

EDITION

03

Bojanala

December ■ 2019



Inside this edition

- * Jubilation as Bokke parade the Webb Ellis Cup
- * Internet giant to help boost Chinese tourism to South Africa
- * Global Culture and Heritage Association seeks to support Africa
- * SANParks' hi-tech investment helps to capture poachers



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



INSIDE

- 01** Letter from the Editor
- 02** Jubilation as Bokke parade the Webb Ellis Cup
- 04** The changing face of incentive travel markets
- 05** A boost for tourism with more chefs for the tourism industry
- 06** South Africa extends a warm welcome for royal visit
- 07** 4 IR - Unlocking tourism's potential through technology
- 08** SATSA launches animal interaction guidelines for South Africa
- 10** SA tourism hones in on networking opportunities at WTM
- 11** Kimberly Diamond Cup draws thousands to the Big Hole
- 12** Tourism excellence celebrated at the 7th Annual Lilizela Tourism Awards
- 14** Kruger concession due for renewal
- 16** Internet giant to help boost Chinese tourism to South Africa
- 17** South Africa to host Rugby World Cup Sevens 2022
- 18** SA taps into the North American youth market
- 19** Unabridged certificate no longer travel requirement
- 20** Travel Agency CEOs Red-Flag SA's Skills Shortage
- 22** Global Culture and Heritage Association seeks to support Africa
- 23** SA looks to China and Japan to grow arrivals
- 24** SANParks' hi-tech investment helps to capture poachers
- 25** Local is Lekker
- 26** Turning indigent communities into custodians of the wild
- 28** SADC Tourism Programme 2020 – 2030 comes into effect
- 29** KZN draws sports enthusiasts
- 30** Los Angeles travel partners fully behind 2030 arrival goals
- 31** Golden Gate Classics Concert to help elevate parks' profile
- 32** North America Roadshow to address SA tourism 2030 targets

CREDITS

PUBLISHER

Department of Tourism

EDITOR

Blessing Manale

EDITORIAL TEAM

- Seapei Lebele
- Johannes Mokou
- Natasha Rockman
- Annah Mashile

CONTRIBUTORS

- Tourism Update
- Johannes Mokou
- David Frost
- Annah Mashile
- Otto de Vries
- Kerry Hayes
- Liesl Venter
- Paul Zille
- Mia Breytenbach

DESIGN AND LAYOUT

Talking Heads Advertising Design and Print (Pty) Ltd

DISCLAIMER

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

LETTER FROM THE EDITOR

Season's Greetings



Happy Holidays are here again. We end 2019 with a bang as a country. This year we have been a bunch of winners, and the tourism sector seems to be biting a fair slice of cake.

A "Shosholoza" roar and congratulations to the Springboks who won the Rugby World Cup 2019, bringing home the Webb Ellis Cup for the third time in history. Read more on how this pivotal moment served to catapult South Africa in the tourism spotlight!

In this edition of Bojanala, we give you more insight on the sector's achievements, straight from the sector players as well as from ourselves, the Department. We remind you just how important this sector is and it would not have been considered the leading sector if it was not for the important role you play.

We take you through some of the most important milestones the Department has reached, as well as detailing you on some of the opportunities we have leveraged. This, in an attempt to continually portray South Africa as one of the best countries anyone would want to visit.

Read about the World Tourism Association for Culture and Heritage (WTACH)'s decision to set its sights on Africa, as the history of the continent attracts a growing number of tourists from across the world.

The Golden Gate has just hosted its third Classics Concert in an effort to help elevate the park's profile. The concert has for the past two years attracted a wide cross-section of audience and this year was no different. Read all about it!

As a way of intensifying and increasing tourism numbers, Minister of Tourism, Mmamoloko Kubayi-Ngubane, scheduled visits to China and Japan. These two giants remain South Africa's key source markets in the region. Between January and August this year, 61 376 tourists from

China and 18 187 tourists from Japan visited South Africa, according to Statistics South Africa.

