



Bojanala

2018

• Aug

• Sep

• Oct

Celebrating World Tourism Day



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



TABLE OF CONTENTS

03

Letter from the Editor

04

World Tourism Day Celebrations

05

Retail Travel Agents can help South Africa grow its Domestic Tourism

06

Minister Goes to Mngazana Port St Johns Community Uplifted through

07

Open-Skies Boost Tourism & Trade

08

A New Attraction for Mpumalanga

09

Makhonjwa Mountains Another Wonder of the World

10

SATSA Rethinking Its Future

11

SATSA Rethinking Its Future Cont...

12

Safety and Security, Priority for Tourists

13

Safety and Security, Priority for Tourists Cont...

14

Tourism sector recognises value of advancing digital transformation

15

Building Inclusive Cities as Travel Destinations

16

Roadshows vs trade shows: Where best to spend your marketing budget

17

Tourism Sector Support Services awareness Reaches out to Limpopo

18

Tsogo Sun's investment in KZN's Golden Mile Increases Tourism Numbers

19

Tourism's next game changer -China

20

The Country Needs to 'Plot' A New Plan to Increase International Tourist Arrivals

21

The journey towards Service Excellence.

22

South Africa's Arrival Stats Show Mild Growth

23

The Javett Art Centre at the University of Pretoria #MyAfricaOurArt

24

South Africa Strengthens Tourism Relations with Palestine

25

Africa's Tourism Stakeholders To Take Advantage Of How The World Views The Continent

26

Biodiversity and Ecotourism unlock Opportunities for SA's Rural Economy

27

Africa Travel Summit highlights Community's role in tourism

27

Green Tourism Incentive Programme adds water efficiency measures

28

Tourism Minister attends world tourism Expo in Zimbabwe

29

Mpumalanga Launches Its Tourism month Programme

30

Businesses Shine at the Lilizela Tourism Provincial Awards

31

Businesses Shine at the Lilizela Tourism Provincial Awards Cont...

32

Students Explore the world of Tourism at Career Expo

33

Cape Town's World Champ Surfers Launch #ItsAllStillHere tourism Campaign

34

Tshifhiwa Tshivhengwa Appointed as Permanent CEO of TBCSA

34

Tourism Month must be a time to reflect on the state of SA's domestic tourism

Disclaimer

While every reasonable effort is made to maintain current and accurate information in this publication, the Department of Tourism accepts no responsibility for any errors or omissions in this magazine. The use of the content of this magazine is at the user's own risk. The user assumes full responsibility and risk of loss resulting from the use of the content of this magazine. The Department of Tourism or any of the legal entities in respect of which information are contained in this publication, or employees of the Department of Tourism or such entity, will not be liable for any special, indirect, incidental, consequential, or punitive damages or any other damages whatsoever, whether in an action of contract, statute, tort (including, without limitation, negligence), or otherwise, relating to the use of this magazine or information.

LETTER FROM THE EDITOR



Tis a season of hope. Spring is here, as we celebrate both Tourism and Heritage Month in our beautiful country.

September was marked by the annual Tourism Month campaign aimed at highlighting the socio-economic profile of the tourism sector and mobilising stakeholders behind a countrywide domestic tourism promotion crusade.

The year 2018 marks the centenary celebrations of the late former President Tata Rolihlahla Mandela, - Madiba !, and one of Africa's great Daughters Mama Albertina Sisulu. In honour of their contribution to what "Brand and Destination South Africa" is today, the 2018 World Tourism Day festivities were hosted in Mthatha, Eastern Cape, a province of their birth.

Celebrated under the theme **"Tourism and the Digital Transformation"**, a myriad of activities unfolded throughout the country while placing special focus on the host province.

This bumper edition shares highlights of tourism month 2018 and

the strong partnership with key tourism stakeholders which made the celebration of World Tourism Day and the 10th National Tourism Careers Expo 2018 successful.

In this edition our industry expert contributors share their insights on open skies, digital marketing, African competitiveness, the presidential economic recovery and stimulus package amongst others. It's stuff everyone should be thinking about, every day.

Talking about the sector, it is encouraging to learn that the country's arrival stats have seen some growth so far this year. A report by Stats SA was presented at Southern Africa Tourism Association's annual conference, we unpack these facts and figures.

On the regional and internal cooperation front, we highlight the inaugural Africa Travel Summit held in Cape Town, the Tourism and Travel Stakeholders' Dinner that took place in Ghana, among others. We also dissect recent developments around cooperation between South Africa with countries like China and Palestine.

The Biodiversity Economy Conference and the People and Parks Conference took place in Thohoyandou, in the Limpopo Province in August, honoured by the attendance and presence of President Cyril Ramaphosa whose keynote address emphasised the importance and under-exploited potential of the biodiversity economy and eco-tourism to unlock the country's rural development.

Let us also make tourism our business, not only during tourism month, but throughout the year and beyond.

Enjoy the read – See you soon

Blessing Manale

ALBERTINA SISULU
Centenary
2018



WORLD TOURISM DAY CELEBRATIONS

By Staff Reporter

World Tourism Day celebrations took place at Luchaba Nature Resort in Mthata, Eastern Cape on 27 September 2018, the attractive environment of the rolling hills where former President Nelson Mandela spent his childhood. It was a day filled with vibrant, diverse cultures from the surrounding communities. Cultural dances, exhibitions from bead workers, music entertainment and clan praises were part of the programme of the day. The day is an annual event that is celebrated throughout the world, with the purpose of fostering awareness about the importance of tourism and its social, cultural, political and economic values.

Drawing inspiration from the 2018 United Nations World Tourism Organisation (UNWTO), the World Tourism Day theme: "Tourism and the Digital Transformation," highlights the value of domestic tourism and the role of digital transformation in growing an inclusive and sustainable tourism economy. The Department of Tourism, in collaboration with the Eastern Cape Department of Economic Development, Environment and Tourism, South African Tourism and the Eastern Cape Parks and Tourism Agency came together to make the celebration fruitful, vibrant and successful.

Minister of Tourism, Mr Derek Hanekom said: "Tourism benefits and opportunities are being celebrated today. Tourism is big, important and it creates jobs and opportunities, it brings people of the world together removing artificial divisions between people, it crosses boundaries, prejudice and stereotypes. Tourism fosters permanent friendship among people and that's the values of tourism way before its economic benefits."

Minister Hanekom further highlighted that South Africa's domestic tourism numbers have been relatively low, but that the Department is confident that through economic recovery and the stimulus package announced by President Cyril Ramaphosa we can turn the tide and make tourism a significant contributor to our growth aspirations and the achievement of our short term economic recovery targets and development goals.

One of tourism's benefits from technological advancement which has contributed immensely in bringing the world closer to all societies is that it has redefined what it means to be a tourist – smart technologies make it possible for the world to learn, connect and share its diverse cultures and experiences at a click of a button.

Developments such as location-based services and augmented virtual reality applications have contributed to increased efficiency in the tourism business.

"More than 1.5 million people are currently employed in the tourism value chain, and our sector presents a plethora of opportunities to create more jobs and entrepreneurs," said Minister Hanekom further.

Credited as the country's premier adventure and adrenalin destination, the Eastern Cape province offers a unique tourist experience of memorable cultural and adventure offerings. Whilst the province continues to enjoy steady growth of tourism, Eastern Cape MEC for Tourism, Mr Oscar Mabusane believes more can be done for the sector to stimulate local economies, promote community beneficiation and further diversify its product offerings.

MEC Mabusane concluded: "Tourism is integral to our province. We will continue to invest in tourism to improve the livelihood of our people; we are gathered now at Mthatha Dam, which is a viable tourist attraction. We will continue to ensure that it is adequately developed so that it benefits both tourists and our local community."



"Welcome to the Eastern Cape Minister"



RETAIL TRAVEL AGENTS CAN HELP SOUTH AFRICA GROW ITS DOMESTIC TOURISM

BY OTTO DEVRIES, ASSOCIATION OF
SOUTHERN AFRICAN TRAVEL AGENTS CEO



Domestic tourism contributes more than half of South Africa's total tourism revenue.

At a time when South Africa reports its first recession in nine years, this fact is particularly important, especially since domestic tourism's contribution to the economy is far more significant than that of the international market, as mentioned in the National Tourism Sector Strategy.

And, as more than 70% of domestic tourists travel to visit friends and relatives, there is potential to generate even more revenue from this type of travel.

Domestic tourism may be regarded as the backbone of sustainable tourism growth but, traditionally, it has not been a focus for most of the retail travel trade in South Africa. However, recently this has changed as South African travel agents introduce new initiatives to stimulate domestic travel.

The Association of Southern African Travel Agents (ASATA) and its members are promoting local travel through local media channels. Through various articles, incorporating comments from such travel companies as Club Travel and Thompsons Holidays, the travelling public has heard that there is no better time to explore South Africa than now.

Harvey World Travel has found that an increasing number of their consultants are putting together affordable packages to promote domestic travel. Especially local self-drive packages, within a short 2-3 hour distance away, have become increasingly popular; they say.

Meanwhile, the Flight Centre Travel Group (FCTG) recently launched a Travel Stokvel concept. Aspiring travellers are able to create their own Stokvel group and invite friends and family to contribute towards their dream holiday. Members receive expert travel advice, as well as exclusive promotions. The group is also putting significant focus on local holiday breaks.

2018 also marks Nelson Mandela & Ma Sisulu's 100th birthday anniversary and more travel companies are promoting positive local travel experiences focused around their centenary celebrations.

South African Tourism's effective "What's your 100?" campaign has enticed travel to a selection of 100 must-see Madiba sites, historic landmarks, and exhibitions. ASATA members have embraced the campaign and see it as an opportunity to promote local travel and keep Mr. Mandela & Ms. Sisulu's legacies alive.

However, despite these ongoing efforts and trade participation, the industry is still not performing as well as it could when it comes to selling domestic tourism.

The Tourism Business Council of South Africa's (TBCSA) latest Tourism Business Index (TBI) shows the sector's performance has declined in the first half of 2018. Contributing factors highlighted by the index include insufficient domestic leisure demand and weak domestic business demand.

The downward trend is also evident in South African Tourism's (SP) Performance Highlights report for January to March 2018, which shows a decline in domestic tourism in the first three months of 2018 compared to the same period last year.

According to SAT's assessment, there were 3.8-million domestic tourist trips undertaken in South Africa in Q1, a decline of 13.5% compared to the same period in 2017 when 4.4-million trips were taken.

In the first quarter of 2018, only 700,000 of all trips were for holiday purposes (leisure), a 34.7% decline compared to last year. Business trips also decreased, from 9% to 6% of all domestic trips.

Revenue from domestic tourism has also fallen, as have the number of bed nights.

So, how do we move forward? The key to unlocking domestic tourism and travel potential in South Africa is to create and nurture a travel culture among all its people, especially among young, flexible Afrilenials who have a desire to travel.

Most South Africans still perceive travel as unaffordable, focusing on the cost of flight from Johannesburg to Cape Town, for example, and not the many destinations that are closer to home and accessible by car or bus.

To address the problem of affordability, SA Tourism and the TBCSA has extended an invitation to the travel trade to participate in the inaugural Sho't Left Travel Week through discounted deals. By putting tourism experiences on 'sale', our partners hope to ramp up local travel during off-peak seasons.

However, the value of the travel agent extends much further than discounted trips. In an age of do-it-yourself online travel booking, awareness around a travel agent's service offering has changed.

According to three new studies, the world's younger population, Millennials, see value in working with a travel agent, not just to book their trips, but for advice on travel decisions, such as which hotels to book and which destinations to visit.

These travellers rely on travel consultants to make sense of the information overload on the Internet. They also provide authentic, culturally rich, outside-the-box experiences.

It is vital for everyone in the tourism industry to work together to get the message across that there is no better time than now to travel locally. With the economic pinch, cash-strapped holidaymakers need to dig deeper to afford a holiday, which makes domestic travel the perfect fit. The travel agent can help get that message across.



MINISTER GOES TO MNGAZANA

PORT ST JOHNS COMMUNITY UPLIFTED THROUGH TOURISM INVESTMENT



Minister of Tourism, Mr Derek Hanekom.

"The hiking trail from Port St Johns to Coffee Bay can create much tourism opportunities; we need to make this a blow-away hiking trail. We want people from across the world to hike this trail as it is unique, linking physical beauty with a cultural experience," said Minister of Tourism, Mr Derek Hanekom during his engagement with the community of Port St Johns around Mngazana Village in the Eastern Cape on 25 September 2018.

Approximately R20 million was funded to refurbish the six-day hiking trail from Port St Johns to Coffee Bay in the Eastern Cape. Construction commenced in January 2016 with Phase 1 which included the upgrading of the hiking trail through erosion control and enhancement of the trail; construction of ablution blocks; recreational facilities including benches and park bins; clearing of alien vegetation, the building of nine hiking huts and the provision of furniture.

The project has contributed to creating jobs for the community; employing 104 people from 2016 to 2017 from Mpande, Hluleka, Mngazana and Port St Johns.

