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INSIDE THIS EDITION

- 3 Editorial
- 4 Department of Tourism Budget Vote 2023
- 6 Africa's Travel Indaba 2023 was a Phenomenal Success
- 8 Tourism Dialogue During Africa Travel Indaba
- 9 New Tourism Talent for Tour Operators
- 10 Women in Tourism Breakfast Session
- 12 A Story of Rapid Recovery
- 13 2023 Research Seminar
- 14 World Travel Market 2023
- 15 Mastercard and SCTIE Partner to Boost Local Tourism and Investment in South Africa
- 16 Department of Tourism Investments in Energy Efficiency Measures
- 17 Phase 2 of Tourism Development at Agulhas National Park Commenced
- 18 Deputy Minister Mahlalela Hosts Stakeholder Engagement Session in the Drakenstein Municipality
- 19 The Resistance and Liberation Heritage Route
- 20 Uppington Welcomes TIFA for Investment Opportunities
- 21 Uncover the Outdoor Splendour of the KZN South Coast with a Camping Adventure!
- 23 Events Calendar

FACTS ABOUT THE COVER:

The Nelson Mandela Bridge in Johannesburg is the largest cable-stayed bridge in South Africa. The bridge is 284 meters long and connects two significant business areas: Braamfontein and Newtown. The bridge was named Nelson Mandela Bridge in recognition of Mandela's role in uniting South African society.

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Editorial



The giant that is Africa is rising! Africa Month saw the hosting of Africa's Travel Indaba in an extraordinary meeting of minds. The iconic Pan-African leisure trade show has the specific objective of creating market access for our vast array of African leisure tourism products. It is one of the largest tourism marketing events on the African calendar which showcases the widest variety of Africa's best tourism products and attracts more than 1000 international buyers and media from across the world.

This gathering of excellence saw a pooling of talent and a platform for

captains of industry and thought leaders to share best practices. A trifecta of talent, skills and ideas saw the recovery of the tourism sector well underway.

It was a platform for tech innovation, Women in Tourism and market support for small business. On the sidelines of this event, bilaterals were held to strengthen regional cooperation. Think tanks like the African Ministers and BRICS dialogue addressed issues like e-visas, market access and regional integration. These events gave expression to the ethos of this tradeshow.

Inside this edition, you will also read about this year's World Travel Market and the recently held Tourism Investment Forum Africa. We uncover Kwazulu-Natal's outdoor splendour and take you on a tour of the Resistance and Liberation Heritage Route.

As we continue to celebrate Africa and all its beautiful wonders, let us work towards building the tourism sector to build a better South Africa and a future for all.

Seapei Lebele



DEPARTMENT OF TOURISM BUDGET VOTE 2023

ADVANCING TOURISM RECOVERY AND ENTERPRISE SUPPORT

Department of Tourism Budget Vote 2023

The Minister of Tourism, Ms Patricia de Lille and Deputy Minister, Mr Fish Mahlalela recently presented the Tourism Budget Vote at the National Assembly. The Tourism Budget Vote highlighted the Department's key areas of work and strategic focal points for the 2023/2024 financial year. Furthermore, it expanded on the milestones of the Tourism Sector Recovery Plan and the initiatives that are poised to grow tourism, advance transformation and skills development in the sector.

Minister de Lille's speech focused on advancing tourism recovery and enterprise support. The Minister indicated the importance of the tourism sector to the South African economy and the need to attract more visitors to our shores. Impressively, tourism performance has increased in recent months and has driven a rapid recovery of the sector. "In the first quarter of 2023, foreign direct spend soared to an astounding R25.3 billion, marking a 143.9% increase compared to Q1 of 2022," said the Minister.

In terms of Meetings, Incentives, Conferences and Exhibitions (MICE), the Minister indicated that there was a 12.3% increase in MICE trips taken during January – March 2023. For the year 2023, 10 bids have been secured for MICE events and they include the International Congress of African Phytomedicine Scientific Society, the Southern African Neurological Association Conference and the Global Association of the Exhibition Industry (UFI) Global Congress.

Key tourism priorities highlighted by the Minister include growing the tourism sector, increasing economic contribution and increasing employment opportunities. According to the Minister, these will be achieved through the implementation of the Tourism Master Plan, Improving E-Visa Processing, Improving Tour Operator Licence Processing, Unlocking the Tourism Equity Fund (TEF) and stimulating Tourism Infrastructure Development.



Minister Patricia de Lille arrives at the National Assembly to deliver the 2023 Budget Vote

The largest portion of the Department's Budget allocation went to South African Tourism (SAT) whose primary mandate is to market South Africa as a tourist destination to local and international tourists. Key to this will be the Global Tourism Brand Campaign that will ensure that South Africa is embedded as a top-of-mind destination for potential tourists.

The Minister indicated that part of the Budget will be geared toward implementing programmes that support the most vulnerable through the Extended Public Works Programme, the Tourism Incentives Programme and other development projects.

Five interventions were indicated as follows: Safety and Security; Market Access Programme (MASP); Green Tourism Incentive Programme (GTIP); Tourism Grading Support Programme (TGSP); Tourism Transformation Fund (TTF) and Township Tourism. These interventions were identified by the Minister as important factors to stimulate tourism growth using the allocated budget.

Deputy Minister Fish Mahlalela delivered a speech narrating the need to build back the tourism sector together. "Leveraging on our sector's enormous and unrivaled potential to deliver positive change and opportunity for our people will ensure that we leave no one behind as we build back better. Our interventions will be deliberate in cultivating an inclusive sector that benefits all communities and contributes to gender parity," said Deputy Minister Mahlalela.

Key highlights from the Deputy Minister's speech include the following:

Domestic Tourism

Revitalising the domestic market is imperative in achieving the objectives of the Tourism Sector Recovery Plan. In the



2023/2024 financial year, we will embark on four domestic tourism campaigns to encourage South Africans to travel by ensuring affordable and diverse offerings in lesser visited areas.



Deputy Minister Fish Mahlalela with the Acting Chief Executive Officer of South African Tourism, Nomasonto Ndlovu

Responsible Tourism – Community Projects

Investment in infrastructure enhances tourism products, creates opportunities and advocates for the inclusion of host communities in growing tourism in

our rural nodes. We aim to support and monitor the implementation of 29 community-based tourism projects that will create jobs and develop SMMEs.



Minister Patricia de Lille arrives at the National Council of Provinces to deliver the 2023 Budget Vote

Tourism Grading Council of South Africa

The Tourism Grading Council of South Africa (TGCSA) continues to grow with a portfolio of over 4 800 properties. In this year we will complete the review of the grading criteria, and seek to include short-term rentals, sustainable initiatives and new traveller trends.

The Basic Quality Verification Programme that provides certification for homestays and tourism establishments in villages, townships and small dorps is being implemented throughout the KwaZulu-Natal Province. Through this Programme, tourism establishments will be given a verified competitive edge in a market where the discerning traveller wants affordability and value for money.

South African National Convention Bureau

The South African National Convention Bureau (SANCB) will focus on demand creation and bid support globally. In the 2022/2023 financial year, the SANCB sourced and submitted 95 bids for international business events to be held in South Africa between 2022 and

2029. The 95 bid submissions have a combined estimated economic value of R1.2b that can potentially attract 49 232 international and regional delegates to South Africa.