The poaching issue has been a thorn in the tourism industry's side for ages. Now, SANParks has brought in various technological advances to end this scourge. Find out how technology has led to some positive results in preventing even more poaching and pursuing justice.

We feature another popular column by Association of Southern African Travel Agents' about how the outbound travel industry has endured some particularly tough times, and discusses a promising strategy to alleviate the stress.

The 3rd of December marked International Day of Persons with Disabilities as well as the start of Disability Awareness Month, in South Africa.

Observing both the International Day of Persons with Disabilities and Disability Awareness Month affords the tourism sector the opportunity of placing much needed emphasis on Universal Accessibility.

Accessibility is a central element of any responsible and sustainable development policy. It is both a human rights imperative, as well as an exceptional business opportunity. In this context, accessible tourism does not only benefit persons with disabilities, it benefits all of society.

It has been great interacting with you on this platform throughout the year, I want to wish you well during this festive season.

ENJOY THE HOLIDAYS!

Blessing Manale





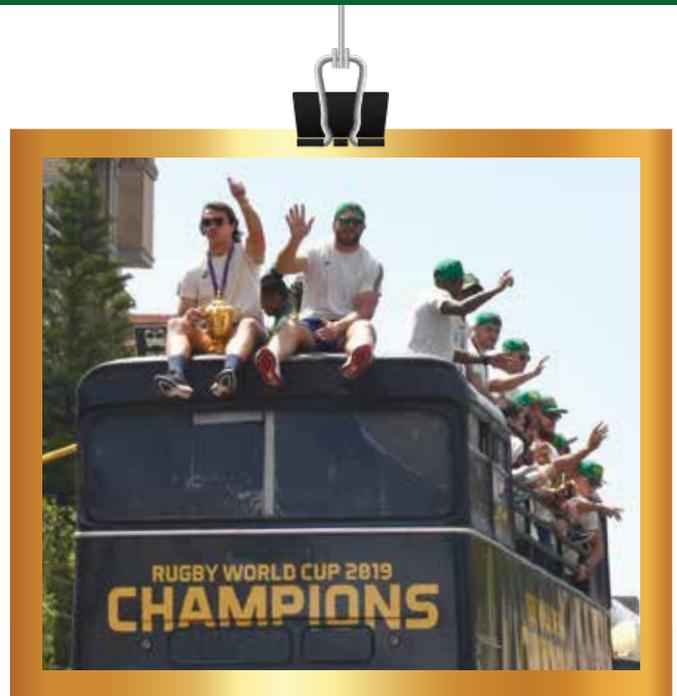
JUBILATION AS BOKKE PARADE THE WEBB ELLIS CUP

South Africans just could not contain their delight when the Springboks paraded the streets of Tshwane, Johannesburg and Soweto during their Rugby World Cup 2019 trophy parade on 7 November. The Bokke also displayed the Webb Ellis Cup in Durban, Cape Town, Port Elizabeth and East London between 8 and 11 November.

The tour, a tradition that comes each time the national team wins the World Cup, attracted all and sundry, with vuvuzelas and ululations at their loudest.

Not to be outdone though, tourism staff, donned in their WeDoTourism regalia, made use of the platform to paint the streets of Tshwane in tourism colours. Staff also made use of the moment to promote domestic travelling, especially after the national rugby team put the country firmly on the map.

There is no doubt that the Springboks' hard work in Yokohama, which ultimately saw them bringing the cup home, brought joy to the country. The spirits of South Africans were lifted and this was evident during the trophy parade, where uninhibited cheers and whistles were the order of the day, as the Bokke's bus drove by.



Bokke's Victory Parade in Pretoria

The win also came at a time when the country needed a boost in many ways, be it national pride, the much-needed rise in tourism numbers, the attraction of international



South Africans join the celebration



STRONGER TOGETHER.
SPRINGBOKS 2019

investors as well as the continued fight against the ever-worrisome triple challenges.

Clearly, South Africans being enthusiasts by nature, are doing everything in their power to ride this wave as long as possible. And why not?