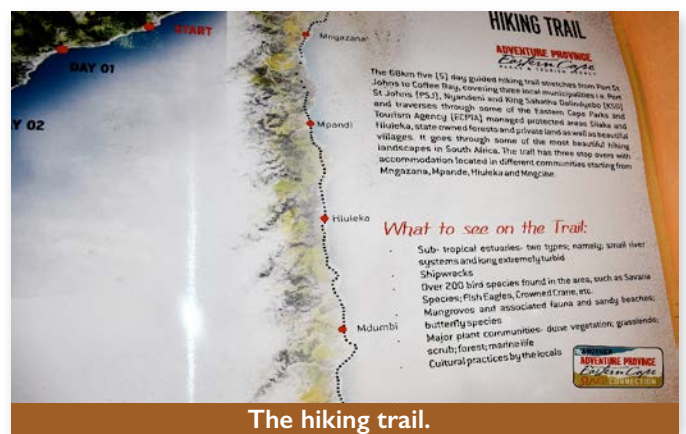
"The big magnet is the physical beauty of this area and the environment that will attract many tourists. We need to look after that environment because tourism creates job opportunities which can put food on people's table, we need to make sure that people visit this area for the benefit of the whole community," said Minister Hanekom further.

The community welcomed the opportunities and community upliftment promised to them and also appreciated the tar roads and lodge the government has constructed for them. They also indicated that they need the government to build a heritage site near their communities, as well as that they need more water tanks, additional mobile police stations for security and

increased employment and training for their youth.

This is a wonderful region which the citizens should explore and support because domestic tourism is critical to the long-term growth and sustainability of the tourism industry.

"As national government, we will continue to work closely with the kings of your communities as your leaders, the provincial Department of Economic Development, Environmental Affairs and Tourism and the Eastern Cape Parks and Tourism Agency to be able to address the requests and needs of this community," concluded Minister Hanekom.



The hiking trail.



The community of Port St Johns during the Imbizo.

By Annah Mashile



OPEN-SKIES COULD BOOST TOURISM & TRADE

By Barsa CEO June Crawford



There are very few industries that have tentacles that extend into many parts of the economy.

Aviation is one such industry. There is virtually no large-scale business in the world that does not make use of aviation, whether to transport its employees to bustling commercial destinations or airlift cargo to far away markets. Aviation is the glue that holds the economy together and often acting as a catalyst that fuels tourism, trade, and investment.

Before the introduction of aviation in 1929, South Africa conducted trade with the rest of the world through sea transportation. Aviation made people and goods reach their destinations quicker than any other mode of transportation, boosting trade and investment flows between South Africa and the rest of the world.

Aviation has played a major role in the development of our economy and is a key contributor to the Gross Domestic Product (GDP), accounting for 3.5% of the GDP. A research paper published in 2016 by academics, Oswald Mhlanga and Jacobus Nicolaas Steyn, revealed that the airline industry pays nearly R6 billion in taxes and generates over 227 000 jobs.

Another study by Oxford Economics on aviation's economic contribution to the South African economy noted that, in total, the air transport sector supported 490 000 jobs. The study, which was released last year on behalf of the International Air Transport Association (IATA), estimated that air transport contributed R154.8 billion to the GDP and directly supported businesses such as airlines, airport operators, airport on-site enterprises (for example restaurants and retail shops), aircraft manufacturers and air navigation service providers.

Explored from a global perspective, the contribution of aviation is staggering. According to the Air Transport Action Group, the industry supports \$2.7 trillion

(3.5%) of the world's GDP with the world's airlines transporting over three billion passengers a year and 50 million tonnes of freight.

The figures quoted prove beyond a shadow of doubt that aviation is vital to the global economy, airlines, airport operators and air navigation service providers are making an immense contribution to ensuring a safe, efficient and viable local aviation industry that integrates our country into global markets.

However, Africa could benefit more if African governments were to deregulate their domestic aviation sectors and opened their skies to participation by more airlines, particularly low-cost carriers (LCCs).

While air traffic volumes into, from, and within Africa have grown exponentially, African airlines have not maximised benefits from this growth. This drawback is borne out of the fact that there is no regional open-sky and bilateral agreements, which means that African airlines are mainly restricted to flying inside their home territories.

To illustrate this point, Africa is divided into 52 air traffic control regions, compared with just two in the United States (US) and one in the European Union (EU) region. Think-tank Oxford Business Group (OBG) points out that the continent, despite accounting for less than 5% of global air traffic, has 227 airlines compared to just 10 in the US. OBG argues that the presence of multiple air traffic control regions in Africa is designed to protect state-owned national carriers from competition. This protection prevents competing African airlines from attaining landing rights in other African countries. The overall downside to this protection is that travellers pay more than what they should be paying for air tickets, restricting the number of people that could potentially use aviation to travel or to do business around the continent and

visit exotic African tourist destinations.

BARSA has been engaging with regulators with a view of encouraging them to open African skies to establish one air traffic control region for the continent. If adopted, this could grow aviation in Africa exponentially and pave the way for more LCCs to enter the airline business. But this has to be done in a manner that does not result in overcapacity and threaten the overall financial viability of the industry.

We have seen the positive effects of de-regulation in South Africa, whereby since after the 1991 de-regulation we saw many operators entering the sector, resulting in national carrier South African Airways (SAA) reducing its market share from 95% in 1990 to 36% in 2016. This increase in competition has decreased ticket prices and enabled more people to access air travel.

Today, around 17 million people travel by air in South Africa, which is something that was unthinkable about three decades ago. In the US, de-regulation led to the emergence of LCCs, resulting in low-cost competition to 70% of US routes.

The Pan-African approach to de-regulation is something that African governments need to expedite through opening African skies. As indicated, this will require merging the 52 air traffic control regions that exist in the continent into one region.

BARSA believes that a regional open-sky agreement will boost air traffic volumes, enabling the airline industry to create more opportunities for enterprises that operate in its value chain.

The emergence of new players will drastically reduce air fares, boost passenger numbers and usher in new opportunities for the continent in tourism, trade, and investment.

June Crawford - CEO: Board of Airline Representatives of South Africa

A NEW ATTRACTION FOR MPUMALANGA

GRASKOP GORGE LIFT COMPANY RECEIVES R5 MILLION INVESTMENT



BOJANALA AUG - SEP - OCT 2018

The Graskop Gorge Lift Company in Mpumalanga, South Africa has been given a further boost of R5 million by the Tourism Transformation Fund which is set to jump-start further development in the popular Panorama Route.

"We are proud to announce that this project will receive R5 million funding for its next development phase through the Tourism Transformation Fund of the Department of Tourism," commented Minister of Tourism, **Derek Hanekom**, who announced the funding of the next development phase of the company on 24 August 2018.

The investment is part of the R120-million fund established by the Department which is dedicated to capital investment mechanisms that support Black investors and communities to develop and expand tourism-related projects.

"The Graskop Gorge Lift Centre will work as a node to stimulate further development in the Panorama Route. This project therefore fits in neatly with the Department's destination plans, which focus on precincts' and nodal' development. By clustering several attractions together, they can feed off each other and grow together to make South Africa a more competitive destination," added Hanekom.

In addition to the Graskop Gorge Lift Company, Tala Collections Private Game Reserve in KwaZulu-Natal will receive R3.6 million funding.

The Minister also announced that the application window of the Tourism Transformation Fund had been extended to November 30.

The fund is administered by the National Empowerment Fund (NEF) on behalf of the Department of Tourism. It aims to reduce funding gaps between the investor's own contribution and the approved loan/equity contribution by the NEF.

Funding is capped at a maximum of R5 million for each successful applicant.

Applicants are encouraged to submit their application forms and supporting documents directly to the NEF, who will comb through the applications for their commercial viability. To date, the NEF has received 49 formal applications for the funding. These are being adjudicated.

Information, application forms and guidelines are obtainable on the NEF website. Enquiries can be directed to: tourism@nefcorp.co.za.

By Staff Reporter

MAKHONJWA MOUNTAINS, ANOTHER WONDER OF THE WORLD



South Africa's Makhonjwa Barberton mountain range has just been recognised as the country's tenth World Heritage Site. This recognition is anticipated to make a significant impact on the country's tourism landscape, especially because the mountain range is situated in one of the country's least visited provinces; Mpumalanga. Apart from drawing international visitors, there are good possibilities that this attraction can also pull in domestic crowds as well.

The Makhonjwa Barberton Mountain was inscribed on the list of the World Heritage Sites in June 2018 by the United Nations Educational, Scientific and Cultural Organisation (UNESCO). The organisation seeks to build peace through international cooperation in education, the sciences and culture. UNESCO's programmes contribute to the achievement of the Sustainable Development Goals defined in Agenda 2030, adopted by the United Nations General Assembly (UNGA) in 2015.

The mountain range boasts one of the greatest and oldest natural particles in the world. This has led to the discovery of some amazingly preserved fossils from the time when life first started on the planet. Further, it also suggests that the mountain range came to be in the early days of life and the world as we have come to know it today.

It became the country's tenth World Heritage Site, following hot on the heels of the Khomani Cultural Landscape which became the country's ninth site in 2017. Other sites in South Africa include the iSimangaliso Wetland Park, Robben Island,

the Cradle of Humankind, the Maloti-Drakensberg Park, the Mapungubwe Cultural Landscape, the Cape Floral Region, the Vredefort Dome and Richtersveld.

The Barberton Makhonjwa Mountain range is situated in the north-eastern part of the country, known to many as the Mpumalanga province, and has the world oldest geographical structures. According to UNESCO, the mountain represents the best-preserved succession of volcanic and sedimentary rock dating back 3.6 to 3.25 billion years, when the first continents were starting to form on the primitive Earth. UNESCO further found that the mountain features meteor-impact fallback breccias resulting from the impact of meteorites formed just after the Great Bombardment (4.6 to 3.8 billion years ago), which are particularly well-preserved.



By Johannes Mokou



SATSA RETHINKING ITS FUTURE

By SATSA CEO David Frost



Best-kept secrets only stay that way through lack of collaboration, proactivity and perseverance. That was the underlying message at this year's Southern African Tourism Services Association (SATSA) conference – the biggest to date with over 290 delegates in attendance.

Held under the theme: "Unlocking Geographic Spread", this year's SATSA conference, hosted in Nelson Mandela Bay, held facilitated discussions around topics such as regional cross-selling, infrastructure and product development and its role in encouraging geographic spread, transformation, and the case of promoting tourism to the Eastern Cape.

The very pressing challenge of geographic spread has been on the agenda of South African Tourism for many years, and is one both the Nelson Mandela Bay Tourism and the Eastern Cape Parks and Tourism Agency is taking by the horns to position the city and province on the global stage.

The conference held a robust discussion around the topic, bringing together both the private and public sectors on stage to address it as the final session at the 2018 SATSA conference.

Geographic spread and the Eastern Cape

"When we heard about the theme of the SATSA conference, we were very excited," said Mandlakazi Skefile, Chief Executive Officer (CEO) of Nelson Mandela Bay Tourism. "This a theme that is really fitting for our destination. We are often referred to as a best kept secret and as a team, we have made it our business not to stay one. It is up to us to fight for our share of the pie and make sure we raise our hand so that everyone gets to know about us."

The city has identified its hook – ocean safaris – tapping into the existing demand for wildlife experiences for which the Eastern Cape province is already renowned. The key to geographic spread, she added, was to twin the city with existing products and experiences that are already in demand.

"We've seen that visitors come to the Eastern Cape to visit its game reserves, and have been deliberate in our efforts to tell people that there is also a destination called Nelson Mandela Bay, highlighting activities people can do in the city centre. Five years ago, we also introduced a city pass, which has made it very easy to package those experiences," she said, adding that the pass had become a good way to keep tourists in the city

for a minimum of two nights.

New Frontiers CEO, Craig Smith, said the Nelson Mandela Bay area already had visibility overseas, as did the Eastern Cape and its safari experiences. "What we need to look at now is what the Eastern Cape can offer that goes beyond that, like the town of Graaff-Reinet, the province's settler history and its "down-to-earth" experiences like the Wild Coast.

Said Smith: "We need to develop market segments in the Eastern Cape that doesn't know country or cultural boundaries. A good example of this is the experience on the Wild Coast, where we've seen a big uptake in people with disposable income looking for a more hands-on, culturally oriented experience. The Wild Coast appeals to a whole market segment that is completely unique to the Eastern Cape."

"We understand we can't sell the same thing that other provinces offer. It's about crafting what is unique and dangling that. While they're here, the destination can show them how the experiences they would encounter elsewhere in the country, like culture and beach, differ in the Eastern Cape," added Skefile.

Its unique hook, to this end, has been on promoting Eastern Cape as the adventure province, with experiences ranging from family to hard adventure as well as light adventure. The province also hosts iconic events like the National Arts Festival in Grahamstown – the largest arts festival on the African continent.

