant coral reefs, and remote island getaways like the Bazaruto and Quirimbas archipelagos. These pristine coastal treasures make it a haven for beach lovers, divers, and those seeking off-the-beaten-path luxury.

But Mozambique is not just about sun and sea. The country also boasts rich cultural heritage sites, including



Ilha de Moçambique, a UNESCO World Heritage Site with a fascinating blend of Arab, Portuguese, and African influences. Inland, nature lovers will find hidden gems such as Gorongosa National Park - one of Africa's great conservation success stories—and Niassa Reserve, a remote wilderness teeming with wildlife.

Mozambique's highlands, bustling capital Maputo, scenic Pemba, and cultural centres like Inhambane all add to the mosaic of experiences that travellers can enjoy. Whether it's dhow sailing, seafood feasts, traditional dances, or marine safaris, the country offers authentic, immersive travel that resonates with both regional and international tourists.

The presence of Mozambican enterprises at Indaba - including tour operators, hotel groups, and national parks - is a strong signal that the country's tourism sector is bouncing back.

"We suffered during the post-election period, but now seeing our sector present here gives me hope. Our resilience shows we're recovering the time that was lost. This recovery is not just symbolic - it's practical. By attending Indaba, Mozambique is engaging directly with Africa's most influential travel stakeholders, forming new alliances, and pushing for increased visibility in global tourism circuits," he adds.

Mozambique is also using the platform to strengthen regional ties. The tourism minister recently held promising discussions with counterparts from Angola, Zambia, and Kenya. A memorandum of understanding with Angola is



in the pipeline, pending final presidential endorsement.

"Talks with Zambia are focused on revising an earlier agreement to reflect changing traveler demands and new government priorities. Mozambique is also keen to deepen cooperation with Kenya, particularly in technical assistance, capacity building, and visitor data sharing. These regional partnerships are seen as critical to promoting multi-country travel itineraries and building a cohesive, pan-African tourism brand," he says.

Beyond the tourism pitch, Mozambique's delegation is making a passionate call for African unity. "We need to recover from the mentality of division left by our colonial past," one official said. "No one will assist us unless we do it ourselves. Africans must solve African problems."

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WHAT THE WORLD NEEDS TO KNOW ABOUT UGANDA

Uganda's strategy at Indaba is not only to promote its famed wildlife, but also to shine a spotlight on cultural, sports, and adventure tourism.

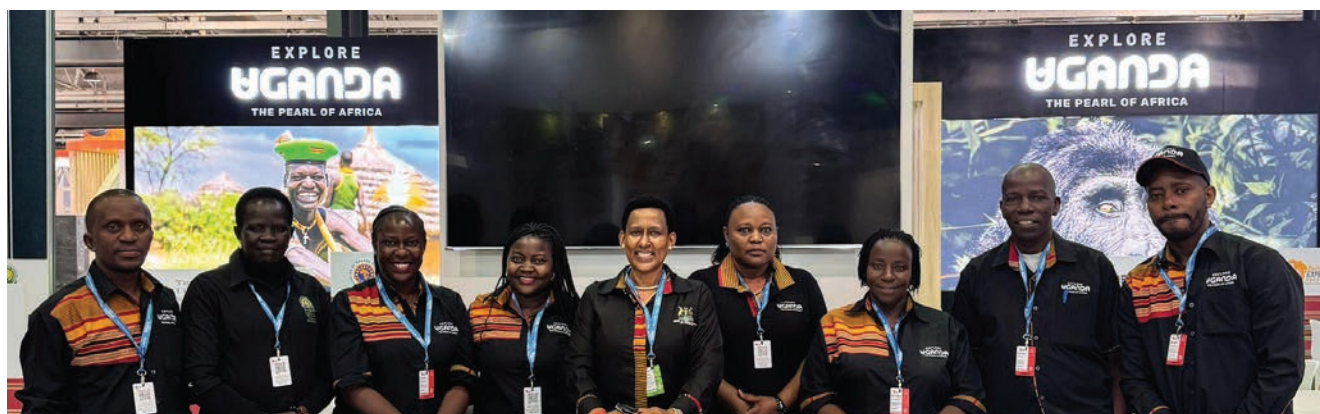
Africa's Travel Indaba holds immense value for Uganda, especially because over 76% of the country's tourists come from within the African continent.

