



**MINISTRY OF TOURISM  
REPUBLIC OF SOUTH AFRICA**

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**Speech by the Honourable Deputy Minister of Tourism, Ms Tokozile Xasa at the 2nd Ubuntu Awards, Espaco Jardim Europa, São Paulo, Brazil**

**23 September 2014**

South African Consul-General to Brazil, Ms Mmaiky Dube,  
Global Manager: International Marketing for South African Tourism, Ms Monika Iuel,  
Executive Vice-President-Americas, Mr. Marc Cavaliere,  
Executive Vice-President, Sales and Marketing for North America, Mr. Todd Neuman  
Members of the tourism industry,  
Members of the media,  
Ladies and Gentlemen,

Good evening

I am delighted to be here with you tonight. Thank you to our wonderful team here in Brazil who put this fitting event together to thank our valued partners.

It is wonderful to join in the Meet South Africa Week celebrations; and this evening, to honour those who hold South Africa dear in their hearts as we do.

Thank you for making the time to be with us here this evening.

This year is very special to us as we celebrate the first anniversary of having a fully-fledged office in Latin America, get another opportunity to bring back South African products to participate in the ABAV Expo, and of course, hosting our second edition of the Ubuntu Awards in honour of our Brazilian trade partners.

Ladies and gentlemen, Brazil is important to South Africa. We have returned this year to reiterate our pledge to our Brazilian trade partners, a pledge of our support, dedication and commitment on this journey of making South Africa a top tourist destination in the minds of Brazilian travellers.

This is also a year for consolidation; to take stock, and see how we can better our marketing endeavours as we move forward with lessons learned.

Brazil is still our largest source market in Latin America, comprising more than half of our tourist arrivals from this region. This continuous to confirm that we made a smart decision in investing in this market.

Partners, last year also saw our respective Ministers of Tourism signing a Memorandum of Understanding (MoU) on Cooperation in the Field of Tourism which seeks to coordinate efforts for sustainable promotion and expansion of tourism relations between the two countries.

A first in the field of tourism between the government of South Africa and a South American country, it emphasises the understanding between ourselves that development will come through building economic sustainability for our people using tourism.

The work has begun in earnest between the two departments of tourism, and plans are already underway to coordinate efforts for sustainable promotion of tourism, responsible tourism, and the expansion of tourism relations between the two countries.

One of the cooperation areas in the MoU is the sustainable promotion of the tourism industry and responsible tourism practises.

It is for that reason that this year we bring with us exhibitors supported by the Tourism Incentive Programme to the ABAV Expo. The Tourism Incentive Programme aims to transform and make the tourism sector in South Africa more inclusive by investing in iconic attractions and supporting businesses to grow whilst providing incentives to install renewable energy technology.

This programme is undertaken to support job creation, develop the sector, enhance visitor experience and ultimately contribute to the development of our national economy.

It also supports the ideals expressed in the MoU between our two countries in the prioritisation of tourism.

I urge you to take time to get to know all of the South African trade, network, and please do come for a visit at the South African Tourism stand at the ABAV Expo so we can continue exploring ways of working closer to build our destination's profile in your growing and exciting market.

We have always maintained that South Africa is a natural holiday destination for Brazilians.

South Africans share Brazilians' sense of fun, our country offers a wide variety of activities, and importantly, we are increasingly being recognised as a value for money destination.

Let us keep the momentum of building on what we have started going despite the uncertainties that continue to define the global economic landscape.

To team South Africa, thank you as well.

The South African national carrier, SAA, has certainly shown its commitment to growing this market. It has extended its service to ten flights a week in the last decade with plans to increase its service further.

We also thank you, our partners in the media, for your work in showcasing destination South Africa and for sharing our story with millions of Brazilian travellers.

Let me take this opportunity to say congratulations to all our trade partners in Brazil, the winners and to all who work with South Africa to market and sell the destination.

Not forgetting our own South African consulate staff under the leadership of Consul-General, Mmaiky Dube, for the work they do in promoting and strengthening relations between the two countries.

Everyone, please enjoy the rest of the evening.

I thank you.