Opportunities to collaborate

"There are opportunities to collaborate," added Nopasika Mxunyelwa, CEO of the Eastern Cape Parks Tourism Agency. "We are the second-biggest province in size which speaks to how big the opportunities are. We recognise that we don't get travellers coming to us as a first port of call and that we are often the third or fourth option."

Mxunyelwa said that relationships have been put in place with entry points like the Western Cape to ensure there is "cross-selling".

"We all do tourism. It's about how all the dots connect to make a bigger picture. We need to share the opportunity to explore this province, we love our neighbours and believe geographical

spread is the way to go,"she added.

"This strategy of collaboration was what launched the Wild Coast," said William Ross, Chairman of Eastern Cape Tourism. Ross related the story saying that participating hotels had once laughed at the idea of setting up a Wild Coast Meander. The first mistake was to presume that they were arch enemies and shouldn't talk to each other. "Once they got together and realised that their neighbour was actually their friend, and started to market their neighbour like they marketed themselves, then suddenly the Wild Coast grew."

Delivering geographic spread is about interacting with each other and working collaboratively to put together packages that Destination Management Companies (DMCs) could sell. Remember it's all about people. It's people-based and that's what the Eastern Cape prides itself on. We love what we've got and we want to share it," said Ross.

The Wild Coast has been shared fairly prolifically of late, most recently by CNNTraveller: "There are other areas in the Eastern Cape – nine nodes – and each one has something special to say and sell. We can't rely on everyone else to discover it for us," added Ross.

Smith added "Travellers respond well to "hype". They look at where their friends have been and whether they've seen marketing about a destination. If people hear about it, they'll want to visit and do a few experiences. Once the wheel is turning, the tourism product can be developed in the smaller towns, which means the Eastern Cape becomes a destination and not just the end of the Garden Route"

"This is purely because of marketing. There's no reason why a journey should end in Port Elizabeth instead of Cintsu. "I would much rather sell a holistic itinerary than pre-packaged brands" Smith concluded.

SATSA conference 2018

In addition to grappling with the topic of geographic spread, SATSA's conference was focused on presenting new opportunities and solutions to members and brought delegates together across the lines of private and public sectors as one united tourism family.

Delegates were also given an opportunity to get to know the person behind Tourism Minister Derek Hanekom, during a recorded interview in which he discussed priorities for the Department of Tourism, the importance of the Brazil, Russia, India, China and South Africa (BRICS) market and who answered a range of questions posed by SATSA members.

We would encourage tourism stakeholders to visit our website to listen to audio recordings of all the discussions, our

interview with Minister Hanekom and additional information about our conference.

Overall, the conference was exceptionally well-received. These are just some of the comments from delegates indicated here:

"The highlight for me is always to connect with people from different aspects of the industry and to get their perspectives on the current challenges and opportunities in each area. It's also a good opportunity to connect with government entities. The address from Sisa Ntshona of South Africa Tourism was especially enlightening to see in more detail what the forward strategy of the organisation is. It was also good to connect with local tourism structures from the Eastern Cape." - Craig Smith, New Frontiers Tours.

"Thank you kindly for choosing the Eastern Cape as a partner for the SATSA 2018 conference. We really appreciate the opportunity you afforded us to showcase the "adventure province" to your members and look forward to continued engagements for a spread of tourists to our breath-taking province." - Nopasika Mxunyelwa, the Eastern Cape Parks and Tourism Agency.

As SATSA prepares to celebrate its 50th anniversary in 2019, we look forward to another year of forging strong public-private partnerships and spearheading opportunities to collaborate so that the SATSA tourism family achieves its goals of, among others, tackling the issue of transformation, geographic spread and tourism that benefits all.



Stakeholders listening to the presentations during the SATSA conference in the Eastern Cape



Stakeholders listening to the presentations during the SATSA conference in the Eastern Cape

SAFETY AND SECURITY, A PRIORITY FOR TOURISTS



Table Mountain Aerial Cableway Company Managing Director **Ms Wahida Parker.**

Table Mountain is one of the official 7 Wonders of Nature, and the only one to be located in an urban area, making it highly accessible. Table Mountain Aerial Cableway Company (TMACC) has been in operation since October 4, 1929. The company operates in a National Park and World Heritage Site.

For more than 85 years, TMACC has been committed to providing safe and world class memorable experiences to visitors and delivering outstanding services, while being passionate about preserving the natural environment and being committed to responsible tourism.

“Our priority is to ensure visitors safety, especially after the New Year’s Day Incident. We have strengthened the relationship with all the security role players such as the South African National Parks (SANParks), South African Police Service (SAPS) and The South African Metro Police” said TMACC Managing Director Ms Wahida Parker.

Table Mountain is undoubtedly a walker’s paradise, it is rare to find such beauty that can be explored on foot, so close to a major city. The Cape Peninsula offers an abundance of flora and fauna to delight even the most casual observers. Some of the most breath-taking views in the world can be enjoyed and it is common to stumble upon a little piece of history while walking in the mountain.

When asked what safety measures are in place to ensure visitors safety, Ms Parker said, “We try by all means to make people cautious, about wearing suitable shoes because the terrain is

not smooth, dress appropriately because the temperature is not the same as the lower level, stick to demarcated path ways and try not to have close encounter with the real habitants of the mountains such as the dassies and snakes because they are wild animals.”

“It is a mountain, it’s a wilderness area, and some people underestimate that fact. There are cliffs and edges and dangerous areas, that’s why we have footpaths. We ask people to remain on footpaths and known areas,” emphasised Parker.

Table Mountain is one of the contributors to the South African Gross Domestic Product in terms of tourism. To date SANParks has increased its security efforts further to what is already outlined in the Safety and Security Park Management Plan for Table Mountain National Park, and have increased ranger deployment and utilise SAPS dog unit consisting of highly trained 12 dogs patrolling.

Table Mountain contributes towards reducing unemployment amongst the youth. It works closely with the private sector to ensure permanent job placements, with 60 safety rangers from Cape Town community and 180 permanent staff members as well as 150 seasonal recruits. There is a coffee shop with food freshly produced on site, local products to support and promote local businesses and free Wi-Fi on top on the mountain and a sale shop filled with handmade African crafts and ornaments from community members.

Cont...



Table Mountain coffee shop



Dassie on Table Mountain



Top of the Table Mountain

"We try to make sure that every South African visits Table Mountain at least once in their lifetime to celebrate the beauty of our country but also respect and protect the environment. So, do not litter; do not pick the flowers and do not chip away the rock, if you want to enjoy the mountain, leave it clean for others," concluded TMACC Managing Director Ms Wahida Parker.

Facts about Table Mountain Cable Car:

- Each of the two cable cars can carry 65 people, more than 800 people can enjoy the trip every hour.
- The floor of the circular cabin rotates to allow travellers 360° views.
- The cable cars' circular shape ensures excellent aerodynamics and stability.
- Approximately 909 000 visitors from all over the world use the Cableway annually.



Table Mountain recognition stone as the 7 Wonders of Nature

- The cable car travels at a maximum speed of 10m per second.
- The cable car travels take four to five minutes to reach the top of the mountain.
- Each of the Cableway's cables is 1 200m in length.
- The cables weigh 18 tons and are attached to counter-weights weighing 134 tons each.
- The cable car base is a water tank with a 3 000l capacity. This provides fresh water for visitors, and is used as ballast in windy conditions.
- The cable cars can carry up to 5 200kg each.

By Annah Mashile

TOURISM SECTOR RECOGNISES VALUE OF ADVANCING DIGITAL TRANSFORMATION



Panel members from left, **Mthoko Mncwabe (ACSA Group CIO)**, **Mosa Mkhize (Uber SA)**, **Richard Frank (Flow Communications)**, **Bokang Mabiletsa (Mind Interactive)**, **Belinda Matebese (CSIR)** and **Iain Manley (Voice Map)**.

The 2018 Tourism Public Lecture was one of a kind. This time around, the focus was aligned to this year's World Tourism Day, under the theme: "Tourism and the digital transformation". The theme explores the importance of digital transformation and its effects to the supply and demand of tourism services and products, with a special focus on small, medium and micro enterprises (SMMEs).

The lecture took place on 18 September 2018, and was as a result of collaboration between the Department of Tourism, Walter Sisulu University (WSU), the Eastern Cape Department of Economic Development, Environment and Tourism (DEDEA) and its marketing agency the Eastern Cape Parks and Tourism Agency (ECPTA).

The Tourism Public Lecture is hosted annually by the Department as a platform to exchange and share ideas with different stakeholders such as industry, academics, policy makers and practitioners in order to enhance strategies, planning, and policy decision-making within the tourism sector.

In his keynote address, the Director-General of the Department of Tourism, Victor Tharage, acknowledged the value of digital transformation in advancing the sector and in particular, the gathering of critical data and information for planning and forecasting. "The department has begun working on a legislative intervention that speaks to the use of digital platforms in the hospitality industry, including initiatives similar to Airbnb. We all know that change is inevitable, and tourism needs to assess how it can leverage on digitisation to create opportunities and still remain relevant," said Tharage.

The lecture also touched on opportunities provided to tourism by technological advances including artificial intelligence and digital platforms. The United Nations World Tourism Organisation (UNWTO) considers digital transformation as part of the solution to the challenge of responding to continued growth of a

sustainable tourism sector.

In current times, tourism activities are increasingly being shaped by the use of technology and digitalisation. The internet has transformed the world into a global village that can be navigated at a click of a mouse, providing potential tourists with immediate access to text and visuals of destinations throughout the world. Mobile applications and social networks are becoming more prominent in the marketing of destinations and changing the concepts of the traditional value chain by producing new business models.

Guest speaker and author, Ryan Hogarth stated that digital transformation is an imperative not a disruptor and that tourism needs to embrace this reality in order to advance. Digitisation is the new normal, and its demand is growing exponentially worldwide. Hogarth further said that: "The digital age is resulting in travellers who are highly connected; who demand and expect instant information about tourism offerings tailored around their needs. The industry needs to re-configure its thinking and vision around digital transformation and make means to build a frictionless environment that meets both demand and supply side of the tourism industry."

According to the European Commission (2014), over 95% of travellers use digital resources in the course of travel and this is by far one of the key megatrends determining the future of the tourism sector. Failure to keep up with digital transformation may result in many tourism businesses struggling to survive in this competitive environment.

During the lecture, critical awareness was raised around the impact of technology and digital transformation in the sector and tourism enterprises. It was also highlighted that the technological and digital trends are affecting and determining the future of tourism. Digital tourism can therefore be defined as the digital support of tourist experiences before, during and after tourist activities. This can involve online activities such as

searching for suitable accommodation when planning a holiday or a mobile tour-guide application installed on tourists' smartphones for use while at a destination or capturing experiences using smartphones.

A panel discussion was also held as part of the lecture, comprising tourism influencers including Uber SA, Voice Map, the Council for Scientific and Industrial Research (CSIR); the Airports Company of South Africa (ACSA); Mind Interactive and Flow Communications. During these discussions, panellists debated digitising in tourism and also gave insights on the needs of consumers that will be imperative in determining the sector's ability to meet the digital demand.

"It will be critical for us to have continued engagements such as these to ensure that we find a common ground in growing tourism in the digital era because tourism is a people-centred activity and technological advancements have made it possible for the world to learn, connect and share its diverse cultures and experiences at a click of a button. As we embrace digital transformation and its multiple benefits for our sector, we must ensure that new innovations promote inclusivity for the benefit of all our people," concluded Tharage.



Director-General for Department of Tourism, Mr Victor Tharage
Speaks at the public lecture.



Speaker and author, Ryan Hogarth
giving a lecture to stakeholders.

By Annah Mashile



BUILDING INCLUSIVE CITIES AS TRAVEL DESTINATIONS

By Enver Duminy, CEO, Cape Town Tourism

The tourism sector is mentioned as if it's one cohesive industry, with companies and organisations all aligned in their thinking and strategies. The truth is that it's a sector made up of free-thinking individuals, small businesses operating in a vacuum from industry, large businesses with their own goals and, of course, government institutions seeking to regulate tourism and create a sustainable framework for the environment and communities. In order for the tourism sector to function, however, it's necessary to address inclusivity on all fronts.

"More than half the world's population lives in cities, and this proportion will reach 70% by 2050. To make sure that tomorrow's cities provide opportunities for all, it is essential to understand that the concept of inclusive cities involves multiple spatial, social and economic factors." – World Bank

An example of how this is being done is Cape Town; as a global destination, the city itself is made up of a vast array of attractions being enjoyed across different neighbourhoods. Our task is to ensure that tourism businesses in historically disadvantaged neighbourhoods such as Langa or Khayelitsha don't have barriers to access in the industry and marketplace, but that they, too, can enjoy the opportunity of showcasing what's on offer to visitors.

Likewise, so many elements of the tourism experience require having the spotlight shone on them: there's wine tourism, culinary tourism, Muslim-friendly tourism, adventure tourism, business and leisure tourism and even the smaller niche markets such as medical tourism or golf tourism. In this case, inclusivity means bringing those elements into our marketing campaigns and our messaging and driving awareness at trade fairs.