Kenya, Tanzania, and Rwanda lead as Uganda's top source markets, followed by South Africa. Yet, despite the growing number of South Africans visiting Uganda for business, meetings, and family visits, the country sees an untapped opportunity to attract South African travellers for leisure tourism.

Led by Doreen Katusiime, Permanent Secretary of the Ministry of Tourism, Wildlife and Antiquities, Uganda's delegation is at Indaba to showcase the country's rich offerings.

"South Africa is a key source market for us, and while it boasts its own safari experiences, Uganda offers a unique mix - what we call the Big Seven," said Katusiime. "In addition to lions, elephants, and buffaloes, we are home to chimpanzees and mountain gorillas, making us the primate capital of the world."

Uganda's strategy at Indaba is not only to promote its famed wildlife, including gorilla trekking in Bwindi Impenetrable National Park, but also to shine a spotlight on cultural tourism, sports, and adventure travel. The country's landscapes, ranging from the Rwenzori Mountains to the River Nile, offer extraordinary adventure experiences like hiking, white-water rafting, and birdwatching, while its vibrant cultures and heritage sites enrich its tourism portfolio.



Facilitating travel has also been a priority for Uganda. "The introduction of an e-visa system allows travellers to apply for visas online from anywhere in the world. While there were early challenges with implementation, the system has become more efficient. Uganda also participates in the East Africa Tourist Visa program, allowing visitors to travel freely across Uganda, Kenya, and Rwanda with a single visa. These efforts aim to simplify entry and improve the travel experience," she notes.

Connectivity has also seen significant improvements. Uganda Airlines, which was revived in recent years, now operates direct daily flights to Johannesburg and frequent flights to Harare, Lusaka, and Nairobi. Soon, a new partnership between Uganda Airlines and South African Airways will enable direct flights between Cape Town and Entebbe - eliminating the need for connecting flights and making Uganda even

more accessible to Southern African travellers.

Indaba has also provided Uganda with a valuable platform for intercontinental collaboration. Katusiime noted the importance of cooperation between East and Southern Africa to market the continent as one cohesive destination rather than in competition.

"Someone can visit South Africa and still explore Uganda. We're working to ensure our tour operators build relationships and share products across borders."

As Uganda continues to build its tourism profile, it sees Indaba as a key event to forge new partnerships, showcase its diversity, and place itself firmly on the radar of African and global travellers.

"There's still so much the world doesn't know about Uganda," Katusiime emphasised. "Through platforms like Indaba, we are changing that - one visitor at a time."

CHECK OUT THESE EXHIBITORS

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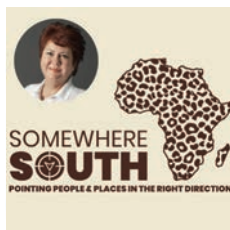


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Lotsane Limpopo

Carl Frederick Knight

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Lotsane Limpopo is a 5-star luxury river lodge in Botswana's Tuli Block, offering exclusive retreats, game drives, conservation initiatives, and community engagement as part of the Lotsane Signature Collection.

SOMEWHERE SOUTH



With 25 Indaba expos under her belt, Sam from Somewhere SOUTH remains as passionate and enthusiastic about promoting South Africa as a premier destination today as she was at her very first show.

Based in Cape Town, Somewhere SOUTH is a bespoke sales and marketing representation company that champions her portfolio of luxury lodges, hotels, and activities located across South Africa and beyond.

With four decades of hospitality experience, Sam recently marked 15 years of Somewhere SOUTH with a fresh new look and branding. "Africa's Travel Indaba is more than just a travel expo—it's about the people... the connections and building long-term relationships its a feeling!" says Sam. Be sure to stop by and say hello! **Stand ICC1324**

Samantha Chatham | sam@somewheresouth.co.za | +27(0)82 876 2072 |

MOSES KOTANE STRENGTHENS LOCAL TOURISM VALUE CHAIN

The Moses Kotane Local Municipality is charting a bold new course in tourism development and used this year's Africa's Travel Indaba to showcase its vision, engage stakeholders, and promote its newly established Moses Kotane Tourism Association. With a rich offering of cultural heritage, wildlife, and adventure tourism, the municipality's presence at the Indaba aimed to position Moses Kotane as a key player in the North West Province's growing tourism economy. "We are here with a clear mandate," said Municipal Manager Mokopane Letsoalo. "Our goal is to attract investment, build partnerships, and ensure Moses

