

MARCH 2022

EDITION

04

# Bolanala



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA



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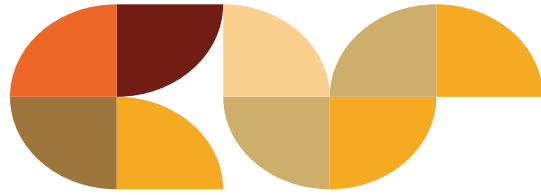
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## Editorial



Let me welcome you to this edition of Bojanala. I want to use this opportunity to thank you for making use of this platform to engage each other particularly in this COVID – 19 times, where every effort is necessary for us as the sector to meaningfully engage one another as often as we can.

The era of Covid-19 has necessitated that we do things differently and while we have not succeeded on fronts, we have most definitely made strides on many others. It is important for the sector to rise above this challenge and make every effort available to reduce the spread of this virus while continually working on reviving the sector. The reality is that the virus is still so much with us and even with the dropping of numbers and

government's effort to vaccinate as much people as possible; we still need to be cautious and vigilant in how we run our businesses.

We are pleased to share with you the 16th annual Meetings Africa that took place in Sandton convention Centre after two years of interruption due to COVID-19. More than 2000 visitors flocked to Sandton with excitement and eagerness.

The Department managed to host the National Tourism Careers Expo to give hope to the unemployed youth of South Africa that tourism sector is creating jobs opportunities again.

Congratulations to the newly appointed Mmaditlonki Setwaba as the National

Registrar of Tourist Guides. She is currently the Deputy Director-General: Tourism Sector Support Services within the Department.

In this edition, amongst others, we look at the Sharing of Best Practices Workshop, which took place virtually with African countries. The Minister's engagement with tourism stakeholders in the Western Cape and the Deputy Minister's visit to tourism infrastructure programmes.

The Easter holidays are approaching, and we should try to stay safe and avoid crowded places. Let us continue to observe all COVID-19 protocols.

Happy Reading!





# Live Again and Build Back Better - Meetings Africa 2022

Tourism Minister, Lindiwe Sisulu welcomed delegates to the 16th edition of Meetings Africa on 1 March 2022 at the Sandton Convention Centre, Johannesburg. Meetings Africa is one of Africa's premium trade shows. It is a flagship programme of the South African National Conventions Bureau (SANCB). At this event, Africa showcased its diverse offering of services and products.

"Welcome to our Meeting Advancing the African Agenda Together. I am glad that we are finally meeting face to face for the first time in two years to usher in a new period of hope after one of the saddest epochs of our time," stated Minister Sisulu.

"It is an honour for me as South Africa's Minister of Tourism to host this platform to showcase what Africa has to offer to the world. We have 13 countries exhibiting from the African continent and just under 200 buyers, representing 40 countries. I am pleased to report that as many as 54 of our youth are participating in a programme designed to build future leaders and contribute to the transformation of our industry. On the floor you will also meet with 24 of South Africa's leading entrepreneurs and Small, Medium and Micro Enterprises (SMMEs) in the sector. We also have a Sustainability Village which showcases the work of some of our best crafters. These entrepreneurs, like all of you, had to endure these difficult times, and today with the support of Meetings Africa, they are here to showcase their resilience to the world," Minister Sisulu added.

She undoubtedly expressed her optimism that the industry will be able to recuperate swiftly after a dormant

two years. "During our Global Brand campaign launch on Monday evening, we shared with you how we have risen time and time again, from many episodes of destruction and devastation of the continent's history. We shared our ability in always being able to rise with pride and resilience - that is the essence of Africanism. It is our ability to live again and build back better that sets us apart," Minister highlighted.

The years 2020 and 2021 were meant to be auspicious years for South Africa's Meetings, Incentives, Conferencing and Exhibitions (MICE) industry, but the COVID-19 pandemic resulted in many international and regional business events being cancelled, and others hosted virtually. The SANCB, with the local industry, had to postpone 36 events in the last two years. These events, now going ahead in 2022 and 2023 in hybrid formats, will potentially attract 18 473 delegates to the country, generating 144 event days with an estimated R461 million contribution to the economy.

"The theme, 'Shared Minds, Shared Economies' appropriately captures the intention of Meetings Africa 2022 as it calls for a cross-pollination of people and ideas. After two years of not seeing each other, it is time to, once again, open business and travel safely and freely so as to grow and solidify partnerships," said Ms Amanda Kotze-Nhlapo, SANCB's Chief Conventions Bureau Officer.

"Minister Sisulu mentioned that Meetings Africa is our continental opportunity, to collectively review and realign our African business events industry. That opening trade corridors across the continent must also open pathways for intra-African tourism to



thrive, and vice versa. Furthermore, that it is us – the African business events sector - that have to be intentional and strategic in ensuring that we leverage this mutual benefit between trade and tourism. Minister Sisulu added that the business events industry accelerates progress as it is a platform for sharing information and collective engagement. This in turn results in innovation and re-invention which are key for economic and professional development and advancement," said Ms Kotze-Nhlapo.

"I know that South Africa and the continent are avenues of many possibilities. Today I invite you to explore all these avenues and wish you a productive trade show. I declare Meetings Africa 2022 open!" Minister Sisulu concluded as she symbolically rang the bell.



Minister Sisulu engaging with delegates from Kenyatta International Convention Centre during her walkabout.



Minister Sisulu was adorned in Malawian apparel by Malawian delegates.



# Tourism is an Ideal Industry to Promote Youth Employment

## “National Tourism Careers Expo in March led the way”

This is the 12th hosting of the Expo which was postponed last year due to the COVID-19 pandemic and it took place in Gauteng for the first time.

Virtual components were also available, which allowed visitors from other provinces to attend online. The NTCE showcased careers, skills development initiatives and business opportunities that exist within the tourism sphere. Since its inception in 2008, it has successfully bridged the information gap between the industry and learners and offered the youth an opportunity to interact directly with potential employers in the sector.

It also shares valuable and up-to-date insights into South Africa's tourism and hospitality industries as they return to a new normal following the pandemic. Entry to the event is free-of-charge upon pre-registration.