Transformation in industry

Inclusivity is at the heart of transformation, since it removes the burdensome side of exclusivity and opens doors to all, leveling the playing fields so that anyone can have the same opportunities. It means representation on boards of executives and in workshop panels. It seeks to raise up those who may have been prevented from having access to leadership roles or training, and it's the long game - South Africa won't become inclusive overnight, as we have all seen proven in recent years, but each step towards inclusivity takes us closer to achieving it.

Transformation isn't a cynical process, it must be adopted as a strategy with authentic goals and the means of achieving those goals in ways that are dignified and constructive. It involves boldness and humility in equal doses, and the ability to listen to feedback, even when that's difficult.

Innovation and inclusivity

Consistently applying old rules and standards isn't going to cut it, we must develop innovative approaches that are capable of

bringing in creativity and forward-thinking, taking into account all scenarios that can impact on the future. For example, Cape Town Tourism has conducted a series of listening exercises dubbed the eKasi Sessions in which we met with smaller operators from Langa, Khayelitsha and Mitchells Plain to hear what their views are on the tourism industry. The response was unanimous: they wanted a chance to meet with larger operators and to share their goals and business offerings. A follow-up session saw us bringing those large operators into a meeting with the smaller neighbourhood operators. We had to create the space for this to happen, and the results were a visible representation of developing an inclusive city for tourism opportunities. It took initiative and commitment to see this through, and it requires individuals with vision to make the discussions turn into more than just talk.

Another example of inclusivity in action is our "Love Cape Town Neighbourhoods" video series. This has seen tourism hotspots and those with great potential featuring in short videos, with local individuals and businesses being profiled. These have proven popular, and they have the added benefit of being accessible to a global audience, effectively allowing potential visitors to see what our city's diverse neighbourhoods are like, giving them a taste for what it is to travel like a local. It provided local businesses with access to a marketing tool and an audience they'd not otherwise have had.

Implementing sustainable inclusivity

As a destination, we're aware of the need to apply sustainable tourism principles at every turn, and inclusivity principles align well with those, since they both recognise the critical social, spatial and economic factors that comprise the industry. Inclusivity recognises the need to engage with, and include, communities, and this is something that takes time to develop, since it's about relationship developing and working through challenges in ways that produce positive, constructive outcomes.

Our urban areas are under pressure – our transport networks take the strain as cities grow, and the need to focus on resource management is also part of the growth process.

It's essential that, along with visitors, locals have access to experiences and attractions, since they have a primary stake in ensuring the longevity of these. With this in mind, it's not simply a tourism challenge, but an infrastructural one, so multi-stakeholder collaboration is an essential activity. The link between transport networks, connectivity and other logistical challenges are better handled collectively, especially when there's a common goal. Likewise, as we grow the tourism sector, we must take into account the many factors that can be negatively impacted and address those to ensure job sustainability and continued access to this multi-faceted pie we all enjoy.

ROADSHOWS VS TRADE SHOWS: WHERE BEST TO SPEND YOUR MARKETING BUDGET

Roadshows and trade shows present multiple opportunities, all dependent on budget limitations and what a tourism company aims to get out of each of them in terms of marketing products and services.

This edition of *Bojanala* delves deeper into roadshows and trade shows, weighing up the pros and cons of each, as many in the industry – due to financial limitations – have to choose between the two when marketing their tourism products and services.

A recent *Tourism Update* poll on the topic asked readers to vote on the most effective way to market their tourism products. 31% voted 'trade shows', whilst 69% voted for 'roadshows'.

Carol Weaving, Managing Director of Reed Exhibitions, who has noticed an increase in trade show attendees year-on-year, said the sole purpose of a trade show was to create a marketing and business platform that provided exposure for participating exhibitors to large numbers of potential and targeted buyers, in a short period of time. Roadshows, however, allow individuals to be in control of the event entirely, including timing, venue and audience, with more one-on-one interaction with customers, which can ultimately deepen client relationship.

During this year's Southern Africa Tourism Services Association (SATSA) conference, a panel discussion themed: "The Future of Roadshows – Maximising your Marketing Spend", was held. Panelists included **Derek Houston**, Managing Director (MD) of Houston Travel Marketing Services; **Jacqui Reynolds**, Managing Partner of On Show Solutions and **Abby Swartz**, Marketing and Promotions Manager for the Nordic Region at South African Tourism.

Weaving commented: "Roadshows are generally smaller and more intimate; you have the opportunity to take your product to the customer and can create a more personalised experience. Generally roadshows are good for breaking into a specific market in that specific area, which smaller tour companies would find beneficial if they are new to the area, or launching a new tour in that area. Larger companies might find the roadshows beneficial when launching a new product that is specific to the more intimate target audience."

"Roadshows are important for emerging markets," agrees Houston. "A lot of networking and interaction takes place on roadshows, which I think really works."

Furthermore, Reynolds said roadshows are the perfect platform for industry stakeholders to reintroduce themselves if they had not been visible within a specific market for a few years.

Opposing schools of thought

Reynolds believes that roadshows are a more effective way of doing business. "The future of roadshows is a positive one, as you can get a message across to a lot of people and keep those relationships going."

However, Weaving said she believed trade shows are more effective as they offer exposure during the build-up, during and after the show, as well as full 360-degree exposure and awareness.

"Marketing opportunities are offered, not only on the trade floor but also through various other platforms such as media exposure, digital exposure, structured meetings, networking opportunities and brand alliance, just to name a few," added Weaving. "Global trade show brands such as World Travel Market Africa provide the exhibitors with a global reach that

extended internationally and truly maximised through these multi-national channels and far-reaching exposure opportunities. This kind of international recognition can only be achieved at



tradeshows, which is a great return on investment for any participating party."

"Don't think trade shows don't exist," commented Reynolds.

"They work in synergy with roadshows."

Budget considerations

Swartz suggested that those in the tourism industry need to take into consideration their budget and then look at the opportunities of both trade shows and roadshows and make selective decisions, as bigger companies can play in both areas.

Reynolds added that once they decide on an emerging market, industry players needed to assess the various trade shows, as not all were equally successful.

For companies with limited budget, Weaving said: "Though roadshows can be more intimate and targeted, they are not necessarily more cost-effective. A trade show can, in fact, work out more cost effective for a smaller company as they are generally over a longer period with more foot traffic and at a lower cost than what is spent on a roadshow. So they can be more financially viable. The trade show organisers also spend a lot of time on researching and gathering the right kind of target audience for the show, which ensures that exhibitors are getting good quality visitors coming through their stands."

For an operator to get the most out of their time with a limited budget, Weaving believes that attending a trade show would be more beneficial, as operators are exposed to a greater variety of options to offer clients, and are able to network extensively within a limited period of time.

Furthermore, Weaving said operators attending trade shows were able to extend their reach and offering into a variety of markets, and can decide to connect with their limited time and budget. In addition, Weaving added: "Operators are given a 'one stop shop' at a trade show."

Multi-directional benefits

According to Weaving, the benefits of trade shows for smaller companies include extensive brand exposure and awareness; allowing for broad networking opportunities to build relationships and generate business leads, as well as to conduct and write business; competition analysis of other similar companies within the same field; greater reach of market availability in terms of country representation; assisting smaller companies to boost their brand awareness effectively and tap into new markets that may not have been open to them before as well as using the platform to launch new products and test the market.

By Kylie Granat: *Tourism Update*

TOURISM SECTOR SUPPORT SERVICES AWARENESS REACHES OUT TO LIMPOPO



Paballo Molele during her presentation to stakeholders.

The Tourism Sector Support Services (TSSS) awareness campaign was received with eagerness and enthusiasm on its first leg, held in Limpopo earlier this year. The campaign took place in Polokwane and Tzaneen respectively, in order to accommodate tourism stakeholders from all five district municipalities in the province.

The campaign will be rolled out throughout the country during the 2018/19 financial year as a tactic to increase awareness about various departmental programmes as well as other core issues which aim to greatly enhance tourism experiences for tourists.

These projected campaigns come after the Department of Tourism, through its TSSS Branch gathered that there is a need to increase the participation of Small, Medium and Micro Enterprises (SMMEs) in the department's programmes and other opportunities especially by those in rural tourism nodes of the country, as per the National Rural Tourism Strategy (2012).

During her presentation, Paballo Molele, Deputy Director: Tourism Incentive Programme, stressed that the Tourism Incentive Programme is there to provide support to private tourism enterprises in order to target and improve access to strategic markets, internationally and domestically through the International and Domestic Market Access Programmes.

Molele also stated that the programme offers financial support to accommodation and meeting venues in the form of discounts on grading assessment fees for new and existing Tourism Grading Council of South Africa members through the Tourism Grading Support Programme. She added that the Tourism Transformation Fund aims to strengthen and accelerate transformation in the tourism sector and the Green Tourism Incentive Programme supports the retro-fitment of renewable energy technology solutions for tourism products.

She said: "The overall aim of these programmes is to unlock market potential, bring new players into the tourism value chain, accelerate growth and stimulate job creation and sector

transformation."

The Tourism Incentive Programme (TIP) was initially launched in March 2015 with the purpose of stimulating the growth, development and transformation of the sector as well as to improve South Africa's competitiveness as a tourism destination.

The Limpopo leg of the campaign functioned as a validation that more needs to be done to educate stakeholders about these available opportunities for growth and development which SMMEs can take advantage of. What also gave the campaign an added impetus is the department's apprehension that in the last financial year, the number of applications received from some provinces was worrying and that there is a need for a drive to increase these in order for the programme to be more inclusive. This was due to the fact that only few or no applications were brought for consideration from some provinces, while more were received from others. For example, only two establishments were assisted with funding in Limpopo, while only one got assistance in the Northern Cape during the period under review.

The campaign also attracted the presence and participation of various other developmental institutions, which among others included the Industrial Development Corporation, the Small Enterprise Finance Agency as well as the Tourism Grading Council of South Africa. The institutions took turns to present various financial and other developmental opportunities available on offer as well as how they can be accessed.



Stakeholders, during the TSSS campaign, at Tzaneen.

By Johannes Mokou

TSOGO SUN'S INVESTMENT IN KZN'S GOLDEN MILE INCREASES TOURISM NUMBERS

ZuluLand

BOJANALA AUG - SEP - OCT 2018

The forecasts for tourism growth in various parts of South Africa are showing promising signs, with provinces such as the Western Cape, Eastern Cape and KwaZulu-Natal taking the lead. One such area of growth is in KwaZulu-Natal, through the investment plan recently announced by the Tsogo Sun group.

If this investment plan is anything to go by, the light will shine even brighter in Zululand and by extension, add to the overall growth of tourism in the country. This came in the wake of the Tsogo Sun group's announcement that the group is planning to initiate a complete rearrangement of the Suncoast Casino, Hotel and Entertainment Centre. The casino is known for its capacity to host myriad events that attract scores of visitors to, and around, the province. Amongst other events held in the area is the popular annual **South African Idols**, which brags millions in viewership.

The group will inject well over R1.5 billion into the province in an effort to make improvements to the Suncoast Casino while also trying to create a globally-competitive beachfront for Durban. The improvements will require tight collaboration between the private and public sectors and are expected to further enhance and increase tourism in the country. Moreover, this is also projected to make a solid dent in the country's Gross Domestic Product (GDP) while creating much-needed jobs in the region.

The improvements of the project will also see an added 8 000sqm of space around the area, which will be used for casino patrons, movie-lovers, families and theatre-goers, on the

site of the existing property.

Suncoast is situated in KwaZulu-Natal's city of Durban, and boasts a number of exciting attractions that form part of many other tourism gems that draw both domestic and international tourism numbers both within the province and its surrounds.

Tsogo Sun's Chief Executive Officer, Glenn Joseph, says: "The redevelopment of Suncoast represents the single largest investment by Tsogo Sun into a property in the history of the group. This investment reflects the confidence we have in Durban and will help to position the beachfront as a place to experience the very best in world-class entertainment."

Suncoast was officially opened in November 2002 and boasts a total of 1 600 slot machines, along with 67 gaming tables. It also has the exclusive Salon Prive, called 77 Ocean Drive, for higher-limit slots and tables. Over 6.5 million tourists and entertainment lovers flock to the casino every year and there is no indication that these numbers will go down.

Joseph adds: "The reinvention of one of Durban's most-loved entertainment destinations brings more than just a plethora of new restaurants; entertainment facilities; a multi-purpose event venue and family entertainment options to the Durban beachfront – it provides an important addition to the city's offering as a world-class tourist destination. Durban has the Indian Ocean as a natural asset and Suncoast brings a globally competitive entertainment experience to the city, delivering yet another reason for tourists to come to Durban and extend their stay."

By Tourism Update



TOURISM'S NEXT GAME CHANGER -CHINA

South Africa's President
Cyril Ramaphosa

China could be the next big game changer for Southern and East Africa's tourism industry and, with Chinese President, Xi Jinping, recently facilitating trade and investment through \$60 billion funding for Africa during the recent Forum on China Africa Cooperation, the tourism potential of this market is significant.