Kotane is recognised as a tourism destination that is inclusive, sustainable, and ready for growth." The municipality launched the Moses Kotane Tourism Association during a three-day stakeholder event in March 2025 at the Mphebotho Cultural Museum. The association brings together accommodation providers, tour operators, cultural institutions, and community organisations to drive collaboration, strengthen the local tourism value chain, and enhance service quality. Letsoalo said that participating in the Indaba was a strategic step forward. "We want to build on the momentum of the launch. Our presence here is about sharing our story and showcasing

what Moses Kotane has to offer; from cultural heritage and village tourism to nature-based experiences and business-friendly initiatives." The municipality's exhibit highlighted local gems such as the Mphebotho Cultural Museum in Moruleng, guided tours near the Pilanesberg, and collaborative models like the Moses Kotane Accommodation Association, which unites 11 guesthouses to share referrals and improve guest experiences. Letsoalo also pointed out the challenges that the municipality hopes to address through partnership and investment. "We are looking to improve infrastructure, promote environmental cleanliness, and expand marketing efforts. Events like the Indaba give us the right audience to find those solutions." The Moses Kotane delegation also engaged with provincial, national, and industry bodies including the North West Parks and Tourism Board, SATOVITO, SEFDA, and the Greater Pilanesberg Tour Operators Association. These conversations focused on topics such as tourism training, SMME development, and expanding village and township tourism. "Tourism is about people, partnerships, and potential," Letsoalo said. "Moses Kotane is open for business, and we're inviting the world to discover our culture, history, and hospitality." Moses Kotane's showing at the Indaba demonstrates that with unity and purpose, smaller municipalities can play a leading role in driving tourism-led development across South Africa.



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WHY AFRICA MUST EMBRACE SUSTAINABLE EVENT PRACTICES

African events must go green because sustainability is no longer optional. It is essential for the future of the continent and the planet. Events, especially large conferences and exhibitions, consume vast amounts of resources, generate significant waste, and leave lasting environmental footprints.

By adopting green event strategies - such as reducing single-use plastics, sourcing local and seasonal food, minimizing energy use, and supporting community-led initiatives - African events can not only reduce harm but also drive positive change. Going green also enhances the reputation of destinations, aligns with global expectations, and ensures that tourism and events contribute to, rather than detract from, sustainable development goals.

John Arvanitakis, Founder and CEO of Chatr and Chairperson of the Event Greening Forum (EGF) of South Africa, is leading the charge to make African events more environmentally responsible. EGF connects event organizers, professional conference organizers

(PCOs), hotels, and tourism partners with sustainable and green solutions. Through education, training, and workshops, EGF plays a vital role in promoting environmental responsibility across the sector.

At Africa's largest tourism trade show, Africa Travel Indaba, EGF's presence is a result of a long-standing partnership with South African Tourism and the South African National Convention Bureau. With a Memorandum of Understanding (MOU) in place, EGF works closely with these institutions to ensure the event is aligned with global sustainable event practices—both environmentally and economically.

"We are here because sustainability matters. Our role is to provide solutions and guidelines to help South African Tourism and Indaba become more sustainable," Arvanitakis explains. "That includes everything from reducing carbon footprints, implementing green procurement, to guiding how venues and organizers can meet the right sustainability benchmarks."

The Event Greening Forum also facilitated the creation of the Sustainability Village at Indaba - a space that showcases eco-friendly initiatives, locally made products, and community-led innovations. It's a practical demonstration of how events can give back while minimizing their environmental impact. With the goal of expanding their influence, EGF is now looking beyond South Africa.

"We're here to invite members from across the continent to join us," says Arvanitakis. "Africa needs a unified approach to sustainable events, and we're ready to support that movement."

So, what does a "green event" look like in practice? Arvanitakis outlines several steps: eliminating printed materials in favor of digital platforms, offering shared shuttle services to reduce traffic emissions, replacing



plastic water bottles with refillable water stations, and using sustainable materials like aluminum for exhibition stands. Even small steps, like replacing paper brochures with QR codes and recycling old banners, make a significant difference.

While some progress is being made, Arvanitakis believes it's not nearly enough.

"The biggest challenge is lack of awareness. People acknowledge climate change, but when it comes to implementing sustainable practices, they often don't know where to start," he says. "That's why we host workshops and webinars—to educate, equip, and empower event professionals."