It is intended for Grade 8 to 12 learners, university, FET, TVET college students, and unemployed graduates to learn about the careers, entrepreneurship, and employment prospects available in the tourism and hospitality sectors.

The event also provides an opportunity for tourism curricula experts to share information with tourism educators and learners and for stakeholders within the sector to share information on diverse careers available in the sector.

The Deputy Minister of Tourism, Fish Makhalela spoke about the impact the COVID-19 pandemic created on the sector and what government was doing to assist in its rebuilding.

The NTCE's mission is to inspire present and prospective tourism learners and unemployed youth to rise to new heights in search for tourism careers and professional opportunities.

“Tourism was all but decimated by the COVID-19 pandemic. This sector was the first to close when travel ground to a halt globally and the last to partially re-open. It was a catastrophe of note, decimating both lives and livelihoods,” he said.

“The Tourism Sector is one of the

critical intervention areas that has been identified in the Economic Reconstruction and Recovery Plan as it is a key driver of economic recovery in South Africa. Tourism is the world's fastest growing employment sector that continues to adapt to new trends.”

“To drive growth and recovery of the Tourism Sector, we need to boost the talent pool. A demand-led skill supply in the sector is therefore pivotal. While tourism is a significant economic lever, it is so much more than generating revenue. Tourism is a people-centric sector with people at the heart of its brand,” he continued.

“Young people are a prominent and significant demographic that must be involved in the economic emancipation of our nation; this they can only do through arming themselves with education. As government, we want to expose young people to the opportunities to better their lives, hence the National Tourism Careers Expo,” he concluded.

His views were echoed by the Chief Executive Officer (CEO) of the Gauteng Tourism Authority (GTA) Ms Sthembiso Dlamini, who was also at the launch.

Highlights of the NTCE include:

- Motivational talks by leading South African tourism entrepreneurs and personalities;
- Exhibitions of South African tourism products and related services;
- Specific platforms highlighting tourism career opportunities;
- Platforms assisting youths to prepare for entrepreneurial development and job opportunities;
- Interesting interactive platforms;
- Learner competitions and debates;
- Tourism educator seminars; and
- Digital and social media platforms designed to profile tourism career opportunities.

On 10 March 2022, Deputy Minister of Tourism, Fish Makhalela launched the 2021 National Tourism Careers Expo (NTCE) which took place at the Joburg Expo Centre at Nasrec from Friday, March 25, to Sunday, March 27.

The event was hosted by the Department of Tourism in collaboration with the Culture Arts, Tourism, Hospitality and Sport Education Training Authority (CATHSETA), the Gauteng Department of Economic Development represented by its provincial marketing agency, the Gauteng Tourism Authority (GTA).

“The NTCE assists in driving the goal of the National Tourism Sector Strategy to create an additional 300 000 tourism job opportunities by 2026,” said Deputy Minister Makhalela.

The NTCE aims to help create and build jobs in the tourism industry, and it took place during March under the theme, “Rebuilding a Resilient and Inclusive Tourism Sector for the Future.”



# New National Registrar Appointed for Tourist Guides



As the National Registrar, Ms Setwaba will work in conjunction with the Provincial Registrars to ensure the growth and development of the guiding sector. Her responsibilities, among others:

- Maintenance of a central database of tourist guides registered by the Provincial Registrars;
- Development of a code of conduct and ethics for tourist guides;
- Facilitate hearing and determining appeals;
- Monitoring of trends in the sector; and
- Promotion and development of the guiding sector nationally.

Her appointment occurred aptly as the Tourism Sector acknowledged International Tourism Guide Day on 21 February 2022. This annual commemorative day aims to raise awareness about the profession and the critical role Tourist Guides play as brand ambassadors at destinations.

"We have some of the best Tourist Guides in the industry and they are one of the reasons why tourists keep returning to our country and tourism sites. I urge you to keep learning and growing as we position South Africa as a world-class destination," said the National Registrar.

Ms Setwaba hosted a virtual event to honour South African Guides in March 2022. This celebration will offer Guides a platform to share best practices and discuss challenges. This year's theme was: "Reigniting the Tourist Guiding Sector" which will focus on restoring, re-activating and re-thinking tourism, particularly in the Tourist Guiding space.

"Building a more resilient tourism economy post-COVID-19 is key to the future of tourism and the sustainability of the Tourism Sector and the Tourist Guiding profession," said Ms Setwaba.

In South Africa, Tourist Guiding is a regulated profession governed by national legislation and policies. Individuals who wish to become Tourist Guides must undergo training as part of a formal qualification registered by the South African Qualifications Authority (SAQA).

Upon being certified as competent, such person will receive a certificate issued by the Culture, Arts, Tourism Hospitality and Sports Sector Education and Training Authority (CATHSSETA). They must thereafter apply to the relevant Provincial Registrar to be registered in order to operate legally. This process unfolds as prescribed in the Tourism Act, 2014 and the Regulations in respect of Tourist Guides, 1994 and 2001 respectively.

The Department of Tourism is pleased to announce the appointment of Ms Mmaditlonki Setwaba as the National Registrar of Tourist Guides. Ms Setwaba is currently the Deputy Director-General: Tourism Sector Support Services within the Department.





## Sharing of Best Practices Workshop 2022

For the past eight years the Department of Tourism has been conducting the Best Practices Workshops (BPW) attended by delegates from invited countries in Africa and the rest of the world in particular those with whom South Africa has signed Memorandums of Understanding (MoUs)/Bilateral Agreements with.

The continued interest in the Workshop has shown its value of this mechanism to the Department's counterparts from the African continent to be trained in various areas in the field of tourism. The Workshop is conducted and used as part of implementation of the signed Bilateral Agreements or MoUs contributing to regional integration.

The focus of the BPW has been based on the areas of cooperation outlined in the signed bilateral agreements such as exchange of tourism information, experience and expertise in the following areas:

- Policies, strategies and initiatives relating to tourism development;
- Tourism destination marketing;
- National Parks for the society;
- Incentives for tourism development;
- Cross border tourism;
- Tourism resorts development;
- Trans-frontier Parks Development;

- Regional tourism marketing;
- Responsible tourism;
- Rural tourism development; and
- Community tourism development framework and projects.