Youth Skills Development Programme

Our Youth Skills Development Programme are minimising the scourge of unemployment and consequential social strife. These training programmes are implemented in partnership with the private sector to improve visitor experience based on industry demand.

The Deputy Minister concluded by announcing the soon-to-be finalised Gastronomy Tourism Framework which will result in the promotion and development of tourism gastronomy experiences across South Africa. This initiative will showcase the country's historical, geographical and cultural diversity with a specific emphasis on community development and the upliftment of women, youth and people living with disabilities.

"Furthermore, the National Tourism Careers Expo (NTCE) will continue to promote tourism as a career, profession and business of choice. More than 8 000 guests comprising of learners, educators, university and TVET college students, unemployed youth, and exhibitors are expected to attend the 2023 NTCE youth expo in Gauteng in September," added the Deputy Minister.

Following a robust debate, the Department of Tourism's Budget Vote received majority support of the National Assembly.



Deputy Minister Fish Mahlalela making his way to the National Council of Provinces to deliver the Department of Tourism 2023 Budget Vote



Africa's Travel Indaba 2023 was a Phenomenal Success

According to initial indications, this year's Indaba surpassed projections with a remarkable 8,629 delegates, hosting 21,000 meetings between exhibitors and international buyers. Additionally, the event featured 1,723 international buyers and 1,023 exhibitors who showcased an impressive array of products.

Zinhle Nzama, Acting Chief Conventions Bureau Officer at South African Tourism, told the media that the 2023 edition of Africa's Travel Indaba "has been successful." "We set out to deliver a show that would showcase the best of the African continent and we did just that and we could not have done it without our partners and of course, the greater African tourism industry," said Nzama.

Nzama addressed the media wrap-up conference of Africa's Travel Indaba 2023, hosted by Durban Tourism, KwaZulu-Natal Tourism, South African Tourism, and Inkosi Albert Luthuli International Convention Centre (Durban ICC). She emphasized that Africa's Travel Indaba 2023 significantly outperformed last year's event, boasting an impressive 21,000 meetings compared to 13,000 in 2022.

Furthermore, the exhibition featured the participation of 22 African countries. "It

was important for Tourism KwaZulu-Natal to make Africa's Travel Indaba a truly Pan-African event in collaboration with SA Tourism and other partners," said Phindile Makwakwa, the Chief Operating Officer at Tourism KwaZulu-Natal. "A strong element of Indaba was the hosting of buyers and media on pre and post-tours to various destinations so they can experience these for themselves and package KwaZulu-Natal for their clients," added Makwakwa encouraging the partners to maintain unity and continue "hunting in a pack."

Makwakwa, is eagerly anticipating Durban becoming the permanent home of Indaba. She expressed confidence in the partnership between ICC Durban, the City of Durban, Tourism KZN and South African Tourism, emphasizing that they have been putting their "best foot forward."

"We are likely to exceed our projections for Africa's Travel Indaba, which contributes significantly to the Durban Gross Domestic Product (estimated at R130 million), hotel and non-hotel occupancy (at 80%), and actual spending (amounting to R78 million), resulting in the creation of 250 job opportunities," stated Winile Mntungwa, Deputy Head of Durban Tourism. Mntungwa emphasized

that the experience of hosting Indaba in Durban was "profound." She further described Indaba as a "mega" event for the city, providing immeasurable exposure to the world. Mntungwa expressed her gratitude to the international media for their extensive coverage and extended her well wishes to the delegates. Additionally, she revealed Durban's exciting plans, including establishing an international film city, a new shopping centre (West Town), a mixed-use development, efforts to enhance cruise tourism, and the revival of the Waterfront Point Development.

John Aritho, Chief Operating Officer at the Inkosi Albert Luthuli International Convention Centre, expressed his admiration for South African Tourism, describing the 2023 edition of the show as "electric". Aritho conveyed his enthusiasm for its success. He stated 'I take my hat off to South African Tourism'. He also mentioned that the Inkosi Albert Luthuli ICC is currently reimagining the precincts to include restaurants and other amenities essential for hosting conferences of the ICC's magnitude. Speaking during the official opening on Tuesday, Tourism Minister, Patricia De Lille, expressed her commitment to collaborating with counterparts across the continent.





Tourism Dialogue During Africa Travel Indaba

The Department of Tourism recently hosted a Tourism Dialogue as part of the BRICS Summit build-up events. This Dialogue took place during the Africa’s Travel Indaba under the theme: “Sustainable Tourism Development”

The Tourism Dialogue focussed on South Africa’s leveraging of its BRICS membership to address the triple challenges of inequality, poverty and unemployment through increased intra-BRICS trade, investment, tourism, capacity building, skills, and technology transfers. As Chair of BRICS in 2023, South Africa will pursue the potential for growing trade and investment, as well as intra-African trade and investment, while advancing the benefits of the African Continental Free Trade Agreement (AfCFTA).



Department of Tourism Minister Patricia de Lille and the Premier of KwaZulu-Natal, Ms Nomusa Dube-Ncube

The Department of International Relations and Cooperation (DIRCO) Head of Policy, Mr Clayson Monyela.

The Premier of KwaZulu-Natal, Ms Nomusa Dube-Ncube, welcomed delegates and laid a fitting foundation for the Dialogue’s discussions under the chosen theme. In her address, she highlighted tourism’s importance in the sustainable development of the African continent by citing the Africa Agenda 2063 as articulated by the African Union. “This is a significant gathering

underpinned by the fact that the African Agenda 2063 in line with 2030 Agenda for Sustainable Development recognises Tourism as a priority sector, and as an avenue for inclusive growth and sustainable development,” said Premier Dube-Ncube. She paid homage to Africa finding its voice on a global stage through the BRICS Summit and praised the continent’s resilience to overcome various adversities such as climate change, social and economic challenges.

The Department of International Relations and Cooperation (DIRCO) Head of Policy, Mr Clayson Monyela, ensured discussion ran smoothly through engaging and insightful questions which stimulated the Dialogue and saw different countries presenting their perspective and sharing best practices.

The Tourism Minister of Zimbabwe, Mr Nqobizitha Magaliso, said: “Intra-African travel is key to our success as a region. We need to make it easy for tourists to travel from one African country to the next. Therefore, we need to advance ease of travel by looking at our connectivity and visa regime.”

The Tourism Minister of Malawi, Ms Vera Kamtukele, stated: “We have structured tourism at the centre of our strategy to build back better after the pandemic. As tourism is not a stand-alone portfolio, we need to leverage on other industries and draw on their resources. At the same time, we need to maintain our authenticity while still working in collaboration with each other.

The keynote address was delivered by the South African Minister of Tourism, Ms Patricia de Lille. The Minister expressed her optimism on tourism’s recovery post-COVID-19 pandemic. “The United Nations World Tourism Organisation’s (UNWTO’s) January 2023 report shows that Africa has recovered about 65% of its pre-pandemic visitors, and tourism in Africa contributed US\$ 1.6 trillion in 2022,” said Minister de Lille. She encouraged delegates to share their successes for the Dialogue to come up with collaborative solutions, especially around Air Access, ways to market Brand Africa, how to facilitate public-private partnerships and the use of technology.