It takes a single event to hugely benefit South African Tourism, which exhibited at the World Travel Market (WTM) in London from 4 to 6 November.

Asked how this win could boost tourism in the country, and what their plans are as the brand behind the country, Sthembiso Dlamini, acting CEO of South African Tourism, said, "The Springboks' Rugby World Cup win has certainly drawn attention to South Africa on many levels. The win has created great awareness around South Africa, and this is an opportunity for us to take the opportunity to showcase everything South Africa has to offer as a destination, to the rest of the world."

Dlamini postulated, that in addition to heightened awareness about the country, the win also highlights South Africa's ability to host key sporting events, and there are a

number of events in the near future that will definitely bring in the numbers.

Furthermore, Minister of Tourism, Mmamoloko Kubayi-Ngubane, made a turn in China and Japan recently as part of her international roadshows to encourage tourists to visit South Africa. The fact remains that China is South Africa's largest trading partner.

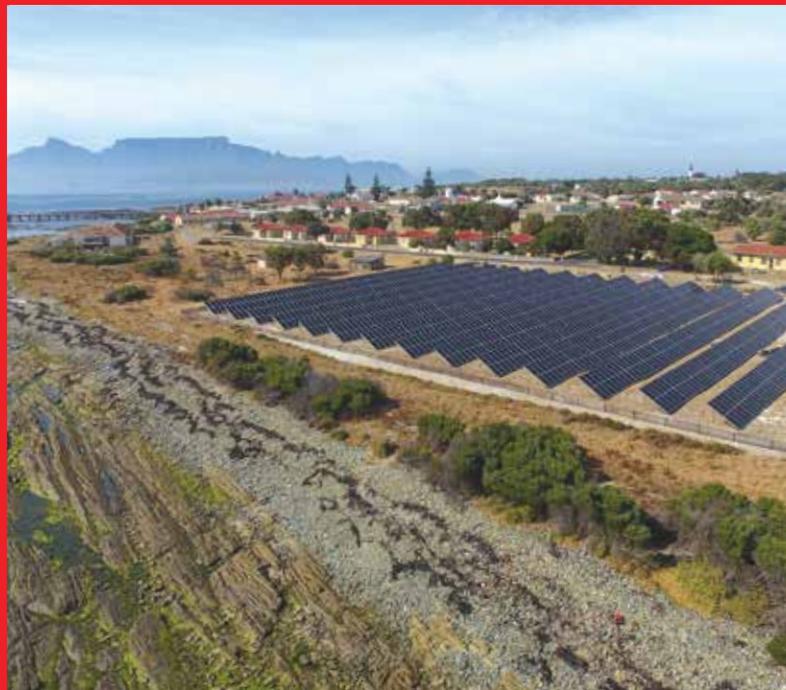
"We are leveraging on these trade relations to strengthen the people-to-people exchange between the two countries. I am pleased that, together with Tencent, South African Tourism in China is laying a solid foundation for growth in visitor arrivals from China to South Africa," Minister Kubayi-Ngubane said.

There is no denying that the industry has a big impact in the GDP of the country, having been able to create many jobs, surpassing the likes of mining, manufacturing and others. This industry also makes it possible for tourists to identify opportunities for investments as they visit the country's many tourism gems.

Staff Reporter



THE CHANGING FACE OF INCENTIVE TRAVEL MARKETS



The top source markets for incentive travel have shifted away from North America in recent years, according to **Daryl Keyword**, Managing Director of Walthers DBS.

“North America and Europe used to be the major incentive source markets, but this has changed. Brazil, Russia, the UAE and some Asian countries are now a much larger percentage of the pie,” says Keyword, adding that North America is still generally seen as having the highest budgets, with charter flights to private safari lodges a regular inclusion.

SA Tourism has also identified key markets for incentive travel – the UK and Europe, the US, the BRIC countries, and Asia.