The demand for assistance from African countries, in particular for South Africa to share best practices in the areas identified above has been raised at various bilateral forums such as the Bi-National Commissions, the Joint Cooperation Commissions and through bilateral requests for study visits and benchmarking exercises.

The BPW has become a platform aligned to the provisions of South Africa's foreign policy which supports the development of the region and the continent. The Workshop should be viewed as South Africa's initiative towards implementing the signed bilateral agreements and building tourism capacity within the African continent and strengthening of regional integration.

The Department of Tourism hosted the virtual 2022 Sharing of Best Practices Workshop on Wednesday, 2 March 2022 under the theme: "Tourism recovery – Reigniting International Demand."

In his keynote address, the Deputy Minister of Tourism, Fish Mahlalela said: "This platform lends impetus to the announcement by our President, in his

2019 State of Nation Address, which set a target of 21 million tourist arrivals by 2030 for the Tourism Sector. It is through initiatives and platforms such as the Best Practices Workshop that will make meaningful contributions in achieving such targets."

The Department appreciates the valuable presentations made by the various countries on their strategies to ensure tourism recovery. "The Best Practices Workshop provides a platform for robust engagement on the discussions and sharing information and the best practices on tourism recovery plans to address the challenges posed by the COVID-19 pandemic. I urge you to continuously seek the alignment of tourism's contribution to Agenda 2063 through improving the standards, systems and policies in regulating the tourism industry and striving to create jobs and for poverty alleviation" said Deputy Minister Mahlalela.

"The government of South Africa will continue to engage the diplomatic community with a specific focus on tourism recovery with special attention afforded to issues around South Africa as a safe and desirable destination for international visitors," the Deputy Minister concluded.



# Minister Sisulu Hosts Successful Tourism Stakeholder Engagement



**O**n 8 February 2022, Minister of Tourism, Lindiwe Sisulu hosted a Stakeholder Engagement with key players and industry leaders in the Tourism Sector in the Western Cape Province. The session was held at the first female black owned Spade Boutique Hotel and Spa, a first of its kind in the history of South African townships in Khayelitsha, Cape Town.

The South African Township and Village Tourism Association (SATOVITO), the Robben Island Museum, the Women in Tourism (WiT) and Southern Africa Tourism Services Association (SATSA) in the Western Cape Province, were amongst other stakeholders graced the occasion.

The Stakeholder Engagement began with an extensive presentation by the Director of Capital Incentives in the Department of Tourism, Mr Cassim Nakkooda, highlighting the various incentive programmes available for tourism businesses; such as the Tourism Equity Fund (TEF), the Green Tourism Incentive Programme (GTIP) and Tourism Transformation Fund (TTF) to name a few.

The TEF is a collaborative initiative between the Department of Tourism and the Small Enterprise Finance Agency (SEFA). As part of South Africa's Economic Reconstruction and Recovery Plan, this fund aims to drive transformation through advancing equitable opportunities in the sector to ensure inclusive economic growth in the Tourism Sector.

Whilst the Green Tourism Incentive Programme (GTIP) is a resource efficiency incentive programme of the Department of Tourism, whose objective is to encourage and support private sector tourism enterprises to adopt responsible tourism practices by moving towards

the sustainable management of water and energy resources whilst adhering to responsible tourism practices.

When coming to the TTF, it is a dedicated capital investment funding mechanism established by the Department of Tourism in collaboration with the National Empowerment Fund (NEF) and focusses specifically on financial support for black entrepreneurs investing in projects in the tourism sector.

"Incentives are used to try and change the behaviour in the industry" said Mr Nakkooda. The TTF aims to drive transformation in the tourism sector and catalyse the rise of a new generation of black-owned youth and women-owned businesses. The Fund is capitalised at R120 million in grant funding from the Department of Tourism.

Mr Nakkooda mentioned that applicants must qualify for NEF loan in order to be eligible for the grant funding portion of the TTF. The enterprise must at least be majority 51% black owned and black management controlled. Also, that shareholders must operationally be involved in the business. Nakkooda stressed the importance of applicants submitting correct and complete documentation and to be tax compliant amongst other key criteria, in order to receive funds from these programmes.

Nare Boutique Hotel located in Kimberley, Northern Cape Province, is one of the 14 approved TTF projects that were supported with grant funding from the Department and recently completed.

Following the information session, stakeholders took to the platform to make Minister Sisulu aware of the challenges they are confronted with in the industry. Ms Siphuxolo Mazwi, the Head of Marketing at Robben Island Museum requested a collaboration support from other tourism associations

across provinces, along with the Department, in order to create better exposure for Robben Island.

Representative from Southern Africa Tourism Services Association (SATSA) in the Western Cape mentioned direct barriers to entry into Cape Town with regards to airline red tape and the need for e-Visas, as it has proven to be successful with Russian counterparts. Her colleague added that assistance is required for the renewal of tourism vehicle permits and made a plea for the Ministry of Tourism to follow up discussions with the Department of Transport as they are both directly affected.

"Minister Sisulu stated that the Department is working together working together with the Department of Home Affairs to address the need of e-Visas. It will make travel convenient as it is easily accessible to most people through their phones," said Minister Sisulu during the feedback session. The Minister highlighted that the Department is also benchmarking with the Spanish Ambassador concerning the introduction of fast and more effective Polymerase Chain Reaction (PCR) tests during travel. Minister also gladly announced that most airlines are willing to land on South African soil again, especially Qatar Airways and Emirates, which will also serve to strengthen relations between South Africa and the United Arab Emirates (UAE) into a more comprehensive strategic partnership.

The young, black and female owner of Spade Boutique Hotel and Spa, Ms Annette Skaap, was congratulated by Minister Sisulu for bringing light and opportunities in the community of Khayelitsha, showcasing the beauty and hospitality that township tourism has to offer, as Minister was led on a walkabout around the establishment at the end of the session.





## Celebrating International Tourist Guide Day on the Leopard Trail

There are few more appropriate ways to celebrate International Tourist Guides Day than inviting Eastern Cape Tourist Guides and media to be among the first to experience the newly upgraded Leopard Trail in the Eastern Cape Province.