Kwakyie Donkor, Chief Executive Officer (CEO) of Africa Tourism Partners says that Africa had only seen the tip of the iceberg regarding Chinese travellers.

"As China and Africa strengthen relations, the opportunity here for Africa and the tourism industry is big," says Donkor. "They (Chinese) come as investors, and as they invest they take the opportunity to further explore the Continent."

Dr Karikoga Kaseke, Zimbabwe Tourism Authority (ZTA) CEO, agrees, saying Zimbabwe and Africa, especially the Southern African Development Community (SADC) region could capitalise on the good relations shared with China to facilitate growth for the tourism economy.

During a dinner by South African Tourism (SAT) at Blaque Wine and Grill House in Johannesburg, Sisa Ntshona, CEO of South African Tourism said that only a small percentage of Chinese had passports, so it is a growing space. "It is the world's second-largest economy, and it is really going to be the number-one sector in terms of tourism."

According to Dr Kaseke, China's Gross Domestic Product (GDP) stands at \$10 trillion, its population is over 1.3 billion and its outbound tourist population is 140 million per year – a number that is expected to grow to 200 million by 2020.

Donkor says the Chinese tend to be high-end travellers and the industry needs to know how to cater for their wants, needs and culture. He says it is vital to educate service suppliers, accommodation establishments and all those involved in the tourism industry on how best to host Chinese travellers, as cultural and language barriers are huge.

Linh Le, Asia DMC Group MD, says: "I do think there is a strong opportunity for this market to Southern and East African destinations, however some infrastructural challenges are needed, with Chinese-speaking guides (or translators), along with some changes to lodgings to factor in Chinese style/inspired meals."

In a recent presentation, tour operator Steve Zivanai Kezhau, a Chinese national living in Zimbabwe, said: "A Chinese traveller wants to see the local culture, they want the best hotels, with Internet connectivity... they don't like eating meat, they want more vegetables, so the understanding of Chinese cuisine is important," reports Zimbabwe Broadcasting Corporation.

To really unleash the potential the Chinese market holds, Donkor says those in the tourism industry should travel to China to further understand this type of high-end traveller and relay the message that Africa is not a hard place to visit, as well as to address perceptions around safety and security.

"The industry should not just wait for them to come," adds Donkor, suggesting the industry looks at combining roadshows and tradeshow when visiting China, as it is a long-haul destination, and this way one can ensure they meet all the key players in the trade, whilst gaining an understanding of this key source market.

China has the largest outbound tourism population in the world; a market that is critical to the global tourism economy, says Dr Kaseke, adding that Zimbabwe must work with other countries in the region to package the destination and improve the volumes of Chinese travellers coming to Southern Africa.

Ntshona said it was important to get the visa regime sorted out within the Chinese market. "We need to redefine what China means to us (South Africa) and get that in place. If you don't have a China plan, you are in trouble," concluded Ntshona.

By Tourism Update

THE COUNTRY NEEDS TO 'PLOT' A NEW PLAN TO INCREASE INTERNATIONAL TOURIST ARRIVALS



As President Cyril Ramaphosa convened the jobs summit on 4 and 5 October 2018 under the banner of NEDLAC, it is fundamentally critical to weigh in and reflect on the tourism sector, that holds immense potential to contribute in this endeavour of creating decent jobs.

In this modest piece, I do so from the perspective of international tourism, which is the jewel in the crown of our tourism earnings given our insignificant domestic market. With unemployment increasing to 27.2 %, (9.6 million people) it means even more fewer South Africans can afford to travel. Statistics indicates that majority of those that afford to travel, do visit friends and relatives only and not contributing significantly to the tourism value chain.

The tourism sector is known to be labour-intensive and employing the most vulnerable categories of our society, mainly youth and women who dominates the unemployment figures. Unemployment rate for youth (those aged between 15 and 34) reached 38.8%, (6.1 million), which is catastrophic compared with 17.9% of their adult counterparts (aged between 35 and 64). For women it is 29.5% against 25.3% of their male counterparts.

The multiplier effect of the sector across the value-chain and its low entry barriers for small, medium & micro enterprises is also well document. This makes the sector a potent instrument to drive the much needed structural transformation in our economy.

So where are the bottlenecks?

Over the past half a decade or so, South Africa's international competitiveness has not kept pace with the dynamic global travel and tourism trends that drives the tourism eco-system. So much has been made about how the overall South African nation brand equity has deteriorated in the last decade and this can be argued that it has translated into a decline in our international market share.

How do we move forward

to improve our global competitiveness?

For the South African tourism sector to go back to its glory years and play a pivotal and sustainable contribution to the economy, the sector needs all hands on deck to plot new innovative ways to increase our national competitiveness, particularly in an ever increasing competition from other global destinations.

To start with, South Africa has a huge network of foreign missions (124 missions in 107 countries) and international offices operated by entities such as South African Tourism, South African Airways and Brand South Africa dedicated to marketing South Africa abroad as a destination for trade, investment and tourism.

Both the government and private sector should leverage on these establishments to undertake improved coordinated and effective marketing campaigns and position the country positively in the global stage to contribute to our national development imperatives.

Besides being a long-haul destination from major source markets, South Africa has abundance of appealing and diverse tourism offerings that could be leveraged and capable of underpinning big growth in international tourist arrivals faster than the numbers recorded in recent years.

International tourists are forecasted to increase exponentially and reach 1.8 billion by 2030, the target year of our NDP that puts tourism top of the country's policy agenda. To get a fair share of this number of international tourists, we need to work together as a nation to reduce the bottlenecks.

Amongst the barriers that we need to work hard to eradicate includes violent crime to improve the safety and security of all citizens first and foremost and international tourists. Also remove ambiguities around our regulatory framework to make it easy for our prospective visitors to choose SA destination. A significant paradigm shift

is needed both from the government, business and labour. It can't be business as usual. The stimulus and recovery plan government announced on 21 September 2018 is a step in the right direction.

The cornerstone of the stimulus package should include the following five pillars:

Government led: Improve policy and strategy harmonisation and coordination across all three spheres of government and different portfolios to work towards common goals.

Policy certainty: Remove all ambiguities in the visa regime to improve South Africa's international openness. Government is making concerted efforts in this area.

Public Private Partnership: Make Public Private Partnerships the cornerstone of conducting South Africa's economic diplomacy by building a strong South African Inc. to coordinate resources, expertise and networks of all social partners to increase marketing investment in key source and emerging markets and leveraging on our widespread foreign infrastructure.

Build Human Resource Capability: Develop a pipeline of skilled tourism workforce to enhance visitor experience.

International Tourism Strategy: The department of tourism's long-term blueprint, i.e. the National Tourism Sector Strategy 2016-2026, calls for the development of international tourism strategy.

The issues discussed above may look like insurmountable impediments. But working together as the Rainbow Nation we can optimise the unparalleled and diversified attractions in our destination to create sustainable economic opportunities and create an inclusive economy. We need to develop a South African international tourism strategy to chat a medium to long term plan to position the country better in a highly competitive global environment.

By Malesela Leso



SOUTH AFRICA'S SERVICE EXCELLENCE AT ITS BEST



THE JOURNEY TOWARDS SERVICE EXCELLENCE.

BOJANALA AUG - SEP - OCT 2018

The skyline of South Africa's thriving cities is gradually changing as familiar, big brand name hotels march across the country. Anyone visiting Mzansi's tourism or commercial hotspots can now look forward to excellent service being offered in the sector, including brands that guarantee comfort and essential amenities like wifi, hot showers and a welcoming bar.

Gone are the days when "Township tourism" meant peering through the window of an air-conditioned minibus, jumping out periodically to snap a few photos and taking a brief wander to a local school or tavern. These days, the term is out of vogue, having been replaced by more appropriate monikers like "grass roots" or community tourism. Across the country there are restaurants, cafes, galleries and designer stores popping up on the outskirts of cities, offering visitors a chance to step into people's lives and join them, rather than observing them from afar.

Destination South Africa is gradually changing to the better, taking its place in competing against the big guns in the tourism space. The provision of service excellence is of paramount importance in the tourism value chain as it contributes directly to growth and development of tourism.

Historically, South Africa did not have an integrated approach to service excellence in the tourism sector. A variety of initiative existed, but were not incorporated into a single strategy.

In response to dealing with the realities of South Africa's low

ranking in terms of competitiveness and also to transform the industry into a globally competitive service economy and a world destination of choice, the Department of Tourism in collaboration with the Tourism Business Council of South Africa (TBCSA) contracted the Disney Institute to conduct extensive customer service research in all nine provinces, in order to fully understand the levels and standards of service within tourism value chain.

The research highlighted the inconsistencies on the service levels as well as a culture of not complaining for poor service, as one of the critical challenges in the tourism value chain. Following this research, as well as stakeholder engagement conducted countrywide, the Department of Tourism undertook to develop a National Tourism Service Excellence Strategy in order to offer strategic direction to the sector with the intention of improving service levels in the tourism value chain.

Implementation of the National Tourism Service Excellence Strategy provides the country with an opportunity to transform the sector into a globally competitive destination of choice. Tremendous amount of work has been done so far to accomplish and meet stated goals to satisfy millions of visitors to the country. Transformation of South Africa's customer service is well on course.

By Charles Mnisi

Bojanala Aug - Sep - Oct 2018



SOUTH AFRICA'S ARRIVAL STATS SHOW MILD GROWTH

Statistics South Africa (StatsSA) has released the country's arrival stats for the month of May 2018. Overall, the market has seen a small amount of growth with a total of 4 423 165 arrivals thus far this year. This marks a 2.7% increase in the year-to-date. During a pre-recorded interview with Southern Africa Tourism Services Association (Satsa) CEO, David Frost, screened at Satsa's annual conference on July 24, Tourism Minister Derek Hanekom said: "2018 is not going to be the year we would have liked it to have been, but 2019 is going to be a great year."

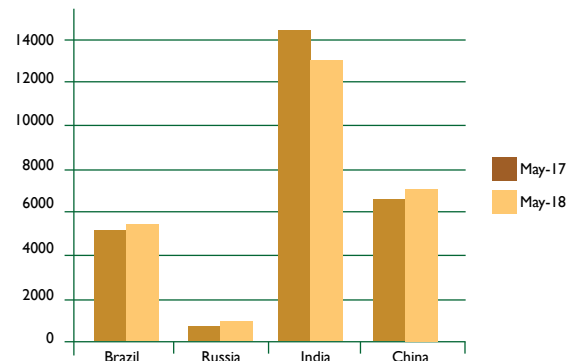
The top ten countries and their percentage difference between May 2017 and May 2018 are:

1. US (down 3%)
2. UK (down 8%)
3. Germany (down 4%)t
4. France (up 6%)
5. India (down 12%)
6. Australia (down 2%)
7. China (up 5%)
8. The Netherlands (down 4%)
9. Brazil (up 9%)
10. Canada (down 4%)

Out of the top ten countries, only three showed month-on-month growth. Notably, China shows growth in May but overall continues to present lower numbers in 2018 than last year. In his interview with Frost, Hanekom spoke about his ambitions to attract more Chinese visitors, saying that South Africa should position itself as a prime destination for the Chinese market. He said China's Ambassador to South Africa, Lin Songtian, said South Africa had the potential to welcome a million Chinese visitors a year. Hanekom said, to do this, more direct flights between the two countries would be needed. He also touched on the current visa requirements as a hindrance for growth out of this market. Finally, the Minister encouraged South Africans to learn Mandarin, believing this would make it easier for Chinese travelers to come to South Africa.

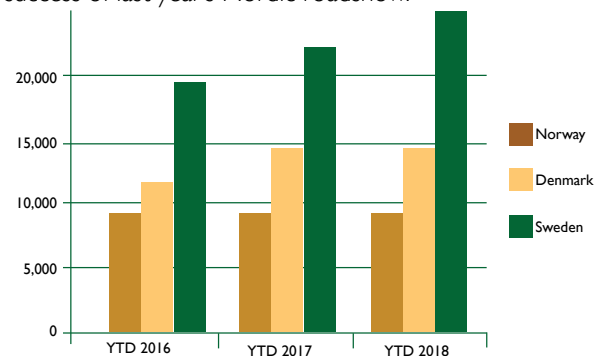
In addition to China, there have been important changes in the other BRIC (Brazil, Russia and India) nations. Brazil has shown consistent growth over the last three years, with total arrivals thus far in 2018 reaching over 28 000. Russia, though presenting much smaller numbers per month, has also shown steady growth, seeing a 30% increase in arrivals compared to May last year. Conversely, there has been a steady decline in arrivals from India, showing an overall decline in this year's year-to-date numbers of 2%. Despite a strong start in January and February, the growth has slowed and by May arrivals from India

had dropped by 12% since the previous month.