According to Corne Koch, Head of Cape Town and Western Cape Convention Bureau, Southeast Asia and India have been the strongest markets in recent years. “When looking at lead generation, we noticed that in our previous three fiscals (2016-2018), Southeast Asia and India tended to be the two dominant markets.” She says the Southeast Asian market proved less sensitive to the water issues in Cape Town.

NEW EXPERIENCES

Incentive travellers are increasingly looking to experience the uniqueness of the destination they are visiting. “Unique venue enquiries are popping up frequently, as well as historic venue requests that can be brought to life by offering new and innovative ways to experience them,” Koch explains. “Our local DMCs and event management companies have been packaging some truly unique African experiences in the most unexpected venues such as the Castle, airport hangars, and the Silo district at the V&A Waterfront.”

Keyword says organisers are under pressure to exceed the programme from previous years, and that pressure is passed down the line to those on the ground delivering the experience. “Wow elements usually beyond the reach of the average traveller are important in terms of the brag factor. Taking a helicopter to a private tasting with the wine maker at an exclusive estate would be an example,” he continues. Keyword believes that South Africans tend to be a little conservative and hesitant to offer really expensive ideas, but stresses that if the idea is unique and interesting it may be considered, even if the cost seems outrageous by local standards.

CORPORATE RESPONSIBILITY

Another aspect that is gaining popularity for incentive trips is that of Corporate Social Responsibility (CSR). Keyword says this probably comes from both the travellers and the corporate end client planning the incentive. “There is no doubt that the younger generation is more socially and environmentally aware than their parents. If we offer a CSR optional activity, then up to 35% of our mainly younger participants will select it over the typical excursion.”

Corporates are now recognising this shift, remarks Keyword. “Whether CSR is entrenched in the corporate identity, or is done purely to ensure that the ‘optics’ are correct, many incentive programmes either include an organised or optional CSR element.” According to Keyword, organisations recognise that they are more attractive to new hires if they can demonstrate a social conscience.

Tourism Update



A BOOST FOR TOURISM WITH MORE CHEFS FOR THE TOURISM INDUSTRY



Deputy Minister Mahlalela officiating at the Eastern Cape Graduations

The tourism talent pipeline received yet another boost as the National Youth Chefs Training Programme commenced a series of provincial graduations. The Deputy Minister of Tourism, Fish Mahlalela, officiated at graduation ceremonies and welcomed the new graduates into this dynamic sector. A whopping 58 graduates from the Eastern Cape, 35 from the Western Cape and 57 from KwaZulu-Natal received their qualifications as Chefs in November 2019, with more scheduled for January 2020.

The aim of the training interventions is to address the skills shortage within the Tourism Hospitality Industry as well as to provide learners with accredited training programmes that will enable them to obtain credits towards further studies. This will increase the pool of skilled labour within industry and create temporary jobs for unemployed people through implementation of Expanded Public Works Programme (EPWP) - focusing on the youth, women and people with disabilities thus contributing towards poverty alleviation through the payment of stipend.

The Department of Tourism is continuously training young people between the ages of 18-35 in various fields within the Tourism and Hospitality sector. "As a country, we are faced with the high unemployment rate especially among the youth. Hence, this ambitious government intervention to strengthen youth empowerment programmes to address this anomaly. Celebrating 25 years of Democracy, we should be proud that tourism plays a major role in improving the quality of life of our people, through our various initiatives including the one we are celebrating today," said the Deputy Minister.

Launched in 2011, the NYCTP is a 10-month training course which comprises of 30% theory and 70% work integrated learning. The NYCTP is recognised globally for its positive impact and outcomes. The programme is implemented by the South African Chefs Association (SA Chefs) and it is accredited by City and Guilds. During training, the beneficiaries were introduced to the fundamentals, core

and electives unit standards of Professional Cookery. This qualification is recognised by all cookery or food related sectors in South Africa.

Proud parents expressed their gratitude to the Department of Tourism for this opportunity and admiration to the graduates for their commitment. One of them is Martha Tabisher, who hails from Cape Town. She said, "I am so proud of our children for not letting their circumstances define them,"

In KwaZulu-Natal, one of the beneficiaries is Thulani Bikitsha, a former graduate of the programme who is now employed by Beverly Hills Hotel in Durban. In his hearty testimony, Bikitsha thanked SACA for opening a beautiful culinary journey, which he started back in 2011.