On 20 March 2022, the newly appointed National Registrar for Tourist Guides, Ms Mmaditlonki Setwaba, welcomed 10 Guides and 10 journalists to the Leopard Trail to wish them well for their next four-day and three-night hike through the Baviaanskloof World Heritage Site Reserve. This group was selected to create awareness in the Eastern Cape and nationally about the trail and its renovations.

Following the welcome and background to the hiker's hut upgrades, the first group of 12 set out on the 63km hike through the magnificent Baviaanskloof World Heritage Site Wilderness Reserve which is renowned for its diverse flora.

Currently the Leopard Trail rates the second most popular hiking trail in South Africa after the Otter Trail. The Trail is currently fully booked for five months in advance. A reason for its popularity is that it is a slackpacking hike, meaning every day the bags and food of hikers get transported to the next overnight hut leaving them to walk with only a day pack.

Another draw card of the Leopard Trail, is the three modern hikers' camps. The Department of Tourism with the Eastern Cape Parks and Tourism Agency using European Union funding, upgraded 12 sleeper hikers huts along the three camps of the trail as well as existing services such as the concrete pool, concrete braai facilities and water pumps.

The hikers hut infrastructure investment was done along with the construction of the Baviaanskloof World Heritage Site Interpretation Centre. The project aimed to enhance the product offerings of the Baviaanskloof, which will contribute to the competitiveness of the area as a renowned United Nations Educational, Scientific and Cultural Organisation (UNESCO) Proclaimed World Heritage Site with Outstanding Universal Value.

The Tourist Guides and the media soon realised that the Leopard Trail is not for newbie hikers as it demanded good hiking fitness. The route is classified as a moderately difficult with the longest days being 18 and 22km. Hikers also required more than two litres of water daily on the trail as there was no water available on the path and limited shade.

The International Tourist Guide Day celebrations on the Leopard Trail was a success with good memories being created despite the odd blister, sore muscles and much huffing and puffing over the four-day hike. Most importantly hikers left the trail giving the governmental upgrades positive reviews as it will greatly benefit the local economy in the long term.

For more information on the Leopard trail, visit: <https://gobaviaans.co.za/project/leopard-trail-general-information>







## Makers Village, Irene Providing Much Needed Support for Local Artists and Entrepreneurs

**R**ailways Café was established with assistance from the Makers Foundation as a pilot project for Makers Villages and has successfully sustained many local artist and small entrepreneurs during the last 12 years.

This Village is busier than popcorn on a skillet. We innovate and create, build each other up and grow at a tremendous rate. We have our finger in every pie: from aeroponics, recycling, laser cutting and 3D printing, to sewing and designing, vending and all sorts of training. In a nutshell, we are the best thing since sliced bread. Our restaurant may be the apple of our eye but our main mission is to turn this stunning country into everyone's cup of tea.

There is no sugar coating it, recycling is damn important. That is why we make it easy as pie for you to do. Candles, material, wood, plastic, glass or anything else- we do the whole enchilada! Got old clothes? No use crying over spilt milk, just trade it in with us. Our vintage store items sell like hotcake!

Take stroll and find our Maker's Village, where entrepreneurs are hard at work to bring home the bacon. Next, you can pop in at the Imake Showroom and go bananas over the carefully crafted creations. We take life with a pinch of salt, so we turn work into fun. Visit our Theatre and Training Venue to find out why we say so; we souped it out pretty sweet.

### So much talent is inactive

Kitchen @ Railways Cafe work with young adults who have difficulty finding a paid job. They participate in a development programme in the bakery or the restaurant. The Makers Lab @ Makers Village assist graduates with work experience and assist them with placement after 12 months or setting up their own business.

This increases their opportunities on the job market. "How is it possible that so much talent is on the bench, not employed, but could have a valuable role in the labour market?" asked Tania Bryant, one of the founders. "We dream of a world in which everyone is free to be who they are and talent gets valued."

The Makers Foundation supports pioneers who work hard to establish a greener, more socially-inclusive, and more creative society, in which:

- the capacity of the planet is the starting point (green);
- everybody can participate, where people work together and help each other with respect for individual needs and possibilities (socially inclusive);
- arts and culture are at the heart in the belief that society cannot do without (creative).

The Makers Foundation supports initiatives that focus on one of these three themes. Within these themes, we work with programs which specify the type of initiatives we support.

The Makers Foundation believes in a socially inclusive society in which

everyone can participate. That is why we support initiatives that help vulnerable people (re)gain their place in society. A place where they can work, evolve and feel part of society. It will enhance peoples' personal development and involvement with one another and their surroundings. Makers always look for social initiatives that show an entrepreneurial, creative and innovative approach.

### Social firms

Social firms, what are they exactly?

For Makers, these are enterprises that are committed to economic and social participation of vulnerable groups of people in South African society. We believe that everyone should have the opportunity to actively participate. Unfortunately, still too many people remain on the sidelines. They often lack education, qualifications or a (social) network. Also people experience obstacles because of mental or physical disabilities, which prevent them from fully participating in today's complex society. Social firms provide these people with the opportunity to get back on board.

Would you like to see what kind of enterprises can count on Makers' support? Check out these examples:

- Agriculture, Tourism, tourism-related projects, agri-processing, (I Makers Lab) Arts and Culture, sewing and design, technology, recycling and many more depending of the feasibility and the location of each Makers Village.

To support, please contact [tania@makersvillage.co.za](mailto:tania@makersvillage.co.za) or call 0746744235





## Presidential Imbizo in Ngaka Modiri Molema District North West

**P**resident Cyril Ramaphosa led government's engagement with communities in the North West Province, in a post-State of the Nation Address (SoNA) Presidential Imbizo on Saturday, 12 March 2022.

The President visited the Ngaka Modiri Molema District to oversee the implementation of the District Development Model (DDM) which integrates planning and budgeting across all the three spheres of government.

The visit to the North West Province was also to update citizens on progress in governance in the province since the national sphere has intervened under Section 100 of the Constitution.