At the heart of this movement is a deep concern for local communities. Arvanitakis emphasizes the need to give back. "As a continent where water scarcity is a pressing issue, we must protect what we have. Sustainable events are not just about reducing harm, but about creating positive impact—whether by supporting local businesses, sourcing seasonal food, or investing in community development," he concludes.



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SHOWCASING UNTAPPED WONDERS OF THE NORTHERN CAPE

The Northern Cape, South Africa's largest province by landmass and one of its least populated, remains one of the country's most underrated tourism destinations.

Known for its semi-desert landscapes, wide open spaces, rich biodiversity, and rugged natural beauty, the province is often overlooked in favour of more well-known regions. However, the Northern Cape is determined to shift the spotlight.

Led by Mr. Thabang Sibhono, Chief Director at the Department of Agriculture, Environmental Affairs, Rural Development and Land Reform, the Environment and Nature Conservation Directorate is showcasing the immense eco-tourism potential of the province's Four Departmental Nature Reserves: Oorlogskloof, Rolfontein, Doornkloof, and Goegap. Located along the Cape-Namibian route (N7), these reserves not only offer immersive nature experiences but are also strategically positioned to boost local economies and job creation.

Underappreciated Gems

Despite its vast size and natural richness, the Northern Cape remains the least visited province in South Africa. "A key reason is lack of awareness - many travellers simply don't know about the province's offerings. Its sparse population, semi-desert climate, and vast distances between attractions can also discourage traditional tourism. As a result, destinations like the Augrabies Falls, one of South Africa's most

spectacular waterfalls, remain largely underappreciated on the national tourism map," notes Sibhono.

In addition, he adds that limited marketing and integration into broader tourism networks—such as those managed by SANParks—have meant that many of the province's natural treasures are overshadowed by more popular destinations like the Garden Route, Kruger National Park, or even Victoria Falls.

The Four Nature Reserves

Each of the four highlighted reserves offers unique experiences:

Rolfontein Nature Reserve, perched on the southern banks of Vanderkloof Dam, borders South Africa's second-largest dam by volume. With a 108-meter-high dam wall—the highest in the country—it offers spectacular views, waterside leisure, and rich biodiversity. The dam area is ideal for eco-tourism development and recreational activities yet remains largely unknown to the public.

Goegap Nature Reserve, near Springbok, is a biodiversity hotspot and part of the Succulent Karoo biome, one of the most botanically rich arid regions in the world. It offers stunning floral displays, especially during the spring wildflower season.

Oorlogskloof and Doornkloof Nature Reserves are known for their dramatic landscapes, rugged hiking trails, rock art sites, and endemic plant and animal species. These reserves are ideal for ecotourism,

birdwatching, and conservation tourism.

The province is also home to Witsand Nature Reserve, famous for its white sand dunes and the mysterious "roaring sands" phenomenon. This area offers tourism facilities on-site and hiking opportunities for nature lovers and adventure seekers.

Conservation & Tourism

The Northern Cape's participation at the Indaba, under the theme "Unlimited Africa", emphasizes not just its landscapes, but its vision. As the Executive Manager responsible for environment and biodiversity, Sibhono affirms that conservation and tourism are not at odds but they are deeply connected.

"Protecting our biodiversity, expanding ecological awareness, and providing eco-tourism experiences go hand-in-hand. For instance, visitors can explore the confluence of the Orange and Vaal Rivers near Augrabies Falls—a site of ecological and geographical significance. With greater visibility, this area could rival more famous African destinations," he explains.

The province is also leveraging its vineyards and agricultural landscapes, showcasing how green, fertile regions can exist alongside semi-desert environments. This juxtaposition offers unique experiences like wine tasting in unexpected places, farm stays, and agro-tourism.

A Call for Collaboration

The Department is actively seeking partnerships, particularly with SANParks, to integrate Northern Cape reserves into broader tourism circuits. When visitors can't find accommodation in national parks, our provincial reserves can serve as appealing alternatives with comparable beauty and comfort.

This Indaba is not just a marketing opportunity but also a call to action. "We are inviting travel agents, tour operators, investors, and conservationists to explore a province that has been South Africa's best-kept secret for too long. With more than seven reserves equipped with tourism facilities, a coastline few have explored, and a biodiversity index unmatched in many parts of the world, the Northern Cape is ready to emerge as a destination of choice—not only for its natural beauty but for the promise of sustainable development and inclusive growth," he concludes.