Bikitsha said that his culinary journey came immediately after losing his parents; something that pushed him to the limits. He however did not let this loss dampen his spirits.

"Today, I am proud to announce that since its inception in 2011, the National Youth Chefs Training programme has given hope to 2 072 learners. Seventy two percent of those graduates are employed permanently, with the rest in temporary assignments, further training or pursuing entrepreneurial opportunities in the tourism value chain nationally. And there is nothing more powerful than to invest in young energetic minds that are willing to participate and contribute towards a better and inclusive future," the Deputy Minister added.

Deputy Minister Fish Mahlalela concluded: "We have given you the skills. Tourism has opened doors for new opportunities for you and today you are reaping the fruit of what you have planted. Enjoy it".

Staff Reporter





SOUTH AFRICA EXTENDS A WARM WELCOME FOR ROYAL VISIT

The Duke and Duchess of Sussex (Prince Harry and Meghan) and their son Archie, arrived in South Africa in September for their 10-day visit to Africa.

Speaking in Cape Town to over 100 international journalists who arrived in the country to cover the royal visit, Tourism Minister, **Mmamoloko Kubayi-Ngubane**, encouraged the media and other British dignitaries to maximise the opportunity to experience an incredibly diverse product offering of our beautiful country, Mzansi.

“South Africa’s strength lies in the diversity of its people, eco-tourism and the rich cultural heritage. I am delighted that the couple is in the country at a time when we are celebrating Tourism and Heritage Months respectively,” said Minister Kubayi-Ngubane.

The Royal visit not only demonstrates the strong economic and trade relations between South Africa and Britain but it also exposes South Africa to the outside world as a destination of choice.

Economic benefits of this visit are immense as we continue to introduce our country as a destination to potential travellers in the European, Australian and Asian markets, which are important markets to South Africa.

“South Africa’s strength lies in the diversity of its people, eco-tourism and the rich cultural heritage. I am delighted that the couple is in the country at a time when we are celebrating Tourism and Heritage Months respectively.”

In 2018, South Africa welcomed about 10,5 million international tourists; a 1,8% increase from 2017. The length of stay in the country was on average 11 nights, which resulted in 118 million bed nights.

“One of the key deliverables is to maximise our tourism potential and improve geographical spread by displaying some of the ‘hidden gems’ and amazing places outside of the typical tourist trail,” said the Minister.

Tourism Update



4 IR

UNLOCKING TOURISM'S POTENTIAL THROUGH TECHNOLOGY



As the world becomes more digitally connected, there has been a shift in how travellers search for information and book their next holiday.

Cape Town Tourism's social media platforms boast a following of nearly 1 million users. By analysing the digital data, it is possible to make informed decisions around what users are searching for, what they are clicking on and what is the most popular type of content travellers are searching for, making data-driven decisions key to attracting the discerning traveller.

Approximately 70% of users are accessing digital platforms via mobile devices. This type of data then determines what the mobile-first approach should be, and how to package content and information on platforms.

The city's strategy is to enhance awareness about Cape Town as a preferred destination and, in turn, stimulate local economic activities. Through a service level agreement with Cape Town Tourism, the City of Cape Town aims to introduce a variety of products and services, action-packed adventures and experiences to cultural attractions. Currently, the Cape Town Tourism visitor-interfacing website attracts nearly two million visitors a year.

These are mostly South Africans and an ever-growing number of international visitors, specifically from the US and UK. The recorded analytics indicate that visitors spend most of their time looking for accommodation recommendations. This is followed by searches for information on current events and what is happening in the city and culinary options.

By analysing the digital data, it is possible to make informed decisions around what users are searching for, what they are clicking on and what is the most popular type of content travellers are searching for, making data-driven decisions key to attracting the discerning traveller.