President Ramaphosa interacted with communities on their experience of daily life in the province, service delivery challenges and initiatives and solutions by communities to improve socio-economic conditions.

He was joined by Premier Bushy Maape, a delegation of Ministers, members of the Provincial Executive Council (PEC) as well as district and local mayors.

The Presidential Imbizo forms part of the President's stated commitment in the SoNA that no-one will be left behind as government works with all sectors of society to move the country forward. The Imbizo platform is an important means of ensuring citizens are heard and involved in development.

The President also engaged with the North West House of Traditional Leaders and toured the Mahikeng Digital Innovation Hub.

The Mahikeng Digital Innovation Hub was established in 2020 following the call by President Ramaphosa in the SONA 2019 to expand township

digital hubs which would incubate new businesses. The Hub is incubating youth, women and people with disabilities with preparatory Fourth Industrial Revolution (4IR) skills development, innovation and technology as well as entrepreneurship development.

Other issues raised related to schools, clinics, potholes, unemployment, crime, housing and lifting the Section 100 administration in the province.

After hours of listening, President Ramaphosa asked his Cabinet Ministers to respond to the more than 30 concerns raised during the session.

Calling Transport Minister, Fikile Mbalula to the stage, he said: "The roads here are quite bad. The potholes are as big as swimming pools, especially in town."

Minister Mbalula promised the community they will soon be fixed. "They cannot only be fixed when the President is in town and then when he leaves, you do not care. The closing of potholes is something that can generate job creation because they always need to be repaired," he said.

President Ramaphosa said the visit was a process of strengthening the capacity of the State and making sure the work gets done. "We are no longer going to be talking about things that must get done. We are going to do the things that must be done."

Tourism Minister, Lindiwe Sisulu said her Department would work on attracting tourists into the province by reviving industry after the devastation caused by the COVID-19 pandemic. "I promise you jobs, jobs, jobs," she said.

"On our side, we are going to focus on service delivery. All the Ministers are going to come back with programmes

and they are going to focus on what needs to be done. As government, we are going to move forward in an integrated way and do things together so we can improve the lives of our people and create jobs," concluded President Ramaphosa.





## Youth and Women in Tourism Empowerment Imbizo in Gauteng Province

### Working towards tourism recovery

Deputy Minister of Tourism, Fish Mahlalela, and Deputy Minister of Small Business Development, S'dumo Dlamini, hosted a Youth and Women in Tourism Imbizo in Heidelberg in the Gauteng Province on 24 February 2022.

Themed 'Unlocking Business Opportunities for Youth and Women Entrepreneurs in Tourism' the engagement shed light on the Department's Small, Medium and Micro Enterprises (SMME) programmes and youth skills development initiatives that are earmarked to support industrialists and unemployed youth as the sector works towards tourism recovery.

The National Tourism Sector Strategy (NTSS) and the Tourism Sector Recovery Plan (TSRP) prioritise the advancement of women and youth in tourism. Anchored on three interlinked pillars or strategic themes: protecting and rejuvenating supply, reigniting demand and strengthening enabling capability for long term sustainability, both plans endorse programmes that elevate entrepreneurship to stimulate sector recovery amidst the COVID-19 pandemic.

The event featured exhibitions by organisations and government entities such as the National Youth Development Agency (NYDA), the Culture, Arts, Tourism, Hospitality and Sport Education Training Authority (CATHSSETA), the Small Enterprise Development Agency (SEDA), the Small Enterprise Finance Agency (SEFA) and the National Empowerment Fund (NEF).





## “Meetings Africa has really helped me get exposure”



**M**s Sakheleni Kana is a passionate 58-year-old woman in tourism, an entrepreneur and owner of Sakheleni African Creations (S.A.C). Sakie as she is affectionately known, is originally from KwaZulu-Natal but grew up in Soweto. She has a Diploma in Bookkeeping from Damelin College and is married into the Kana family, which is Zambian by origin.

Her love for curios began as a hobby. “I used to meet some ladies that would put some beads together and I would be so inspired by them. I had no training in beadwork, I just looked at them and started playing with the beads until I got it right. This is self-taught,” she said.

Sakie worked in the corporate space within the health industry for 10 years. As she approached her retiring age, she thought of using her beadwork hobby as a full-time career and that is how S.A.C was born in 2013. “I thought to myself I am getting older and I need to do something. God gave me hands so I will use them to help my family where I can,” she added.

Sakie is a first time attendant and exhibitor at Meetings Africa 2022. Her small business was amongst those selected on the tourism database to take part in this auspicious gathering, especially at a time where the tourism industry is getting back on its feet and has now opened its doors to the world.

“Meetings Africa has really helped me get exposure. I really love the aspect that buyers are really keen to get my business cards and work with me. I have spoken to a number of people and coming here has been an exciting moment. Thanks to Department of Tourism that has brought us here,” she exclaimed.

The COVID-19 pandemic has left a devastating mark especially on small upcoming businesses. “COVID-19 really hit us because our international tourists love our work more. There was such a drawback and we were limping financially. However, I managed to keep working and to cater for our local tourists,” Sakie highlighted.

As the tourism industry gears toward a new normal, Sakie is optimistic about the future of her business and is looking forward to share her experience and business opportunity to empower many, especially women. “I want to grow, formalise my business so that I can help and employ people. My heart goes out especially to the older women I have seen in Kwa-Ndebele in Mpumalanga Province. I have seen what they do, they really work hard and sacrifice so much. If I can get to a stage where we can come together and I can afford to buy beadwork materials for them, I will definitely work together with them. That is my dream,” said Sakie.

Her highlight during the Meetings Africa 2022 was receiving support from Minister Lindiwe Sisulu. “I feel so happy and delighted that Minister Lindiwe Sisulu bought an item from S.A.C. Thank you very much Minister and thank you to South African Tourism,” she concluded.

# North West Tourism Business Owners Now Ready to Revive Tourism



A newly formed tourism organisation by tourism business owners in the North West Province known as North West Tourism Business Owners Council (NWTBOC), are set to play a part in reviving tourism sector in their province. After the Tourism Sector being the most affected during the COVID-19 pandemic, the tourism businesses in the province came together to start a collaborative tourism projects with an effort to recover as rapid as possible.