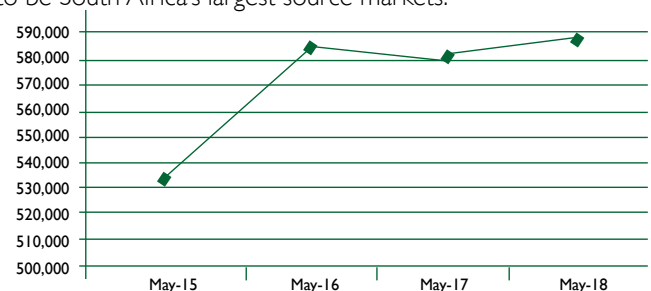
BRIC nation May arrival stats, month-on-month.

The statistics have also revealed consistent growth out of the Nordic region. At this year's SATSA conference, Derek Houston, MD of Houston Travel Marketing Services, said the business out of Scandinavian countries was considerable, mentioning incentive tourism as a drawcard. Additionally, SA Tourism is planning a roadshow to the region in October, following the success of last year's Nordic roadshow.



Norway, Denmark, Sweden arrival stats, year-to-date.

Visitor numbers from Africa continue to rise with SADC countries providing the most arrivals. Considerable growth occurred from the Angolan market, which saw a 39% increase from April. The Democratic Republic of Congo has also shown steady growth, up 35% this month and 19% overall year-on-year. Botswana, Lesotho, Mozambique and Zimbabwe continue to be South Africa's largest source markets.



SADC May arrival stats, month-on-month.

By Tourism Update

THE JAVETT ART CENTRE AT THE UNIVERSITY OF PRETORIA

#MYAFRICAOURART



Artist's impression of the Javett-UP with the Mapungubwe Gallery in the left foreground

Whose Africa? Whose art?

The Javett Art Centre at the University of Pretoria (Javett-UP) is set to open in the first half of 2019. It's going to be a major attraction for locals and tourists in Tshwane where everybody can come to engage with others through art. It is the perfect destination for those wanting to explore and understand the creativity of Africa.

The Javett-UP building is profoundly changing the face of Pretoria East. When complete, it will comprise nine distinct exhibition spaces, one of which will be housed in an iconic bridge that spans Lynnwood Road, linking the Centre with the University's Hatfield campus. This will give the Art Centre a footprint both on the campus of the University of Pretoria and in the city itself. The Centre will be easily accessible to the public and will also feature a destination restaurant.

In addition to the Centre's 20th century and contemporary collections, it will provide a space for the treasures of Mapungubwe, including the Golden Rhino and other artefacts. The Mapungubwe Gallery is, along with the bridge, the commanding focal point of the Centre, towering into the sky. This makes it a dominant landmark in Pretoria East.

Work on Javett-UP started in 2016. The Centre is set to open in the first half of 2019 with collections from the University of Pretoria and the Javett Foundation. Plans are to open the Centre with an exhibition of 100 South African art works that will be drawn from private and public collections across the country.

The Centre is a partnership between the University of Pretoria and the Javett Foundation. They share a firm belief in the value of the arts for society in general, and for education in particular.

For the university community, the Centre will provide further resources to strengthen its teaching, learning, research and community outreach activities.

It's a project that is as collegiate as it is philanthropic. It encourages investment in the creative expression of the Continent. It extends a compelling invitation to view, engage with, understand and connect afresh with the art of this Continent. Africa, after all, is home to the world's most ancient record of artistic expression.



Under construction and nearing completion: Javett-UP in Pretoria East is an exciting new destination that celebrates the creativity of Africa.



Javett-UP gives the iconic Mapungubwe Collection of gold and ceramic artefacts (including the Gold Rhino) a permanent home.

ENDS

Issued by the Javett Art Centre at the University of Pretoria. For more information, please contact connect@javettup.art

Photos by :Alet Pretorius

Bojanala Aug - Sep - Oct 2018

BOJANALA AUG - SEP - OCT 2018



South Africa's Minister of Tourism hands over a gift to Palestine Minister of Tourism during the signing of the MoU

SOUTH AFRICA STRENGTHENS TOURISM RELATIONS WITH PALESTINE

South Africa and Palestine have signed a Memorandum of Understanding (MoU) on tourism. The two countries came together to strengthen relations which would see more Palestinian visitors in the country and more South Africans in Palestine. The MoU was signed on 13 September 2018 at Constitutional Hill in Johannesburg, South Africa, between Palestine's Minister of Tourism and Antiquities, Mrs Rula Ma 'ayah and South Africa's Minister of Tourism, Mr Derek Hanekom.

Full diplomatic relations between South Africa and the State of Palestine were established on 15 February 1995, which led to the opening of a Palestinian Embassy in South Africa the same year. The formalisation of diplomatic relations gave expression to strong and long standing ties of friendship and mutual support between the people of South Africa and Palestine.

Speaking during the MoU signing session, Minister Ma 'ayah said, "Coming to South Africa and signing this MoU is important to the Palestinians. We appreciate the support and solidarity that South Africa has with Palestine because we seek justice and Nelson Mandela is the symbol of justice."

Minister Derek Hanekom said, "South Africa wants to have a very strong relation with Palestine to allow South African tourists an opportunity to know more about the history and culture of Palestine because tourism brings people together. Solidarity will come but it takes time with change of attitude, cultural and exchanges of visitor's experience which can be populated through technology for the world to know the attractions of Palestine."

He also urged South Africans to visit Palestine, saying, "We know that there are obstacles, but we are confident that just like us, the people of Palestine will find peace soon. We stand in solidarity with the world in finding lasting solutions on the Palestinian question," said Minister Hanekom.

Palestine is known to be a holy place and thus attracts many visitors. The country is also improving other attractions such as community-based tourism that would give tourists an opportunity to experience nature, beauty, food, history and lifestyle. It is a small country yet there are diverse attractions that could attract more visitors.

"We hope South African people will learn more about Palestine's culture and identity and support us to get freedom because we want peace and we believe South African people will help us," Minister Ma 'ayah said.

The MoU focuses on areas such as the exchange of tourism information; private sector cooperation, including mutual participation in tourism festivals, fairs, seminars, conferences and other tourism events held in the two countries; tourism investments, including public sector investments into the development and implementation of tourism; and capacity building.

Minister Hanekom said, "Today we reaffirm strong ties with the Palestinian people. We continue all our solidarity actions, are determined to work with Palestine and other people in the world to obtain peace and harmony in that region because Palestine is the holy land where big religions of the world originate; Minister Ma'ayah grew up in Bethlehem and that is where most people want to visit. We had the opportunity to take her on a guided tour to "Maropeng" Cradle of Humankind which we believe should be a pilgrimage for many people around the world to discover our common roots."

Following the signing of the MoU, both Ministers undertook a tour of the iconic Constitutional Hill precinct, including its erstwhile Women's Jail Section and the Constitutional Court Chamber before proceeding for a working lunch and a tour of Vilakazi Street in Soweto.

By Annah Mashile



AFRICA'S TOURISM STAKEHOLDERS TO TAKE ADVANTAGE OF HOW THE WORLD VIEWS THE CONTINENT



Visitors from across the globe, particularly those from outside Africa view the continent as a country and not necessarily as a continent with over 50 independent countries. This presents an opportunity for the South African Tourism landscape as well as those from the neighboring countries to take this as an added advantage to win the hearts of these potential visitors.

These sentiments were echoed by the Chief Executive Officer of South African Tourism, **Sisa Ntshona**, on a recent working visit to Accra, Ghana.

During this visit, Ntshona said: "The world looks at Africa as a country. If the world looks at Africa as a country, use it to your advantage to the extent that before any one of us in our 54 countries wins, you've got to convince people to come to the Continent."

Ntshona was speaking at a Tourism and Travel Stakeholders' Dinner, held at the Labadi Beach Hotel in Ghana's capital city, Accra. He made a call to stakeholders to converge their ideas as there is a greater need for a collaborative effort between African countries to increase the continent's share of tourism, globally.

Recent statistics reveal that there has not been a very encouraging number of tourist arrivals to the Continent, compared to days gone by. This calls for all tourism stakeholders on the Continent to unite and speedily find solutions that can make visitors view the Continent as their preferred destination of choice. According to new data revealed by Euromonitor International, arrivals to Africa grew by 6,5% in 2017 to reach 18,5 million, up from 16,3 million in 2012. Although these statistics show an increased number of visitors, role players within the industry still feel that by this time, the numbers should have increased.

Euromonitor International further reveal that key markets, such as South Africa, Kenya, Nigeria, Mozambique, Cameroon, Mauritius, and Tanzania, accounted for 70% of international trips to the sub-Saharan African region. With a more concerted approach through which stakeholders from these countries work together, more numbers can be achieved. These efforts can include stronger working relation between tourism agencies within the Continent where they can easily refer travellers to

other stunning tourism gems, even if they are found in other countries.

Further, with the 2018 World Tourism Day themed: "**Tourism and the Digital Transformation**", travel agents and related stakeholders are urged to take up the digital challenge and begin the use of platforms such as social media, meta search engines and online bookings. Other tourism-attracting drivers to be considered include growing short-term rental market, luxury travel and Meetings, Incentives, Conferences, Exhibitions (MICE). Domestic tourism, as one of the niche tourism spaces, should also be looked at with a different eye as it can also help with the numbers.

Africa is also known as having been the leader when it comes to wildlife, while also boasting tantalising landscape as well as wild adventure. There is, of course, a bucket list of other attractions that makes it easy for visitors to choose the Continent as their destination. The travel experience in Africa must be expanded further from beautiful landscapes and the Big Five, especially looking at the growing trend of late where visitors are looking at different experiences. These days, visitors want to see themselves on a joy ride of a Blue Train, a helicopter ride or bungee jumping as well as enjoying some walking trails. It is therefore incumbent on African countries to up their game and to make travelling experiences more appealing.

He concurs that through such expansion by all 54 African countries and a smooth cohesion of working together – Africa's current market share of only 5% could change. He said: "There is so much we can do, but we can only do it if we collaborate. We don't need to have 54 countries that look the same; we want 54 different experiences, different languages, different cultures, and different foods."

He, however, adds that the difficulty is getting these collaborative efforts off the ground and different countries have different levels of advancement. "Some are more advanced than others, so how do we make sure that we all play ball at the same time? We just combine hands with those that see tourism as a driver at the moment," said Ntshona.

By Tourism Update

BIODIVERSITY AND ECOTOURISM UNLOCK OPPORTUNITIES FOR SA'S RURAL ECONOMY

President of South Africa, **Cyril Ramaphosa**, says opportunities in the biodiversity economy, as well as wildlife and ecotourism products, have the potential to unlock the country's rural economy and alleviate poverty in rural areas. "If properly developed, the biodiversity economy can assist in accelerating transformation by providing not only employment, but also business opportunities for black South Africans. It is also an opportunity for innovation," added President Ramaphosa, speaking at a Biodiversity Economy Conference that took place in Thohoyandou, Limpopo in August.

Also in attendance was the late Environmental Affairs Minister, **Edna Molewa**, Minister of Tourism, **Derek Hanekom**, Land Reform and Rural Development Minister, **Maite Nkoana-Mashabane**, and Small Business Development Minister, **Lindiwe Zulu**.

The conference was a collaborative effort amongst the departments to harness opportunities presented by biodiversity.

The scope of innovation products in the biodiversity economy includes wildlife and ecotourism products, bio-prospecting and bio-trade products such as cosmetics and pharmaceutical.

Drawing on traditional knowledge about the use of indigenous plants, President Ramaphosa said the country's scientists and researchers could develop products that could be manufactured in rural areas and sold across the world.

Under the theme: "Innovating and Accelerating – with the people, for the people", stakeholders brainstormed ideas that promote sustainable utilisation and conservation of the country's biological resources.

Through the development of the biodiversity economy, it is anticipated that 162 000 jobs can be created and R47 billion generated by 2030.

"We aim to increase business and land ownership by

previously disadvantaged individuals, boosting participation by communities, expanding cultivation of key indigenous plants by 500 hectares a year and having 100 Blue Flag beaches designated across South Africa by 2030," said President Ramaphosa.

The National Biodiversity Economy Strategy, which is currently being considered by Cabinet, provides the guiding framework through which government, the private sector and development partners will co-ordinate for the inclusive growth of the sector.

President Ramaphosa said the strategy sets out measures required to develop the wildlife, bio-trade and eco-tourism sectors, some of which were already being implemented through the Operation Phakisa framework.

Over the next five years, government plans to spend about R1.18 billion to supply the underlying infrastructure required to grow the biodiversity economy and ensure that it contributes meaningfully to the South African economy.

According to President Ramaphosa, much of the government's support is centred on market development locally, regionally and internationally.

"We cannot conserve South Africa's natural resources without the involvement of the communities that benefit from these resources every day. Sustainable biodiversity conservation is inextricably linked to socio-economic development and tourism," said President Ramaphosa, whilst urging the youth to get involved in these initiatives to ensure sustainable growth of the economy.

"Equally important, is the involvement of young people. Without the commitment of our youth to a sustainable economy and protection of the environment through the preservation of our cultural and natural heritage, our economy cannot grow," concluded President Ramaphosa.