It is evident that Africa is indeed ready, safe and open for business. The collective call to action was, “Let us work together to visualise the Africa that we want. Africa is ready, more than ever before, to become the world’s most telling story of the creation of hope and prosperity.”

Jambo Africa.



Delegates attending the Dialogue



New Tourism Talent for Tour Operators

On the sidelines of Africa's Travel Indaba, the Department of Tourism successfully hosted the Tour Operators Incubator Programme graduation.

Tour Operators are the golden thread that weaves an unforgettable experience for the tourist. They provide a seamless experience from booking to arrival and the subsequent tour package. With tailor-made packages, Tour Operators synergise the various booking platforms. They are the first point of contact with the host country and set the scene for the visit, which already creates an expectation and anticipation with the client.

During the COVID-19 pandemic, the Department of Tourism implemented a programme via Sigma International, to offer business development assistance to Small, Medium and Micro-Enterprises (SMMEs) operating in the tourism industry focused on Tour Operators.

The programme aims to create, implement, and manage a National Emerging Tour Operator Incubator for two years, tailored to meet the individual needs of 44 Tour Operator businesses across all nine provinces in response to the changing business landscape.

The primary areas of emphasis and operational scope of the Incubator Programme included a hybrid incubation model combining virtual and physical needs-based business development

support, regular quarterly reporting, strategic stakeholder engagement, partnership development, business coaching, quality control of deliverables and event management support as part of the project management and implementation process.

The incubates received a range of interventions, including access to markets, products and linkages, training, mentorship, business development advisory services and access to finance, among others.

The Department of Tourism remains committed to its mandate to lead sustainable tourism development for inclusive economic growth in South Africa.



Ngoato Matjea with her certificate



Deputy Minister Fish Mahlalela delivering the keynote address.



Women in Tourism Breakfast Session

The sounds of the song: “Malibongwe” reverberated through the South Foyer at the Inkosi Albert Luthuli International Convention Centre at Africa’s Travel Indaba when Minister Patricia de Lille addressed the Women in Tourism (WiT) Breakfast entitled “Mimosas with Minister.”

The event was a call to action for women in the industry to work together and utilise the opportunities afforded by the Department. The Women in Tourism Programme drives the inclusion of women entrepreneurs in the industry.

Minister de Lille said: “I see women who have dared to be; you have stood up and said, you will do it your way. You are business owners and leaders in the tourism sector, and for that, I commend you, women have the power to transform.”

The Department commenced with the WiT Programme in 2013 as a platform to drive initiatives supporting women’s development and empowerment in the tourism sector. This platform recognised the challenges women entrepreneurs face, often found at the bottom end of the tourism economic value chain, and identified interventions that will assist in realising the WiT agenda. Its focus areas include training on personal development, supporting women to

develop a competitive advantage in their businesses, and providing capacity-building initiatives.

The WiT programme aims to integrate women from different backgrounds within the sector and ensure they converge on common goals and interests within the industry. This initiative serves as a mechanism to drive programmes to support the development and empowerment of women in the tourism and hospitality sector as well as provide networking opportunities.

The WiT programme has established chapters in all nine provinces to mobilise women in the industry along with various relevant government departments at national, provincial and local levels to address identified challenges and gaps in the tourism value chain. Each Chapter also has to present its Programme of Action to the Department and provide annual reports to members.

The Minister was pleased to see women mobilising themselves by connecting various women’s tourism businesses with the government to conquer mountains and succeed.

In 2010 the United Nations World Tourism Organisation (UNWTO) released the Global Report on Women in Tourism. The Report highlighted the sector’s value as an engine for economic development through foreign exchange earnings and the creation of direct and indirect employment. It further explained that this value needs to translate into an equitable distribution of economic impacts between men and women in the sector, especially in developing economies.

The key findings from this Report were articulated as follows:

- Women make up a large proportion of the formal tourism workforce;
- Women are well represented in service and clerical level jobs but poorly represented at professional levels;





- Women in tourism are typically earning 10% to 15% less than their male counterparts;
- The tourism sector has almost twice as many women employers as other sectors;
- A large amount of unpaid work is being carried out by women in family tourism businesses.

The WiT programme was therefore established to address these problems in the tourism value chain. The Department of Tourism understands the difficulties that SMMEs face and they also understand the immense value of SMMEs in our economy.

“Together, we are here to ensure that changes and mechanisms are put in place to drive transformation in the tourism and hospitality sectors aligned to the targets set out in the B-BBEE Tourism Sector Code,” the Minister said.

Through the WiT programme, the Department of Tourism, together with partners, have achieved the implementation of Business Management Training and mentorship for 225 women.

The purpose of this project is to implement a programme that will provide non-financial support to women-owned businesses in the tourism sector for a period of one year.

The training covered the following areas:

- Business Planning and Financial Management;
- Marketing Strategy and Sales;
- Human Resources, Operations and Risk Management; and
- Planning and managing in a crisis, including building resilience; preparing for a crisis, managing in a crisis and recovering from a crisis.

Through WiT Capacity Building Initiatives, the Department, in partnership with SA Tourism and the private sector, has assisted 450 women-owned tourism SMMEs. The Department of Tourism is also implementing the Enterprise Development Support Programme as one of its strategic programmes that facilitate the growth and sustainability of tourism SMMEs.

Under the Department’s Tourism Business Incubation Programme, during the intake, preference is given to women, youth and persons with disabilities.

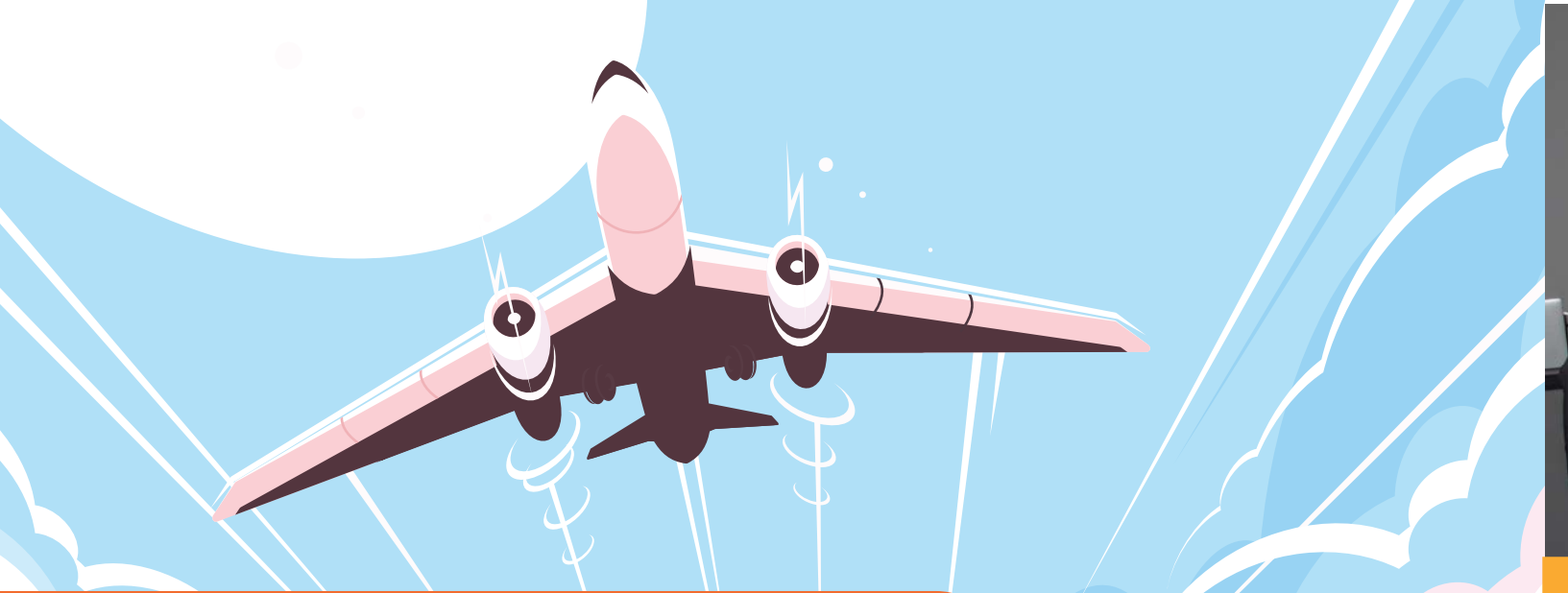
Other successes for the WiT programme with the help of the Department have been:

- 34 Women in Tourism Food Service Incubation Programme;
- Women were supported through Enterprise Development Incubation Programme and the Tour Operator Incubation Programme;



- 10 Women were beneficiaries of the Green Tourism Incentive Programme; and
- 6 Women benefited from the Tourism Transformation Fund.

The Minister said: “There are a number of Women-in-Tourism Programmes which have already helped many of you, and I urge you to go out there and find more women, especially in rural areas, that we can support and empower through these programmes. Let us bring



A Story of Rapid Recovery

Domestic travel has far exceeded the 2019 numbers and at the same time, international arrivals in South Africa are inching closer to pre-pandemic levels as calls mount for the industry to redefine the travel experience and pull together to sustain the momentum of resurgence.

Minister of Tourism Ms Patricia de Lille spoke on day two of Africa's Travel Indaba, which took place at the Inkosi Albert Luthuli International Convention Centre in Durban, during the Quarter 1 (Q1) tourism statistics presentation for January to March 2023. She revealed that domestic overnight trips exceeded pre-pandemic levels as well as 2022 levels by 41.0%, and overnight domestic spend was also up 24.4% compared to Q1 of 2022.

Domestic holiday trips from January to March 2023 were up 40.5% compared to 2022 reaching 2.4 million. The report shows that these holiday trips represented a 27.0% share of total overnight trips. "The world is rediscovering South Africa, and if we continue to work together, we will not only reach but surpass pre-COVID-19 numbers soon," said Minister de Lille.

She said the first quarter results prove that a journey to rapid recovery is underway, showcasing the country's resurgence in the international travel market. The Minister said, "Across the board we have seen a 102% surge in total arrivals from 2022 to 2023 during Q1, reflecting South Africa's attractiveness to international visitors."

Minister de Lille further stated, "The pandemic undoubtedly left a dent in the tourism industry, but we're back, stronger than ever and geared to catapult our inbound tourism numbers beyond pre-COVID-19 levels."

Achieving this monumental goal, insisted the Minister, requires a united front: government, private sector, and all tourism stakeholders joining forces to redefine the travel experience in our beloved country. She boasted that as the world reawakens, tourists are flocking back to South Africa, enticed by South Africa's unparalleled natural beauty and the warmth of our people.

She added: "We are broadcasting a clear message: South Africa is open for tourism, welcoming business, and eagerly awaiting travellers from across Africa and the globe." The Minister said the latest statistics for Quarter 1, January to March 2023, revealed an impressive 2.1 million visitors, a 102.5% increase compared to the same period in 2022. While still 21.5% lower than 2019 levels, she clarified, South Africa is gaining ground rapidly. According to the statistics, Africa led the way again with 1.6 million arrivals, followed by Europe's 387 000 and the Americas' 104 000 visitors.

The report states that in Q1 (January to March 2023), Zimbabwe maintained its reign as South Africa's top source market, a trend consistent since 2019. It showed that over 500 000 Zimbabwean travellers journeyed to South Africa between January and March 2023, compared to 643 000 in the same period in 2019 and 173 000 in 2022.

In the first quarter of 2023, foreign direct spend soared to an astounding R25.3 billion, marking a 143.9% increase compared to Q1 of 2022., the report shows. "Tourists from Europe contributed the most spend of R10.8 billion, followed by Africa with a collective spend of R9.3 billion," said Minister de Lille.

South Africa's tourism industry has demonstrated remarkable resilience and growth, outshining other popular destinations like China, France, Italy, and Brazil," she remarked. The Minister added that: "Air capacity has risen since last year, with a 56% increase in Q1 2023 compared to the same quarter in 2022. In 2023, South Africa reached 1.8 million seats and welcomed around 23 new routes."

"With focused action on improving visa turnaround times, increasing air access, ensuring safety, and aggressive marketing, we are determined to surpass pre-COVID levels. Working together with all stakeholders, we aim to boost tourism's contribution to the economy and job creation," concluded Minister de Lille.





2023 Research Seminar

Department of Tourism staff members with invited researchers.

Earlier this year, the Department of Tourism successfully hosted the 2023 edition of the annual Research Seminar under the theme: “Advancing tourism growth and development through research: a phase of recovery and building resilience”. The seminar took place at the Manhattan Hotel, Pretoria, where the venue was packed to capacity with an audience eagerly awaiting to hear the latest research findings from researchers in the tourism sector. The Department of Tourism has been collaborating with universities to undertake research aligned to the priorities of the Department and sector, and informed by the universities’ expertise. This collaboration dates back to 2012 and it has produced quality research outputs that have assisted to inform planning, policy, programmes and decision-making to develop and grow the sector. This year’s seminar had four presentations by the panel of public higher education and research institutions.

Professor Karen Harris from the University of Pretoria (UP), kicked off the presentations with the research study titled: “The piloting and refinement of the domestic tourism remodelling model”. At its core, this research study appraised the Domestic Tourism Remodelling Model (DTRM) to facilitate the reignition of local domestic tourism. The study put the spotlight on the enhancement of the “supply” side of the tourism value chain and its ripple effect on stimulating an increase in the “demand” side.

Professor Urmilla Bob from the University of KwaZulu-Natal (UKZN) presented on the research study titled: “The piloting and refinement of the domestic tourism recovery framework”. Following the devastating impact of the COVID-19 pandemic on the tourism sector, the Department of Tourism placed emphasis on domestic tourism’s recovery. This underpinned the consensus that promoting domestic tourism is critical to ensuring that the sector recovers from the pandemic’s impact and stimulates a pathway to sustainability and resilience against future disruptions. The presented DTRF consists of four key elements for a more sustainable tourism ecosystem for recovery, and the Framework includes awareness and communication, training and skills development, and monitoring and evaluation components to support effective recovery of domestic tourism.