North West Province has a great history of big events that drove domestic travellers to take a Sho't Left. Events such as the 60's in Mahikeng, Vodacom Challenge at Mmabatho Stadium, Kora Awards, South African Music Awards (SAMA), Miss South Africa all hosted in Sun City.

All these above mentioned events contributed hugely to the Gross Domestic Product (GDP) of tourism economy in the province. Chairperson of NWTBOC, Mr Itumeleng Magongoa says, "Our objective is to ensure the long-term sustainable and inclusive growth of Travel and Tourism in the province. This requires strong public-private collaboration and an enabling environment to address current and emerging challenges and opportunities for the sector."

This newly formed organisation already has a footprint in all the provincial districts and a database of more than 200 tourism businesses. In 2020/2021 through tourism business collaborative efforts, they were able to organise adventure camps (Bophirima Camp Fest) in all the districts. These camps were able to attract visitors not only in the province but travellers from other provinces such as Mpumalanga, Northern Cape and Gauteng. It showed that this collaborative strategy worked for the tourism business owners.

The Chairperson continued by saying, "Alongside our four key initiatives, during the COVID-19 pandemic, 2022 projects will be more practical solutions. We will be working to re-open the Travel and Tourism sector together with our members, government and other associations. This work includes the creation of the Safe Travels Protocols and Stamp initiatives, the Future of Travel and Tourism report as well as work focusing on the social impact of the sector."

If you are looking for a destination that offers rural tranquility, while still being close to the excitement of a large city, should the desire to sample some of the nightlife arise, the North West Province may be just the destination for you.

Business owners will host the biggest collaborative Bophirima Camp Festival in the Moses Kotane Municipality from 29 April to 1 May 2022. This collaborative effort involves more than 50 entrepreneurs benefiting directly from the event. The organisers aim is to target a thousand camp adventurers from all over the country.

"It is a provincial inaugural annual music camping expedition exploring and promoting the townships, small dorpiés and villages within the entire province. As part of the integrated approach of influencers hosting, we plan to collaborate as partners in coordinating parallel activities that include elements of Hidden Gems, Youth and Entrepreneurial Empowerment, Community involvement and up-liftment. We will also use various approaches in ensuring that interactions between the expedition, brand and

community are well implemented, ensuring that domestic travel and the provincial objectives are met," said Mr Magongoa.

NWTBOC is also ready to partner with government, corporates and other stakeholders in South Africa to move tourism sector forward in the North West Province.

For more information on the organisation please email: [Lebogang@nwtbo.org](mailto:Lebogang@nwtbo.org) or [itumeleng@nwtbo.org](mailto:itumeleng@nwtbo.org)







## The Cherry Steam Festival

The annual Cherry Festival in Ficksburg, in the eastern Free State, did not take place in 2021 as Covid restrictions on visitors were only lifted a short time before the event was scheduled, so it was cancelled for 2021. However Sandstone Heritage Trust, on the Sandstone Estates farm, just 14km outside Ficksburg decided to run its own event in conjunction with Iona Cherry Farm which is adjacent to Sandstone. It was obvious that local tourism was starved of opportunities and Sandstone experienced the highest visitor numbers for a number years but all within Covid regulations for gatherings.

The world famous Sandstone Steam Railway was in operation and visitors could enjoy unlimited rides on the steam train as well an Ox wagon ride or a ride in a military vehicle or vintage bus.

Sandstone also launched their latest steam locomotive, Class NGG16A number 155, built in Johannesburg in 1968.

Our next event is The Easter Steam Festival from April 22nd to April 25th 2022. Full details can be found on the Sandstone website, [www.sandstone-estates.com](http://www.sandstone-estates.com) or contact Mariette at Sandstone on 064 752 3852. Camping accommodation is still available for the event.







## Deputy Minister Mahlalela Visits National Parks in the Western Cape



Deputy Minister of Tourism, Fish Mahlalela, in February 2022 conducted a site visit to assess progress on the infrastructure upgrade programme to tourism attractions in parks in the Western Cape Province as part of the State of the Nation Address (SoNA) activities. The Department of Tourism seeks to implement destination enhancement and route development projects to diversify tourism offerings and enhance visitor experience in identified priority areas.

To revive the tourism sector post pandemic, the Economic Reconstruction and Recovery Plan (ERRP) and the Tourism Sector Recovery Plan supports the rationale to improve and protect the core tourism infrastructure and assets.

The South African National Parks (SANParks) Maintenance Programme is an initiative adopted at the Presidential Jobs Summit in October 2018 with the primary objective to improve and ensure proper maintenance of National Park Assets for destination enhancement, job creation and Small, Medium and Micro Enterprises (SMMEs) development.

The Department of Tourism has entered into several partnerships with SANParks to enhance tourism facilities in various National Parks. One of these projects is the SANParks Infrastructure Maintenance Programme. The Department has provided funding support to the tune of R120 million for the maintenance

programme in SANParks properties across the country. The lull that ensued after the COVID-19 pandemic ensured that these projects could be implemented while there were no visitors to the parks.

SANParks has submitted both business and implementation plans to roll out the maintenance programme in 19 National Parks namely: Addo Elephant, Agulhas, Augrabies, Bontebok, Camdeboo, Golden Gate Highlands, Kgalagadi Transfrontier, Karoo, Knysna, Kruger, Mapungubwe, Marakele, Mokala, Mountain Zebra, Namaqua, Richtersveld, Table Mountain, Tankwa Karoo, Tsitsikamma, West Coast and Wilderness National Parks.

The Infrastructure Maintenance Programme in the Cape Region comprises of six teams allocated to the Cape region namely, Bontebok, West Coast, Table Mountain, Agulhas and Tankwa Karoo National Parks.

The labour statistics for this programme in the Cape region is as follows:

- SMMEs – 6
- Participants employed – 66
- Number of women – 35
- Number of Youth – 33
- Number of People with Disabilities - 3

“The work done by the SMMEs has contributed immensely to maintain

infrastructure in SANParks as well as to create jobs and transfer skills,” said the Deputy Minister.