By Tourism Update

AFRICA TRAVEL SUMMIT HIGHLIGHTS COMMUNITY'S ROLE IN TOURISM



The inaugural Africa Travel Summit was held in Cape Town from 11 to 13 September 2018, bringing together over 200 leaders in Africa's tourism industry.

Discussions included:

Technology to empower communities through tourism. The role of the media in shaping Africa's tourism narrative.

The World Bank Group looking at flexible financing to help small, medium and micro enterprises (SMMEs). Tourism in times of crisis; with a focus on sustainable tourism. The role of government in advancing tourism.

Speakers included **Najib Balala**, Kenya's Minister of Tourism, **Jerry Mabena**, Chief Executive Officer (CEO) of Thebe Tourism, **Sebastian Molineus**, Director at the World Bank Group, **Larry Madowo**, Business Editor at BBC Africa and **Naledi Khabo**, Director at Africa Travel Association.

The keynote speaker was **Chris Lehane**, Head of Global Policy and Public Affairs at Airbnb, who presented a new report on how the Airbnb platform is helping to develop travel in Africa. In his address Lehane said: "There is a transformative power in travel that can create new economic opportunities, and drive what we call people-to-people connections. It's what we call healthy travel, it is supporting belonging and at Airbnb our community model of healthy tourism is based on advancing the interests of all stakeholders."

To this end, Lehane noted that eight in ten guests chose the Airbnb platform as a way of exploring a specific neighbourhood. Additionally, two-thirds of travellers use Airbnb because they believe the environmental footprint is smaller while the benefit to local economies is higher.

According to the report, Airbnb in South Africa has earned R38million and has supported 22 000 jobs. Additionally, of the 35 000 hosts in South Africa, 65% are women. With Airbnb's new 'Experiences' function, hosts can offer guests a more in-depth understanding of their area. According to Airbnb, the average annual income for a South African hosting six 'Experiences' a month is R 207 046, 00. Additionally, one-third of all requests for South African Experiences fall into the 'Social Impact Experiences' category; the proceeds of which go directly to non-profit organisations.

Lehane said: "Today's report shows how Airbnb's community model creates healthy tourism by benefiting the hosts who share their homes and passions, the guests who are seeking authentic cultural experiences and the local residents whose cultures, experiences and economies are celebrated and supported."

Sisa Ntshona, CEO of SA Tourism (a host partner for the summit) said: "Homestays are a new category for us to look at and working more closely with Airbnb on this will certainly assist us in achieving our goals of attracting additional visitors."

By Tourism Update

GREEN TOURISM INCENTIVE PROGRAMME ADDS WATER EFFICIENCY MEASURES



The Department of Tourism announced the addition of support for water efficiency measures in the Hospitality Industry with the third window application period of the Green Tourism Incentive Programme (GTIP), which opened on 1 September and will close on 30 November 2018.

In partnership with the Industrial Development Corporation (IDC) and with the National Cleaner Production Centre of South Africa (NCPC-SA) as the technical support, the Department launched the Green Tourism Incentive Programme in 2017 to encourage small and micro tourism enterprises to move towards cleaner and more energy-efficient operations.

While the uptake in the programme during the first two application windows was positive, the Department recognised the need to expand the programme focus to also include water efficiency to mitigate the impact of persistent drought conditions in some parts of the country on the tourism sector.

The programme funding limits to qualifying small and micro tourism enterprises remain mostly unchanged but were adjusted to include water efficiency as follows:

- 90% of the cost for a new resource-efficiency (energy and water) audit or the full cost for reviewing an existing resource-efficiency audit; and
- Grant funding to qualifying small and micro enterprises on a sliding scale from 30% to 90% (capped at R1 million) towards the installation of recommended water and energy efficiency measures.

"The inclusion of water efficiency solutions in the Green Tourism Incentive Programme contributes to the department's objective of encouraging the South African tourism sector to adopt operational practices for the sustainable management and usage of water and electricity resources and adhering to responsible tourism principles," said the Director General of the Department of Tourism, Victor Tharage.

The IDC manages the GTIP on behalf of the Department with energy and water efficiency audits being conducted by the NCPC-SA to determine the best possible solutions to be implemented.

For more information, application forms and guidelines on the GTIP, visit the IDC website at www.idc.co.za. Enquiries can be directed to gtip@idc.co.za.

By Staff Reporter

TOURISM MINISTER ATTENDS WORLD TOURISM EXPO IN ZIMBABWE



Tourism Minister with a delegate from Zimbabwe

Minister of Tourism, Mr Derek Hanekom, together with several emerging South African tourism enterprises, attended the Sanganai/Hlanganani World Tourism Expo in Bulawayo, Zimbabwe on 7 September 2018.

The Sanganai/Hlanganani World Tourism Expo is Zimbabwe's premier tourism showcase that brings together travel and tourism providers from across Africa. Minister Hanekom led the South African delegation, which included South African Tourism executives and 13 small tourism enterprises that receive support through the Tourism Incentive Programme of the Department of Tourism.

These enterprises formed part of the exhibitors who are operating within the tourism and hospitality sector from various provinces in South Africa. The interaction with other exhibitors was significant as they could share their ideas in developing and growing tourism, as well as raising their challenges.

Minister Hanekom attended a bilateral meeting with the Minister of Tourism and Hospitality of Zimbabwe, Priscah Mupfema and participated in the African Tourism Ministers Roundtable to strengthen regional multilateral cooperation on tourism development.

The Ministerial Roundtable Discussion was attended by invited Ministers responsible for Tourism, senior government officials, chief executive officers from the private sector and tourism marketing agencies across the world. The theme of the roundtable discussion was: "Tourism and Digital Transformation in Africa."

In his remarks, Minister Hanekom indicated that digital technology plays a major role in the fourth industrial revolution. Travellers today carry cellphones that have applications that allow them to make bookings for flights, accommodation and visits to tourist attraction places. It is also used for digital marketing and allows tourists to make decisions based on what is the best out there in the market. The e-visa is one area that most countries are starting to move to as it reduces costs and inconveniences experienced by travellers in that process.

South Africa and Zimbabwe enjoy cordial cooperation on tourism and economic development. In celebration of Tourism Month, Minister Hanekom promoted South Africa as a destination of choice for international tourists, and reaffirmed South Africa's commitment to bilateral cooperation with our neighbouring countries and strategic partners.

By Staff Reporter

MPUMALANGA LAUNCHES ITS TOURISM MONTH PROGRAMME



Thulani Nzima, Sikhumbuzo Eric Kholwane, Johannes Nobunga at the launch of Tourism Month



Members of the media at the Tourism Month launch



Media tour picnic

The Mpumalanga Tourism and Parks Agency (MTPA) together with the Department of Economic Development and Tourism (EDT) launched the Tourism Month programme in the province at HoyoHoyo Acorns Lodge in Acornhoek, Bushbuckridge. A series of events and activities aimed at promoting Mpumalanga as a destination of choice were presented to media and tourism stakeholders.

The theme for this year: **“Tourism and the digital transformation”** is aligned to the United Nations World Tourism Organisation (UNWTO) 2018 World Tourism Day celebrations. This theme indicates the opportunities provided to tourism by technological advances, including big data and digital platforms on the map of sustainable development. The UNWTO sees digital advances and innovation as part of the solution to the challenge of marrying continued growth with a more sustainable and responsible tourism sector.

“Tourism Month provides the tourism industry with an opportunity for a sustained, heightened month-long focus on the importance of domestic tourism to the economy. This sector is an integral part of our society as it has the potential contribution to social development and economic growth,” said Mr Johannes Nobunga, CEO of the MTPA.

“Domestic tourism is key in ensuring that our local people discover the diverse offerings available locally and benefit from them. It is therefore important to ensure that tourism products developed are sustainable and accessible to all,” added Nobunga.

The intention during Tourism Month is to promote tourism to all South Africans irrespective of their gender, race or any other status. The focus in September was to continue with our awareness campaigns to educate our local communities on the importance of realising that digital advances provide tourism with opportunities that can improve inclusiveness, community

empowerment and efficient resource management.

“We have partnered with various tourism stakeholders like the regional tourism organisations, various government departments, district and local municipalities as well as media to work together to profile Mpumalanga as a preferred tourism destination. We have had a series of exciting events lined up for the month of September to attract more visitors into the province” explained Nobunga.

The series of events scheduled for September included amongst others the Lilizela Awards aimed at recognising service standards within the tourism businesses. This event coincided with the Ray Phiri Memorial Lecture and Mbombela Jazz Festival from 6 – 9 September 2018.

The Provincial Tourism Day in the Gert Sibande District was another event on 22 September 2018 aimed at creating a platform to interact with various stakeholders and educating the community about responsible tourism and the impact it has in our daily lives. The Mpumalanga Parks Week scheduled from 17 – 21 September 2018 afforded our communities with free entry into the selected MTPA Nature Reserves.

Women operating in the tourism sector were also honoured at a symposium in Secunda on 14 September where they were afforded an opportunity to learn more about the trends in the tourism business. This was open to those women who run tourism businesses or have an interest in the sector.

“As we celebrate Tourism Month we encourage locals to take a shot left and explore the unique product offerings that are accessible in the province. This month aims to generate awareness on the enormous contribution that the tourism industry makes to the provincial and national economic growth and job creation” concluded Nobunga.

By Mpumalanga Tourism and Parks Agency

BUSINESSES SHINE AT THE LILIZELA TOURISM PROVINCIAL AWARDS

The Mpumalanga Tourism and Parks Agency announced the names of the provincial winners of the 2018 Lilizela Tourism Awards at a ceremony held on 7 September 2018 at Emnotweni Arena in Nelspruit.

The province's finalists were publically honoured for their contribution to service excellence and quality assurance in the tourism industry.

The theme for the Lilizela Tourism Awards for 2018 is ***Honouring the Best of the Best***.

This is befitting as the awards recognise and reward the highest levels of excellence in the tourism value chain. The Lilizela Tourism Awards celebrate tourism businesses that showcase best business practices, quality assurance and service excellence that are contributing to making South Africa a globally competitive tourism destination. They are the ultimate reward for entrepreneurial and service excellence that sets global benchmark standards.

The Lilizela Tourism Awards are an opportunity to celebrate professionalism, creativity and innovation in the industry. The provincial awards were held in the month of September

– which is also the time that South Africa and the tourism industry at large celebrated Tourism Month.

"We would like to congratulate all the finalists and winners. Each year we are encouraged by the quality of products and services that enter the Lilizela Tourism Awards. These awards are our way of recognising the hard work in setting the bar high and helping to make South Africa such a highly regarded must-visit destination, for local and international tourists alike," said Mr Johannes Nobunga, Chief Executive Officer (CEO) of the Mpumalanga Tourism and Parks Agency.

Nobunga said, "The ceremony tonight will see 34 finalists being awarded certificates, with 32 of them being winners that will proceed to represent Mpumalanga in the national awards ceremony to be held in Gauteng.

We wish to congratulate our provincial winners for their achievements and all their hard work as well as the effort they have put into positioning their products, and especially the province. We believe that this achievement will enable others to learn from this outstanding work that is being delivered and further motivate others to participate."

Mpumalanga winners

Name of Establishment	Star Grading
Action & Adventure	
Lowveld Extreme Adventures	0
Bed & Breakfast	
Matumi Golf Lodge	5
Blue Jay Lodge	4
La Picasso Guesthouse	3
Caravan & Camping	
Badplaas A Forever Resort Caravan Park	3
Tented Adventures Pretoriusskop	2
Country House	
Umsisi House	5
ETEYA Awards	
Vomba Tours and Transfers	0
Game lodge	
Tintswalo Safari Lodge	5
Tintswalo Manor House	4
Umlani Bushcamp	3
Guesthouse	
Loerie's Call Guesthouse	5
La Roca Guest House	4
Selati 103 Guest Cottages	3

Name of Establishment	Star Grading
Hotel	
Akabeko Boutique Hotel	5
Country Boutique Hotel	4
Fortis Hotel Malaga	3
Town Lodge Mbombela	2
Road Lodge Mbombela	1
Lodge	
Needles Safari Lodge	4
Sabie River Bush Lodge	3
Meetings, Exhibitions and Special Events (MESE)	
Badplaas A Forever Resort Conference	3
Scenic beauty	
Graskop Gorge Lift Company	0
Self-catering exclusive	
Valbonne Villa at Tomjachu Bush Retreat	5
The Cycad Lodge & Chalets	4
Thaba Tsweni Lodge & Safaris	3
Self-catering shared vacation	
Ngwenya Lodge	4
Jackalberry Ridge	3
Graskop Holiday Resort	1
Tour Operators	
Ntwanano Tours and Travel	0
Wildlife Encounters	
Ngwenya Lodge	4

The national winners will be announced at the Sandton Convention Centre on 17 November 2018.