Mr Dino Gounden from the UKZN followed with the presentation on the research study titled: “Socio-economic and environmental impacts of COVID-19 on domestic tourism in South Africa: Challenges and opportunities to transition to a more sustainable and resilient sector”. This study used a mixed method research design (Quantitative and Qualitative) where some of the results indicated how the COVID-19 pandemic is likely to change the operations of domestic tourism in the long term. The study also explored challenges faced by tourism service providers and their responses to the re-positioning of the domestic tourism sector. Furthermore, it posed questions to the general public regarding their travel behaviour, factors

influencing travel, types of domestic tourism activities they are interested in and their views regarding the re-positioning of the domestic tourism sector.

Professor Elmarie Slabbert from the North-West University (NWU) and Dr Gift Dafuleya from the University of Venda (UNIVEN), wrapped up the presentations with the research study entitled: “The piloting and refinement of the tourism resilience model”. The Tourism Resilience Model (TRM) uses tourism expenditure data before and immediately after the Covid-19 pandemic to assess if the recovery of the tourism economy demonstrates resilience. Furthermore, it monitors domestic tourists’ responsive travel behaviour and choices during and post-crises. The second phase of the model investigates tourists’ travel behaviour for the international and domestic markets leading to the International Tourism Resilience Model (I-TRM) and the Domestic Tourism Resilience Model (D-TRM). The presented research study and its models will enable the South African Tourism sector to better understand domestic and international tourists amid crisis and aid in tourism product development, as well as services and marketing innovation that sustainably boosts inbound and local travel.

Presentations were followed by an engaging question and answer session which provided a platform for insightful discussions and debates regarding the presented findings and recommendations.

World Travel Market 2023



In early April 2023, tourism industry professionals, exhibitors, buyers and the media converged at the Cape Town International Convention Centre for the 2023 edition of the World Travel Market. This three-day event attracted more than 7 000 delegates from over 100 countries, creating an ideal environment for trade, networking and deal-making.

The opening ceremony saw Minister Patricia de Lille deliver the keynote address to a jam-packed auditorium. She expressed great excitement about the tourism industry's recovery post-COVID-19 pandemic, saying: "We are all ready to come back with a bang and we have already started." The Minister highlighted South Africa's tourism figures which indicated an impressive 5.7 million tourist arrivals during the period from January to December 2022. "This is a sharp increase of 152% when compared to the same period in the previous year," the Minister cited.

The Minister also spoke about the importance of air access to meet domestic, regional and international demands. She expressed great enthusiasm for South Africa's prospect to grow international travel by welcoming numerous direct flights from key source markets such as the United States of America (USA), China, Brazil and various markets across the African continent.

The opening ceremony also provided an opportunity for the Deputy Mayor of Cape Town, Mr Alderman Eddie Andrews, to express his gratitude for the opportunities afforded to Small, Medium and Micro-Enterprises (SMMEs) at the

World Travel Market. The Deputy Mayor said: "This event will provide a wonderful platform for SMMEs in the travel industry looking to access international travel buyers."

At this year's World Travel Market, the Department of Tourism supported 30 SMMEs to showcase their tourism offerings and products. This support is conducted through the Department's Market Access Support Programme (MASP) which aims to assist small inbound tourism enterprises to access and engage with tourism buyers in new and existing markets. This is done by reducing the cost burden of qualifying enterprises to attend and participate in predetermined international and domestic tourism trade platforms. To date, the Programme has supported more than 400 beneficiaries with an estimated return of 1 000 permanent jobs.

Ms Granny Motsaung from Lapologa Bed and Breakfast, one of the Programme beneficiaries that attended the World Travel Market, has lauded the MASP for the overwhelming number of engagements she was exposed to. "I urge other small businesses to participate in the Programme as it guarantees exposure," she said.

Another MASP beneficiary attending the World Travel Market, Mr Jacques Kriek from Mattanu Private Game Reserve, said that he has managed to expand his business' offering by partnering with other products to build itineraries with the aim of selling South Africa as an experience and not just a single product. "I have made a lot of contacts and am

extremely grateful to the Department of Tourism for the opportunity to be at World Travel Market," said Mr Kriek.

While the exhibition floor was a buzz with close to 9 000 pre-confirmed meetings, the event also provided an opportunity for engaging panel discussions with various speakers. The Minister of Tourism participated in one such panel discussion hosted by the International Tourism and Investment Corporation. Other dignitaries included, Honourable Ms Philda Kereng (Minister of Environment and Tourism – Botswana), Honourable Ms Peninah Malonza (Cabinet Secretary Ministry of Tourism, Wildlife and Culture Heritage – Kenya), Honourable Ms Memunatu Pratt (Minister of Tourism and Culture – Sierra Leone), Honourable Mr Edmund Bartlett (Minister of Tourism – Jamaica), Honourable Mr Moses Vilakati (Minister of Tourism and Environmental Affairs – Eswatini), Honourable Mr Rodney Sikumba (Minister of Tourism and Arts – Zambia), Ms Susana Carillo (First Deputy Mayor – City of Malaga) and Mr Ken Osei (Principal Investment Officer – International Finance Corporation).

At the center of the thought-provoking discussions, was the need to open the skies in Africa by tackling obstacles which include visa restrictions and exorbitant travel costs. If these discussions are anything to go by, there is a great future on the horizon for Africa's tourism industry. The resounding success of this year's World Travel Market can only add to a more prosperous tourism industry that is ready to boom.

Mastercard and SCTIE Partner to Boost Local Tourism and Investment in South Africa



Phelisa Mangcu, CEO of South Coast Tourism and Investment Enterprise (SCTIE) and Cuthbert Tembedza, Vice President of Business Development, Government Engagement, EEMEA for Mastercard.

In an innovative collaboration for the KwaZulu-Natal South Coast, Mastercard and South Coast Tourism and Investment Enterprise (SCTIE) signed a Memorandum of Understanding (MOU), a partnership that will offer significant business-related benefits to informal traders and Small Medium Enterprises (SMEs) within the KZN South Coast. The partnership was solidified by an SME engagement with the local business community, which was held at Margate Hotel.

"This MOU signing enables us to provide both informal traders and small businesses, with the much-needed access to financial tools that will help them navigate and participate in the digital economy. In 2015, in the context of the World Bank's Universal Financial Access 2020 initiative, Mastercard committed to providing 500 million unbanked individuals around the world with access to the digital economy in the next five years - a target that we achieved in early 2020.

"Following this success, we then decided to double down with new targets and now aim to include a total of 1 billion unbanked and underserved individuals by 2025, while giving 50 million micro- and small merchants the ability to accept electronic payments and reaching 25 million women-owned or led businesses with our programs. Our commitment to financial inclusion has never been stronger and our collaboration with

SCTIE is testament to this," said Cuthbert Tembedza, Vice President of Business Development, Government Engagement, EEMEA for Mastercard.