The Deputy Minister visited the West Coast and Table Mountain National Parks as part of pre-SoNA activities. The Table Mountain National Park being an open access park, is well known for its hiking trails. The teams therefore focussed primarily on footpath repairs and maintenance.

The West Coast National Park consists on a number of old farm homesteads which have been converted to accommodation units, offices and a restaurant. These facilities required extensive maintenance which the team executed as well as work to the sewer and waterlines. The team also assisted with clearing of road verges, minor road works and rehabilitation of the terrain.

“These projects maximise the benefit of local communities and engenders a shared ownership of our parks. That way we take tourism to the people and collectively enhance the visitor experience,” the Deputy Minister concluded.



# GTA Revs up Tourism Promotion

Over the years, Gauteng Tourism Authority (GTA) has partnered with the Event Works Agency (EWA) and 83 Capital ("83") to host the Kyalami 9-Hour in Gauteng as part of promoting destination Gauteng through signature events.

The Orange Farm Spin City is one of the 'Best of Gauteng Spinning' areas and has since been adopted as the Kyalami 9-Hour Legacy Project. The facility is owned by Soweto Drift Academy (SDA), which is a 100% black-owned and managed motorsport ground and event management company. It was established to amongst others to promote, strengthen and lobby support for professional, safe and competitive community tourism events and promote safe spinning and driving amongst young people across Gauteng townships.

The Working for Tourism Programme as a community based driven initiative aimed at refurbishing key tourism attractions in the provinces starting with government owned facilities and those in the townships. Accordingly, these initiatives

are integral to the tourism recovery approach for Gauteng, of using strategic tourism infrastructure development and enhancement as a driver for inclusive tourism sector recovery, its growth and job creation.

In the 2021-2022 financial year, the GTA through its Tourism Infrastructure Maintenance Programme has invested in upgrading 20 township-based tourism assets as a measure to create job opportunities for 1500 youth in townships.

The Orange Farm Spin City is a beneficiary of this programme and GTA has invested R600 000.00 to complete Phase 1 (upgrades of 1500 square meters stage infrastructure) of the project. Project Phase 1 was initiated in November and completed in December 2021. The related professional services (youth and women-owned company), materials and labour for Phase 1 of the project was sourced 100% from the community and provided employment to 20 youth in the area.

Furthermore, GTA is currently in discussion with Gauteng Enterprise Propeller (GEP) and other national institutions regarding the additional R2 million investment required for Phase 2 - upgrade and maintenance of the overall infrastructure at the site, including rebuilding of the perimeter wall, beautification through cultural murals, development of an on-site car wash, build ablution facilities for the site, erect grandstands, generators and lighting and container office.

Guided by the above background, an integrated programme of sites visits, media engagements and showcasing of the government and public sector interventions in recovering the economy and driving inclusive growth, have been developed. These include a special visit by the organisers of the Kyalami 9-Hour racing event and Gauteng Provincial government leaders to the Orange Farm Spin City project site and conclude with a behind the scenes access to the Kyalami 9-Hour event before the start of the main racing days.



# Enjoying Antbear, Slackpack and Hammock Camp

## Experience something different with an overnight stay luxury cave at Antbear Lodge

Many of you might dismiss the idea of sleeping in a cave, up a mountain, with a snort of derision. But you would be wrong in this case

Here we are talking about a luxurious bed, a jacuzzi bath, and armchairs by the fireplace that are simply enchanting. The cave offers glass doors opening onto the deck for a spectacular view of the mountains, with hammock chairs for that final touch of holiday feeling.

It is the most popular room at Antbear Lodge and if you want to stay in splendid isolation you can opt for a private dining experience where the staff set up a table for you to dine by candlelight under the stars.

Antbear Lodge is an eco-friendly retreat reached via a dirt road from Estcourt. The twisty track crosses an old metal bridge with occasional stops to let herds of goats or cows disperse, before you pull up outside a rather grand-looking double-storey lodge.

Antbear Lodge is a 20-year work in progress by its owners, Andrew and Conny Attwood. They met when Attwood was working in Germany as a software engineer, and moved to the Drakensberg to escape the rat race. There was nothing here but tangles of blackjacks, a crumbling farmhouse and endless views when they first arrived.

They bought chickens and cows and planted organic vegetable gardens to be as self-sufficient as possible and produce their own bread, butter and cheese. Then they started experimenting with alternative materials and learned to build cottages out of straw bales. Their ideas and their skills kept growing and now the main lodge has a large lounge upstairs, with a library area, lounge bar, dining room and a patio downstairs.

The accommodation has expanded into 15 cottages and a small retreat centre and wedding chapel, all filled with quirky wooden furniture made right here at the lodge. Some of the doors have elaborate wheels to turn the latches, while the wardrobes and cupboards have complex carved hinges. The lampstands are made of intricate carvings, depending on the mood of the artist.

Antbear Lodge also offers horse trails ideally suited to beginners. Hot air balloon flights that launch from the lawn in front of the lodge. The area offers a lot with spectacular hiking trails with dramatic views and waterfalls. And then there is the spectacular bushman rock art where you can see some of the best examples in the world.

So many of us seem to be going through a crisis right now with COVID-19 pandemic turning our worlds upside down so escaping to the mountains is the perfect break.

### Contact:

Antbear Eco Lodge

Email: [reservations@antbear.co.za](mailto:reservations@antbear.co.za)

Telephone: 076 441 2362

Website: <https://www.antbear.com>

## Luxury hiking in the Drakensberg without the fuss

Antbear Lodge is the starting point of a newly curated 3-day slackpack in the Drakensberg. In the afternoon you meet with your affable Guide, who is an experienced high mountain Guide who regularly escorts people into the high Drakensberg wilderness.

After a welcoming meet and greet, you get to sit down to a delicious meal, most of the ingredients sourced and produced locally. The relative remoteness of the place has made self-sufficiency not just a core value but a necessity and it is encouraging to learn how this slackpack initiative hopes to bring business to the locals to sustain its micro-economy.