To view the full list of finalists and winners visit www.lilizela.co.za



THE LILIZELA TOURISM AWARDS



Ntwanano Safaris



ETEYA Winner Vomba Tours



Nomsa Mazibuko Interim
Chairperson Women in Tourism
Chapter Mpumalanga



Graskop Gorge Lift



Women showcasing their vintage theme for the seminar



Women in tourism

By Mpumalanga Tourism and Parks Agency

STUDENTS EXPLORE THE WORLD OF TOURISM AT CAREER EXPO

Over 4000 learners and graduates flocked to the North West province for the much anticipated National Tourism Career Expo (NTCE) which took place at the Sun City Holiday Resort, in North West province. Under the theme "Tourism and Digital Transformation" the Expo is designed to bridge the information gap between the industry and learners, thereby exposing them to tourism career and prospects as well as providing graduates the opportunity to interact with potential employers.

The event was hosted over three day sessions from 28 to 30 September 2018, with a delegation consisting of learners in grade 9 – 12, from Technical and Vocational Education and Training (TVET) Colleges, University students and unemployed graduates from across the country. The Expo provided a chance for tourism curricula experts and industry skills specialists to share information with tourism educators and learners, on a variety of career choices and opportunities the sector offers.

The opening ceremony included a walk about of the exhibition stalls by its patrons, Department of Tourism Deputy Minister, Elizabeth Thabethe, North-West MEC, Desbo Mohono and senior executives from key players in the tourism industry. More than 30 exhibitors displayed the industry's career offering and options, bidding to influence and persuade learners to make tourism a career of choice.

Addressing the delegates, Deputy Minister Thabethe said "Having celebrated World Tourism Day, it is befitting for us to close Tourism Month with the NTCE, as one of our department's flagship programmes which is designed to bridge the gap between industry, government, learners and young people"

The NTCE is a collaboration of the Department of Tourism, the Culture, Arts, Tourism, Hospitality, Sports Sector Education Authority (CATHSSETA) and the North West Department of Tourism as the host province for the next three years (2018 – 2020).



Learners arriving at Sun City Holiday Resort to attend the NTCE



As they would in class, learners paying attention during the proceeding of NTCE

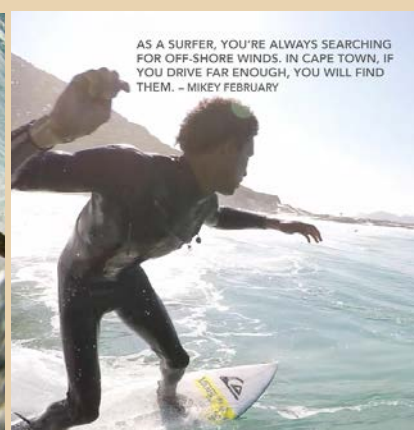
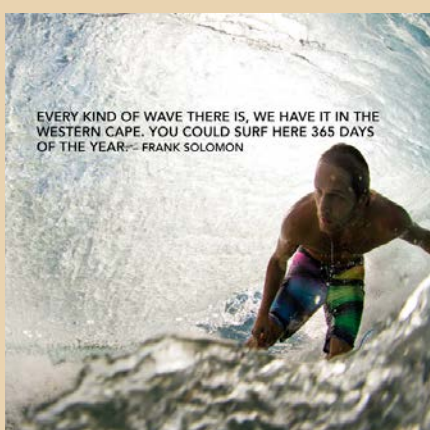
NTCE rotates among provinces who bid for the rights to host the event over a period of three years. The Expo is a key among the deliverables of the National Tourism Sector Strategy as it responds to the Broad Based Benefits pillar that focuses on transformation, rural tourism development, enterprise development and investment.

MEC Desbo Mohono said that she was honoured for the province to host an event of this magnitude. "The NTCE has found a home and friends in our beautiful province. We have seen it from its humble beginnings, having been previously hosted by KwaZulu-Natal, the Eastern Cape, Free State, and now for its tenth year we are in Bokoni Bophirima."

By Charles Mnisi

CAPE TOWN'S WORLD CHAMP SURFERS LAUNCH

#ITSALLSTILLHERE TOURISM CAMPAIGN



Cape Town's world champ surfers Jordy Smith, Mikey February and Frank Solomon joined Wesgro to unveil the new #ItsAllStillHere tourism campaign.

The campaign - which kicked off with three short, sharable videos - profiles the Cape's top surfing talent, natural beauty and world-class surf conditions. It acknowledges that the region has suffered its worst drought in history, but shows how the province has come through the crisis and that this extraordinary destination is "all still here".

Each video features an internationally acclaimed local surfer explaining their personal relationship with water and how the recent drought affected not only them personally; but the province as a whole. The message across all three videos is a clear call to action – Cape Town and the Western Cape is a leading destination for responsible tourism and adventure tourism, with some of the best surfing conditions on the planet, and is open for business.

In the films, the surf spots give a taste of our world-class attractions and scenery, and show that the Cape's breath-taking adventure tourism experiences are all still here - waiting for tourists from around South Africa and the world.

Wesgro CEO Tim Harris, commented: "As the tourism, trade and investment promotion agency for Cape Town and the Western Cape, we wanted to use our most influential young ambassadors, who travel the world to surf, to remind global travellers just how special this destination is. In the films they pay homage to individual Capetonians and local businesses that took it upon themselves to change their relationship with water to get us through this challenging period."

Harris added: "We are immensely grateful to Jordy, Frank and Mikey who took part in the campaign free of charge. We are honoured to have such passionate international spokespeople for the city and province, who were willing to give up time between the World Surf League competitions to film with us."

"When Frank approached us with this idea of using globally recognised local surfers to help tell the Western Cape story, we saw a great opportunity to tie in a positive message about water," commented Judy Lain, Wesgro's Chief Marketing Officer for Tourism.

"Jordy, Frank and Mikey were the perfect ambassadors for the face of this campaign considering their achievements and

extensive social media influence and reach, and passion for the province."

- Jordy Smith is hailed as South Africa's top surfer and most successful – currently ranked fourth in the world and finishing runner-up on the World Surf League table twice. Despite being on the road to compete year round, he is locally-based and a proud ambassador of Cape Town and the Western Cape.
- Frank Solomon is hugely popular and celebrated as one the Mother City's top big wave surfers. No stranger to the camera, he's the star of the Emmy Award-winning mockumentary 'Let's Be Frank'. Hailing from Hout Bay, Frank is passionate and actively involved in eco-friendly initiatives, and runs a surf project for under-privileged children.
- Mikey February, the first Cape Town surfer to make it onto the World Surf League when he joined the world's top 34 surfers on the tour this year, is already making his mark on the international circuit. He grew up surfing the waves in Cape Town and the Western Cape and his story is truly inspirational.

Instrumental to the success of the videos produced was Sledgehammer Studios – who managed to capture each surfer in their home environments despite the short run times – and Sacha Specker, a local videographer and photographer who generously provided additional footage of all three surfers.

Former Cape Town Executive Mayor Patricia de Lille said: "We live in an ever changing world and we work from the premise that the world owes us nothing. By positioning Cape Town as a digitally-connected city that constantly innovates in every sector; we show our city as a place with incredible natural beauty, creative young people, and a diverse community. Tourism attracts thousands of visitors to our shores each year and showcasing a diversity of attractions will bring more growth and investment to Cape Town."

Provincial Minister of Economic Opportunities, Alan Winde, commented: "This campaign not only highlights the scenic beauty and the amazing tourism opportunities that await visitors, but also highlights the importance of mindful and sustainable tourism and tells the story of our water resilience in a unique way. Sustainable tourism and building resilience are key to preserving our tourism industry and ensuring that it can grow to benefit the people of the Western Cape."

TOURISM MONTH MUST BE A TIME TO REFLECT ON THE STATE OF SA'S DOMESTIC TOURISM

BY BLACKY KOMANI, CHAIRMAN, TOURISM BUSINESS
COUNCIL OF SOUTH AFRICA



The volume of domestic tourism trips in South Africa has been on a decline since 2015. This is according to South African Tourism's **2017 Tourism Annual Report** and this year's first quarter report.

For the first quarter of this year, a decrease can be seen in international tourist arrivals between April and June. The statistics also show a decline of 14.9% in domestic trips taken over the same period; that is 4.1 million trips taken in the second quarter of 2018 compared to 4.8 million for the same period in 2017. Over the same period, there were also declines in total direct tourism spend, length of stays and bednights.

Essentially, these statistics are telling us that fewer South Africans are taking a **sho't left**. Although holiday tourist trips were up in this period, the overall picture is one which should worry us all as operators, stakeholders and officials in the travel and tourism sector.

These are critical figures we need to be reflecting on as we currently celebrate Tourism Month. How did we get here? What are the reasons behind this worrying trend? What can we do about it?

The Tourism Month initiative has always had its roots in propelling domestic tourism. However, we are yet to fully understand its impact. The recent initiative by sector role-players to reposition this initiative is definitely a step in the right direction. The manner in which this is achieved is where we all have a collective role to play.

For us as the travel and tourism business community, it's about going back to basics and providing a conducive environment to facilitate domestic travel – ensuring that potential tourists know enough about the options that are available to them in every sense of the word – particularly in terms of affordability and accessibility.

It is about innovative packaging. It's about excellent service delivery. It is also about inclusivity, fostering traveller confidence amongst locals and more critically about fostering a culture of holiday travel amongst the majority of South Africans.

In repositioning the concept of Tourism Month, we must ensure that this month-long focus on tourism is also a time for reflection and robust conversation about the state of domestic tourism in the country.

Beyond the launch, the tourism lecture and other annual planned events and promotional campaigns, there must be room to fully unpack where we are and where we need to move towards to ensure that domestic tourism truly becomes the backbone of the sector (in line with the objectives set out in the National Tourism Sector Strategy).

A critical question we need to ask ourselves is: in the current economic environment where both consumers and businesses are encouraged to tighten their belts, how do we make a compelling case for domestic travel?

We must also ask - how do we influence persisting negative perceptions around local travel? How do we get around the issue of affordability, both from consumer and business perspective? What role does technology and innovation play from a domestic tourism point of view in terms of domestic visitor packaging and experience?

A strong domestic tourism sector can only yield a strong and sustainable tourism sector. We hope that Tourism Month 2018 was the first step where we collectively work towards ensuring that more and more South Africans take a sho't left, as we prepare for the next celebration in 2019

TSHIFHIWA TSHIVHENGWA APPOINTED AS PERMANENT CEO of TBCSA



The Tourism Business Council of South Africa (TBCSA) has appointed Tshifhiwa Tshivhengwa as permanent CEO.

Tshivhengwa was appointed interim CEO on August 15, and captained the TBCSA ship for the months prior to the permanent CEO appointment.

Chairman of the TBCSA board, Blacky Komani, said: "We are excited that we have secured an outstanding tourism executive of the calibre of Tshifhiwa to spearhead TBCSA's organisational strategy. There was huge interest in this role from tourism industry heavyweights, and I would like to take this opportunity to thank those who made themselves available to serve in this position. On behalf of the board I would also like to congratulate Tshifhiwa on his appointment and we wish him a successful journey with us. He is level-headed, and is well respected in the industry."

The TBCSA has adopted a new organisational strategy that focuses on tourism as a stimulant for the economy, elevating tourism's profile as an employment and enterprise creator, and resetting the TBCSA. Another key element within the strategy will be to enhance collaboration between the private sector, government and civil society, to grow tourism.

"I am excited by this opportunity, but a lot of work lies ahead of us. The next immediate steps are ensuring that the strategy approved by the board is operationalised, and that we sit down and define what needs to happen in the next year, two years and three years," said Tshivhengwa. "While we are doing this, we are not going to stop listening to and responding to the industry needs. Whatever the industry needs in the name of positive growth of the tourism sector, the TBCSA is committed to doing; to prosper the industry, create more jobs, and contribute positively to the economy. We will also ensure that everything we do is done in an inclusive way."

National Chairperson of the Federated Hospitality Association of Southern Africa (Fedhasa), Jeff Rosenberg, has applauded Tshivhengwa's appointment, saying that during his time as CEO of Fedhasa, Tshivhengwa was instrumental in growing the organisation's brand, keeping it relevant amongst stakeholders and ensuring that Fedhasa members' interests were kept top of mind at all times.

"I would like to thank the TBCSA board for placing its trust and confidence in me. There is a lot of work to be done; the industry is not in good shape – arrival numbers are down, so we need to work hard to make sure that any tourists touching ground in SA are serviced properly, and that we seek and implement solutions to any impediments that stand in the way of growing and enhancing tourism in our country," Tshivhengwa concluded.



Bojanala

Aug - Sep - Oct 2018

Physical address

17 Trevenna Street

Tourism House

Sunnyside

Pretoria, 0002

Contact information

Call centre: +27 (0) 860 86 8747 or +27 (0) 860 TOURISM

Call centre e-mail: callcentre@tourism.gov.za

Switchboard number: +27 (0) 12 444 6000

Switchboard fax: +27 (0) 12 444 7000

Postal address

Private Bag X424

Pretoria, 0001

Website

www.tourism.gov.za



[departmentoftourism_](#)



[@Tourism_gov_za](#)



[Department of Tourism](#)



RP294/2018

ISBN: 978-0-621-46537-2