Tembedza's sentiments were echoed by SCTIE CEO (Chief Executive Officer), Phelisa Mangcu who commented: "This partnership is a game changer for the KZN South Coast because of the untold yet unrealised opportunities it will bring for both tourism and investment by providing local businesses easier, cost-effective transactional platforms. Our user-friendly platforms, including the Explore KZN South Coast app and Visit KZN South Coast website are performing well. We are excited to extend its range to include a new booking platform which is set to further connect businesses directly with tourists. This will increase occupancy rates, brand exposure and interconnectivity."

Benefits of the MasterCard and SCTIE partnership

The joint effort between SCTIE and Mastercard will provide short- and long-term business solutions, including the provision of low-cost acceptance solutions to the SCTIE membership and the local KZN South Coast business community in general. Solutions such as Mobile Point of Sales (MPoS), Tap on Phone and QR Code will ensure that no sales are lost as more domestic and international travellers move away from cash.

"The digitising of informal traders and SMEs creates a greater financial footprint and subsequently, more opportunities for traders seeking additional products and services from traditional banks. There is also the possibility of increased employment as new efficiencies begin to yield results in the SME service offering," continued Mangcu.

As part of the MoU, SCTIE will also have access to the Mastercard Academy, which is a resource centre that provides training solutions to assist SMEs, keeping them up to date on significant changes, industry information, and the latest developments in the world of payments. Plans are also underway for SCTIE to utilise the Mastercard Tourism Insights platform which will go a long way in aiding the application of SCTIE resources.

This MOU forms part of SCTIE's ongoing efforts to support local tourism businesses and attract investment to the area. Other measures have included putting a temporary pause on membership fees during the pandemic, providing inclusive marketing strategies, creating an online digital Visitor Information Centre (VIC), and offering operators and asset owners increased tourism exposure of developed products. SCTIE's focus on investment has also led to new opportunities that will uplift the local community, while simultaneously contributing to the tourism economy.

To find out more about the KZN South Coast's tourism offerings, download the free 'Explore KZN South Coast' app from Google Play and Apple stores; visit the South Coast Tourism on Facebook; South Coast Tourism and Investment Enterprise on YouTube; @infosouthcoast on Twitter or Instagram; Info Ugu South Coast Tourism on LinkedIn; the SCTIE website to check out the Events Calendar, the KZN South Coast Meeting Planner Guide, Mastercard's experiential lifestyle hub Priceless.com and more! And click here for previous SCTIE press releases.

Plan the ultimate holiday on the KZN South Coast by downloading the free 'Explore KZN South Coast' app from Google Play and Apple stores. Follow the hashtag #kznsouthcoast #extendyourstay #endlessopportunities.

Department of Tourism Investments in Energy Efficiency Measures



On 25 April 2023, the Minister of Tourism, Ms Patricia de Lille visited the Houw Hoek Hotel in Grabouw, Western Cape, to highlight the Department of Tourism's Green Tourism Incentive Programme (GTIP).

The Houw Hoek hotel has an impressive solar photovoltaic (PV) system installed which has been able to assist the business to withstand the impact of load shedding and ensure continuity of business operations and an uninterrupted experience for its guests.

The GTIP was developed and informed by escalating electricity prices, the intensifying pressure on the national energy grid and associated load-shedding conditions, as well as water scarcity and drought conditions that negatively impact the tourism sector.

It aims to encourage private-sector tourism enterprises to move towards the installation of solutions for the sustainable management and usage of electricity and water resources.

Minister de Lille said, "The GTIP not only helps to reduce pressure on the national electricity grid and water resources of the country but also ensures an uninterrupted visitor experience for tourists, reduces operational input costs

and facilitates increased competitiveness and operational sustainability in the tourism sector."

Most of the projects that have either commenced or completed installations are located in the provinces of Western Cape and Gauteng followed by Limpopo, North West, Eastern Cape and KwaZulu-Natal. Furthermore, two projects in the Free State and Northern Cape provinces have also commenced.

The owner of the Houw Hoek Hotel, Mr Robert Haarburger said: "The support from the GTIP is a fantastic help and saves us a lot of electricity costs. On a good day, I can save 50% of my usage which is a huge saving. I have had this system installed since late 2021 and if I had not had this in place, my electricity costs would've been substantially high. I would have had to put more of my own money in to keep the ship afloat".

"The guests like it when they find out that we have solar power as it shows we are green conscious and for me, I do not want to waste sunshine. It's good to see sunshine being so productive, producing energy, saving me money and helps reduce carbon emissions. It makes the business more efficient and its green energy, it's good for business," said Mr Haarburger.

Prior to the rollout of the GTIP, as part of the pilot phase, several State-owned tourist attractions were retrofitted with solar PV systems. These include Robben Island Museum, the Karoo Desert, Hantam and Free State National Botanical Gardens in the Western Cape, Northern Cape and Free State provinces, as well as four tourist facilities in the Kruger National Park.

"As government, our role is to create an enabling environment for investment by the private sector that will grow the sector and create more jobs. The support from government has allowed businesses to stay open and continue to operate during load shedding. This has also meant that businesses are saving on electricity costs and reducing carbon emissions, a key measure in the fight against climate change," Minister de Lille.

"I encourage all businesses to apply for the GTIP as the support is available from government. This programme is a stellar example of government investing in green and efficient measures which not only address the impacts of climate change but also the impacts of economic and electricity constraints we are all confronted with," concluded the Minister.

Phase 2 of Tourism Development at Agulhas National Park Commenced



Ahead of the Tourism Budget Vote 2023, the Deputy Minister of Tourism, Mr Fish Mahlalela, visited the Agulhas National Park to assess progress on the Department's Infrastructure Development Programme at the Lighthouse Precinct in the Park.

"Cape Agulhas is such a unique place as the official meeting point of the Indian and Atlantic Oceans as well as the southernmost tip of Africa. Through product enhancements at the Agulhas National Park, the Department of Tourism aims to boost tourism numbers in the Overberg area," said the Deputy Minister.

Tourism is one of the main economic drivers and a significant generator of jobs and revenue. To give expression to its mandate, the Department has been at the forefront of the commissioning and construction of destination enhancement tourism facilities through its Working for Tourism which is an Expanded Public Works Programme (EPWP), to promote economic empowerment, employment opportunities and the transfer of skills to members of the community.

In 2016, the Department signed an agreement with South African National Parks (SANParks) for tourism

enhancements at the Agulhas National Park which focussed on the construction of the iconic Map of Africa monument, construction of a 1km road, rehabilitation of the terrain and the re-alignment of the boardwalk. This project, which was Phase 1, was completed in 2018.

"The second phase, namely the Lighthouse Precinct Project, commenced in 2017. It includes a 60-seater ocean-view restaurant, a reception area, an interpretive centre, a curio shop, vendor stalls, paving and walkways and a conference facility. This project is set to be completed by early 2024," said the Deputy Minister.

The Department provided a budget for Phase 2 with SANParks being the implementing agent. To date, the project is 43% completed and has employed 88 local people of which 62 were women and 52 youth.

"The Department of Tourism is excited to partner with SANParks on this tourism enhancement project as both Phase 1 and 2 serve as a springboard for further tourism developments and job creation in the Overberg region," concluded Deputy Minister Mahlalela.