**Day 1:** After a scrumptious breakfast it is off to a leisurely start to the day. Heading off through a pretty grassland you ascended the valley slowly taking time to take in the views as you reach the top. The White Mountain is an ever-present feature on this hike lays in the foreground shouldered by the sleeping Giant of Giants Castle and the rest of the Lowlands Valley. You stride onwards on a grassy cattle path into the next valley to enjoy a picnic lunch and refreshing swim near a small plunge pool. 12 kilometres later you arrive at your next night's stay, a family run agritourism farm called Lepards Lair Lodge. These warm farmers knew how to please as you arrive hankering after a cold beer. An unbelievable hearty lamb potjie washed down with long slugs of red wine is the perfect end to a great day's hike. What people love most about this stay is the personal touches, even the soap (sculpted into a little sheep) is handmade! Surrounded by a menagerie of farm animals, an intrepid gosling, a spirited lamb and an orphaned Eland, the stay adds character and colour to your hiking experience.

**Day 2:** Awoken by the merry clucking and mooing of farm animals, you enjoy a hearty boere farm breakfast before charging your water bottles, packing our picnic lunches and heading off up the hill. Leaving the neatly planted mielie farm you soon rise out of the valley to reach some high wild grassland.





It is magic on top looking down the valley of spurs and ridges, it certainly feels as though you are in the foothills of the Drakensberg. Some of the grassland specials to spot include Larks, Grassbirds, an Orange Throated Long Claw and a rather prehistoric Secretary Bird stalking across the grassland like a T-Rex in search of a snaky treat. This area is also home to some rare and highly endemic butterflies including the Midlands Widow, Estcourt Blue and Mooi River Opal. The walking is fairly easy going and after a 3.5 hours amble, you arrive at the Zulu Waters Private Game Reserve where you are warmly welcomed by the Head Game Guard who escorts you on a walking safari high above the banks of the Bushmans River. Meandering through this pristine reserve, it is a privilege to exchange bush stories with a local who has grown up in the area and holds a deep appreciation and passion for nature. Your early arrival could not have been better planned, Shaka's Lodge is definitely a place you want to hang out in for the afternoon. This newly renovated lodge decked in rich wood and leather furnishings comes with its own private chef, deluxe king size beds, roof top jacuzzi, tennis court and sweeping views overlooking a heated infinity pool. After a refreshing swim you dine like gourmets that night on tenderly seared antelope and fresh farm vegetables dressed in a balsamic reduction.

**Day 3:** On the third and last morning, you awake to inspiring views of the reserve from your bed as you looked out of your master suite bedroom. Revitalised by a restful nights sleep, it is difficult to lace up your boots and leave this heavenly abode. Any regrets of an early departure are soon soothed with the splendid sights of teams of wilderbeest, zebra, antelope and rhino strolling the grassy plains of this 3 000 hectare reserve. Take pleasure in the fact that you will not have to share your encounters with cars filled with other tourists. This sort of walking safari with luxury accommodation is a fabulous way to have an intimate wildlife experience without sacrificing your creature comforts. Heading back to Antbear Lodge for a cold beer and an afternoon departure is the perfect ending to a colourful and diverse slackpack.

**Contact:**

**Giants Castle Slack Packing Trail**

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Tel: 0736126964

Web: <https://giants-castle.co.za/drakensberg-slack-packing/>



## Look up with steller tales from an intrepid storyteller

**M**r Mlinden Sitole a local villager from the foothills of the Drakensberg will tell you things about the night skies – and the stars – that you never imagined, not in your wildest dreams. Part of a broader socially-responsible tourism programme in the Drakensberg near Giant's Castle, Antbear Lodge has helped foster Mlinden's storytelling skills into an experience unlike any other. He is set up a stargazing Hammock Camp – with blankets and hot-water bottles – where the heavens are a canvas against which he shares African folktales about the night skies.

Mlinden says his interest in the stars began when he was a young boy and his grandmother told origin stories to the beat of a drum as they sat around a fire. Now, with the entire universe at his fingertips and the Milky Way clearly visible, Mlinden invariably begins by explaining how the sun and moon came to be in the sky, why the sky is so far away, and how hunters are guided home by a maiden who created the Milky Way. And, of course, how the Milky Way was created. He will point out major constellations while weaving in marvellous Zulu myths and legends – his knack for storytelling will not leave you unmoved

Mlinden's Hammock Camp is set up near to Antbear Eco Lodge, where a variety of community-oriented projects are fostered. Bookings at R200.00 per person, is paid directly to Mlinden.

**Contact:**

**Mlinden's Star Gazing Hammock Camp**

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## Niche Pitch Camissa Travel and Marketing

**W**e are a tour operator Cape Town based 2017 Lilizela winners in the emerging tour operator category at provincial and national level we have been operating for the past 15 years to date.

Our business is simple we design package and facilitate day tours in Cape Town and surrounding areas we provide scheduled and private tailor-made tours we also facilitate marketing research activities for Corporate South Africa primarily in township communities.

For example, for the marketing research we took out PEP stores group on a two-day outing first outing they wanted to see how a new product they were promoting was doing on their stores in our visit of their store in Charleville mall just outside of Gugulethu, they saw that a lot of women were pulling money or a cellphone from a bra. They then went back to their office and drawing board where they designed a bra with a pocket. When it came out, they booked us to come and see how it was doing on the market. The first store we visited was in Sea Point - the whole isle was full with the bra. The second store was Charleville Mall - the bra was sold out. We have recruiters in townships who will get the right LSM groups to speak to and find a venue so they can talk direct to the target market.

The City of Cape Town provides a perfect setting for us being the birth of South Africa's history, from the city we draw out different themes ticking off the five senses:

**Smell:** The sizzling barbecue on the side of the road during your guided walking tour of Langa Township.

**Sight:** Cape Dutch, Victorian and Edwardian architectural designs on our guided Cape Town City walking tour.

**Touch:** someone's heart on to donate experience inspired by the centenary celebrations of Nelson Mandela and his legacy.

**Taste:** Cape Malay and African spices on our cooking experience.

**Hear:** The melodic sounds of gospel on our Sunday gospel tour.

### Our philosophy is:

If you tell me, I will forget,

If you show me, I will remember,

but if you involve me, I will understand.

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