VOICES FROM THE FLOOR



Sara Musimi - Exhibitor
CEO of Bamba Adventures and Events LTD - Kenya

I love discovering new destinations for the Kenyan market because Kenyans truly love to travel - and they deserve to explore unique and beautiful places. I'm expecting to have a large group from Kenya travel to Durban, after this event. Durban is a unique and beautiful destination, easy to combine with Johannesburg, and best of all - it's visa-free for Kenyans!



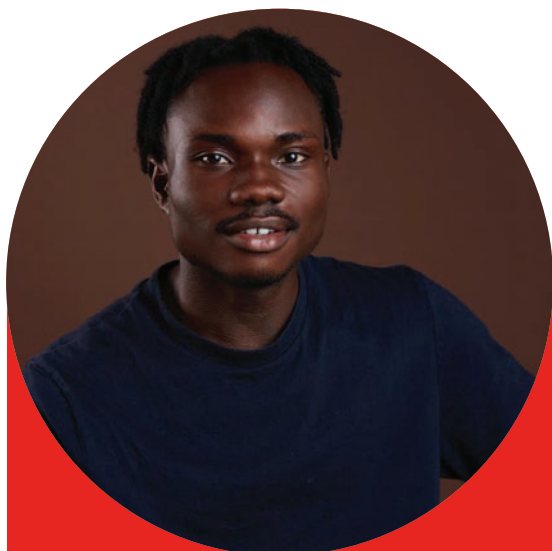
Celestine Riandeh - Exhibitor
Profitroom Business Development Manager, Africa

This was my first time attending Indaba, and I was inspired to see how South Africa organises tourism trade shows. I wanted to learn from their approach and explore how we can improve similar events in East Africa. It was also a great opportunity to visit and experience what makes Durban unique.



Janet Okeyo - Exhibitor
Upendo Safaris - South Africa

It was my first time to be at the event and Indaba has given me the opportunity to network B2B and access information on market trends and new products. In this regard, I'm optimistic that the opportunities identified will enhance our value in business and growth beyond South Africa.



Kofi Dotse
Creative Producer and Travel influencer - Ghana

It's my first time here. I'm a travel writer and heavily involved in the industry and thanks to the South Africa Tourism board, I've been able to be here to meet with the important stakeholders in the sector in Africa. I desire to secure partnerships and also get to know what's happening in tourism. This will enable me to share more stories on the continent making the sector grow.



Kobamelo Tlagae - Exhibitor
Tour operator in Botswana

This isn't my first time here. I believe it's my second. The event is well organised, and I'd like to thank South African Tourism for inviting us to be part of this experience and giving us the opportunity to showcase and sell more. My expectation is to gain more clientele and build valuable networks for the future.



Inako Mateza - Praise Poet (Performer)
WWP - South Africa

"I feel so happy to be part of this programme. There are so many poets out there, but they chose me to open the stage today. They have given me another view by being here. I was excited to see that people out there, value traditional food and art. People still love art. People enjoy the ringing of the drums in our cultures."



Natasha Coetzee - Exhibitor
Amazing Africa - South Africa

"We are a DMC so we have more than one reason for being here. We are here to attract international business, and we are here to meet with our local suppliers that would be your hotels, lodges and game reserves. And I think the Indaba has been good so far, yesterday was extremely busy, back-to-back appointments, the same today. So, I think it has been quite fruitful so far."



Augustino Sikon - Explorer
Classic Guides Expeditions - Tanzania

"We sell Safaris, mountain climbing, beach holidays and local and cultural experiences in Tanzania. So, I have come here for the first time, and I have found that the Indaba exhibition is very beautiful. I like the place. So next year, I hope I can exhibit here and meet a lot of investors. I would like to attract international travelers who want to explore and experience the Safari in Tanzania because Tanzania is rich in nature and tourism activities."



Henri Alant - Exhibitor
Zuurberg Mountain Village - South Africa

"We have a hotel and deal primarily with the international market and are looking for international business and incoming agents. We are looking for inbound tour operators and overseas tour operators to send their clients to South Africa. With the experience so far, it is a bit more organized this year. I am not sure what the reasons are, otherwise, it seems fine. I am enjoying the experience."



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