Deputy Minister Mahlalela hosts Stakeholder Engagement Session in the Drakenstein Municipality

The Deputy Minister of Tourism, Mr Fish Mahlalela, hosted a stakeholder engagement session in the Western Cape Province as a run-up to the Presidential Imbizo, under the theme: “Growing South Africa together, leave no one behind.”

The engagement was with tourism stakeholders in the Drakenstein Municipality and follows the prescripts of the District Development Model (DDM). The DDM aims to solve the silos approach to service delivery at a horizontal and vertical level. Stakeholders had an opportunity to raise issues of concern with the Department of Tourism.



Deputy Minister with the community leaders from the Drakenstein Municipality

Among the issues raised were: tourism safety, transformation, market access and seasonality. Departmental senior managers and local government representatives accompanied the Deputy Minister of Tourism, who collectively addressed the issues raised.

The Stakeholder Engagement session was succeeded by the Presidential Imbizo held at the Dal Josaphat Athletics Stadium in Paarl, Western Cape. Communities from Paarl, Worcester, Stellenbosch and Wellington flocked to the stadium for an engagement with President Cyril Ramaphosa. The Winelands District Municipality is well renowned for producing around 70% of South Africa’s wine and uses its vineyards to attract international tourists.



Department of Tourism exhibition stand at the Presidential Imbizo

This was the 6th Presidential Imbizo, and this district municipality provided an ideal setting for the President to gain an understanding of the challenges the community is facing and provide solutions to these.

Community members raised various issues with the President, including lack of employment opportunities, housing

challenges, crime levels, access to education and gender-based violence.

The President assured community members that their concerns, including the current energy crisis, are being addressed. “I remain confident that within the next few months and yes, within the year, we will have brought load-shedding down quite significantly, and we will finally eliminate load-shedding in South Africa with the programmes that we are putting in place,” said President Ramaphosa.

The Stakeholder Engagement and Presidential Imbizo have shown the government’s commitment to addressing challenges in the Winelands District Municipality. Community members can look forward to more exciting opportunities to stimulate tourism in the area and grow the local economy.



Community members receiving information about the Department’s programmes



The Resistance and Liberation Heritage Route

The Resistance and Liberation Heritage Route (LHR) is a national memory project aimed at commemorating, celebrating, educating, promoting, preserving, and conserving, as well as providing a durable statement of South Africa's road to independence. It seeks to identify and develop precincts on the sites of historical and heritage significance. It reflects on the supreme sacrifice for the country's freedom by South Africans, recognising the people, communities and icons that laid their lives for freedom. It also illustrates the events, places and records of epoch-making stories that significantly impacted on the South African struggle for liberation.

Over the years, South Africa's story of liberation has been shared in different ways and forms, such as films, books, and newsletters aimed at reminding and educating South Africans about the road to liberation. To some extent, this has created interest from local and international tourists as it is a unique experience. Some Provincial

Departments of Tourism and South African Tourism working with the private sector have identified and included some sites in their packages and marketing material as tourist attractions such as Robben Island, Freedom Park, Apartheid Museum and Mandela Capture Site.

In October 2012, the Department of Tourism and the Department of Sports, Arts and Culture signed a Memorandum of Understanding (MoU) for both departments to collaborate and support each other in the following areas:

- Development of the National Heritage and Cultural Tourism Strategy 2012;
- Alignment of the strategy to relevant policies to enable the integration of the Arts, Culture and Heritage into the tourism mainstream.

The two Departments are currently revisiting efforts for collaboration, which would entail identifying projects and programmes for such collaboration.

The Resistance and Liberation Heritage Route project is one of the projects in which the two departments have partnered. The role of the Department of Tourism in this project is to identify sites ready to attract tourists, provide experiences and link them with other attractions to form a route, package and market as a tourism product through relevant platforms.

The Department of Tourism selected the City of Tshwane to pilot the localised Resistance and Liberation Heritage Route and implement the route development framework. Some of the identified sites include the Union Buildings, Freedom Park and Church Square.

In recent years, tourism routes have become popular for destination development as they help visitors understand, approach and appreciate a destination. Routes can be developed around a particular theme to attract visitors, increase their length of stay and appetite to want to return, and, most importantly, grow the tourism sector.



Upington Welcomes TIFA for Investment Opportunities

The 2023 Tourism Investment Forum Africa (TIFA), held under the theme, "Forging Global Partnerships for Inclusive Local Economic Development Through Sustainable Investment," took place from 7 - 10 June 2023 at Africa Vineyard Boutique Hotel and Spa in Upington, Northern Cape Province.

The Executive Mayor of the Dawid Kruiper Municipality, Michael Segede, welcomed delegates stating: "The Forum is a good opportunity for the province since tourism is a great catalyst for socio-economic growth and development. We are happy to welcome TIFA to the province."

Deputy Minister of Tourism Fish Mahlalela followed with a message of support stating: "This great Province is home to the Square Kilometre Array (SKA) and shares that honor with the state of Western Australia. A British Broadcasting Corporation (BBC) journalist once dubbed this one of the grandest scientific projects of the 21st Century."

"It is worth noting that the SKA, when completed, will be the largest radio telescope in the world split between South Africa and Australia with headquarters in the United Kingdom. This is a classic case of North-South collaboration when you have two developed countries (United Kingdom and Australia) sharing infrastructure and expertise with a developing country (South Africa)" stated Deputy Minister.

Naledi Moleo, news anchor from the South African Broadcasting Corporation (SABC) directed the programme while the panel discussion was led by the Deputy Minister of Environment, Forestry and Tourism in Namibia, Heather Sibungu; Director of Trade in Services, Investment, Intellectual Property Rights and Digital Trade Secretariat of Ghana, Emily Njeri; Executive Chairman Wilderness Safaris in Rwanda, Manzi Kayihuru; and the Head of Tourism and Services at Industrial Development Corporation (IDC) South Africa.

The panelist emphasized that the Forum should aim to promote and facilitate investment into other sectors of the

economy that directly and indirectly impact business travel and tourism economy of the host destinations. Attendees indicated that they would invest more resources if some of the regulatory, financial and infrastructure barriers were addressed.

"The Tourism White Paper (1996) recognised the critical role played by the tourism sector in the broader economy, when it stated that "Tourism provides enormous potential to create linkages with other sectors and dynamise other sectors of the economy – agriculture, manufacturing and services." alluded Deputy Minister Mahlalela.

The Deputy Minister further said: "Tourism generates demand and production in other sectors of the South African economy. Therefore, we hope that niche tourism subsectors such as Astro-Tourism will help unlock tourism's full potential."

"Tourism is not an end in itself but a means to a prosperous and sustainable future" concluded Deputy Minister Fish Mahlalela.



Uncover the Outdoor Splendour of the KZN South Coast with a Camping Adventure!

As the cooler months approach, the KZN South Coast remains a sunny spot for family-friendly adventure from its Blue Flag beaches to the lush hinterland. This is also the perfect time to start looking out for the Greatest Shoal on Earth - the annual Sardine Run – which brings an ocean spectacle close to shore. There’s no better way to enjoy all this outdoor fun than by staying in one of the KZN South Coast’s many top-notch campsites.

“In the Paradise of the Zulu Kingdom, we have the highest number of Blue Flag beaches in the province, two of the best dive sites in the world, and a wide variety of forest and farmland-based adventures to enjoy,” explained Phelisa Mangcu, CEO of South Coast Tourism & Investment Enterprise (SCTIE). “We believe it’s important that everyone gets the chance to uncover the beauty of this region, which is why we want to share some of our best and most affordable camping destinations. With so much to do, and so many great campsites to choose from, you’ll end up wanting to extend your stay on the KZN South Coast!”

Seaside camping

Those wanting to be close to the ocean action to catch a glimpse of the Sardine Run, or simply to relax at the seaside, might want to consider some of these oceanside camping spots. These secure campsites all offer fresh water and electricity for visitor use.

1. Happy Wanderers Holiday Resort

Location: Kelso

Website: www.happywanderers.co.za

Description: Choose from one of 86 sites nestled under a canopy of indigenous Milkwood trees with the Indian Ocean just metres away. The campsites are varied with grass, sand and concrete options as well as shady, partial shade, and full sun sites. For families storing caravans (at a monthly rate), Happy Wanderers will also place the van and erect the tent before arrival.

2. Scottburgh Caravan Park

Location: Scottburgh

Website: www.scottburghcaravanpark.co.za

Description: A popular destination, there are 260 caravan park sites with great facilities on offer. Children will enjoy the supertube, play park, volleyball, trampolines and organised entertainment. The site is well located with nearby nature reserves and dive sites for the adventurous.

3. Rocky Bay Resorts

Location: Park Rynie

Website: www.rockybay.co.za

Description: For a seaside holiday, head to Rocky Bay Resorts caravan park and campsite, surrounded by coastal bush with several beach-facing sites. With pilot Blue Flag beach status, Rocky Bay is a great family holiday destination,

with the resort boasting several on-site facilities including a restaurant and dive charters.

4. Mac Nicols Caravan Park

Location: Bazley Beach

Website: www.macnicol.co.za

Description: This resort is just 90 metres from the beach, located on the banks of the Ifafa Lagoon. All ablution blocks are spotless and modern, with laundry facilities at each one, and eight private ablution stands. The campsites are mostly shaded, with two swimming pools, one of which is heated for the winter months, and an entertainment programme in season. Children will enjoy the trampolines, jungle gym, TV room, Bazley Trails, and canoeing on the lagoon.

5. Marlon Holiday Resort

Location: Sunwich Port

Website: www.marlon.co.za

Description: This stunning resort has 48 large, lawned caravan and camping sites in shady, semi-shady, or sunny sites. Families will enjoy the on-site pool, children’s play park, trampoline, and even a half-pipe for skateboarding. There’s also a large games room with a TV, table tennis, pool table, and darts.

6. Untu Palms

Location: Sunwich Port

Website: www.untupalms.co.za

Description: This is a beautiful seaside

holiday resort where picture-perfect family holidays are made. It offers direct access to the beach from its 52-stand tent and caravan park, with beautiful coastal forests surrounding the venue. There is a swimming pool and games room available for everyone to use.

7. Fairhills Caravan Park + Camping

Location: Ramsgate

Website: www.fairhillspark.co.za

Description: Just over a kilometre from the beautiful Ramsgate Blue Flag beach and lagoon are 44 camping and caravan sites in a variety of sizes and types. Each site has an electrical power point and a demarcated braai area, with sunny and shady sites available. There are three ablution facilities supplied by borehole water, as well as a swimming pool, trampoline, jungle gym, nature trail, and sports and games area.

8. Kingfisher Lakeside Retreat

Location: Trafalgar

Website: www.kingfisherlakesideretreat.co.za

Description: For a luxurious 'glamping' experience, head to Kingfisher Lakeside Retreat which is a slice of paradise on the edge of the recently rehabilitated Black Lake. Found on the border of the Mpenjati Nature Reserve and a mere 5-minute walk from a pristine, unspoiled beach, Kingfisher Lakeside Retreat is an exclusive, upmarket tented campsite for those who enjoy a luxurious outdoor experience. There are four tents available, sleeping four people each, built on raised wooden decks, overlooking a freshwater lake. The tents have an en-suite bathroom leading to a semi-outdoor, double shower and fully-equipped kitchenettes.

9. T O Strand Holiday Resort

Location: Leisure Bay

Website: www.tostrand.net

Description: This incredible campsite and caravan park has 141 sites, and was voted one of the top 20 caravan parks by readers of the Caravan & Outdoor Life magazine. The resort borders the beach, and forms part of a greater conservation area home to many birds and diverse wildlife which can be spotted while hiking on a nature trail.

10. The Pont Holiday & Water Sport Resort

Location: Port Edward

Website: www.oldpont.co.za

Description: Nestled in the Umtamvuna Valley next to the Umtamvuna River Estuary, The Pont is a beautiful heritage site and the gateway between KZN and the Transkei. It's the ideal venue for family fun and relaxation for holidaymakers, campers, caravanners, water sports enthusiasts and day visitors. Choose from 45 campsites offering great facilities including a swimming pool, kids' playpark, and braai areas, as well as a bar and restaurant on the river's edge.

Hinterland camping

The KZN South Coast's beautiful hinterland has endless adventures to embark on, from heart-thumping ziplining and suspension bridges, to cultural tours, stunning hikes, and agricultural excursions. Here are a few of the secure campsites to consider in the hinterland, with fresh water and electrical points.

11. Lake Eland Game Reserve

Location: Oribi Gorge

Website: www.lakeeland.co.za

Description: Found in this stunning game reserve, the Lake Eland camping and caravan site has panoramic views, with close proximity to the reception, playground, and fishing dam. This well-equipped site has a fixed braai and grid, and two ablution blocks. The campsites within this stunning reserve are separated by wooden partitions for increased privacy without obstructing the views. The lake-side campsites also have fantastic views, and are ideal for fishing enthusiasts.

12. Seaview Game Farm

Location: North of Port Edward

Website: www.seaviewgamefarm.co.za

Description: This beautiful game farm has three campsites. Visitors will enjoy this secluded camp which has incredible views and a firepit for the evenings. There is lots of fun to be had in and around the dam, with a great hiking trail to explore.

To find out about booking at these campsites, or to uncover more about the KZN South Coast's many offerings, simply download the free 'Explore KZN South Coast' app from Google Play and Apple stores, visit the South Coast Tourism on Facebook; South Coast Tourism and Investment Enterprise on YouTube; @infosouthcoast on Twitter or Instagram; South Coast Tourism & Investment Enterprise on LinkedIn; and the SCTIE website (www.visitkznsouthcoast.co.za) to check out the Events Calendar, the KZN South Coast Meeting Planner Guide and more! And click here to check out previous SCTIE press releases. Follow the hashtags #greatestshoalonearth #sardinerun #sardinerun2023 #uncovercamping #uncoveradventure #kznsouthcoast #seakznsouthcoast



Events Calendar

July	
18 July 2023	Mandela Day
August	
01 August 2023	Tourism Month Media Launch
09 August 2023	National Women’s Day
29 – 31 August 2023	Women in Tourism Conference
September	
12 September 2023	Launch of Summer Campaign
24 September 2023	World Tourism Day
24 September 2023	Heritage Day
29 September – 01 October 2023	Hermanus Whale Festival





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