Content related to pocket-friendly experiences are the most-read pieces on the Cape Town Tourism website. Tourism initiatives lead to the development of local enterprises, increase the demand for goods and services, and contribute to the much-needed employment.

Ultimately, the goal is about developing routes through a variety of activities and attractions that will connect communities to the economic and entrepreneurial opportunities that the tourism industry offers.

Content is becoming more current and informative, and is being presented in a user-friendly way. Therefore, the strategy is to enhance awareness of the destination and stimulate local economic activity. This can be accomplished by using user-generated content through images, written pieces, and collaborating with various creatives for Instagram takeovers.

Tourism Update





SATSA LAUNCHES ANIMAL INTERACTION GUIDELINES FOR SOUTH AFRICA

Less than a week after SATSA launched its animal interaction guidelines for South Africa's tourism sector, a young elephant died of exhaustion, having been forced to carry tourists on safari in Sri Lanka.

The resulting outcry from all quarters across the globe, echoes a growing radical movement, both locally and internationally, against keeping animals in captivity for human enjoyment.

Leading the charge, South Africa now has its own home-grown approach to animal interactions in tourism, thanks to the refreshingly practical guidelines launched recently by SATSA, the voice of inbound tourism.

The study and resulting guidelines are in response to a mandate from SATSA's members, who are already feeling the impact of the amplifying call to end animal interactions – irrespective of how ethical the approach to animal interactions may be – and perceptions of South Africa as a tourism destination, in light of the growing sentiment against tourism experiences that include harmful or exploitative animal interactions.

SATSA, on behalf of our members and in partnership with South African Tourism, spent over a year devising the guidelines following a comprehensive research initiative and inclusive consultation process that was aimed at:

- Developing a long-term vision for South Africa's tourism industry with regards to animal interactions in tourism

- Designing and agreeing on a framework to guide attractions, operators and tourists
- Developing high-level suggestions for legislative intervention and regulation
- Positioning South Africa as an ethical tourism destination

A HOME-GROWN APPROACH

Guidelines for the global tourism industry already exist, but these focus heavily on animal welfare, not on captive wildlife concerns, and have not proven effective in Southern Africa.

This is because Southern Africa's attractions and activities are borne out of a very particular local context – one where the appeal of wildlife is leveraged to build a tourism industry because tourism is a major economic sector.

Wildlife tourism is the bedrock of Southern Africa's tourism industry. The manner in which our wildlife tourism is harnessed will define our commitment to conservation and environmental justice, and thereby the longevity of the industry. On the other hand, it could tarnish its reputation beyond repair.

Places where visitors can still access and connect with the wild; where nature and ecosystems can be appreciated and enjoyed in their original and natural state, will become increasingly attractive in contrast with a world where such nature and wilderness is getting scarcer. Having animals



in captivity for human enjoyment contradicts this priceless, Unique Selling Point of South Africa.

It was evident that the tourism industry in Southern Africa needed its own tailored guidelines, which would deliver on the industry's role in a long-term future for wildlife tourism in Africa and to be on the right side of history.

WHAT DOES THE STUDY RECOMMEND?

The following activities involving captive wild animals are considered to be unacceptable:

- Performing animals
- Tactile interactions with infant animals
- Tactile interactions with predators and cetaceans
- Walking with predators or elephants
- Riding of wild animals

Attractions that offer unacceptable activities are to be avoided and true sanctuaries and rehabilitation centres should be supported. Those attractions involving captive wild animals that don't fall into any of the above categories can be supported but the tourism trade and visitors are encouraged to ask lots of questions and to practise caution.

Finally, a Guide and Tool has been established to help all stakeholders, including tourists, to easily make informed decisions around which tourism experiences to support and which to avoid.

THE GUIDE AND TOOL

While the guide is comprehensive in its assessment of animal interactions in the tourism industry, and is the first to base its approach on a locally-born ethical framework, its utility peaks in an interactive tool – an easy-to-use 'decision tree' which will allow tourism bodies, tour operators and tourists to assess animal interaction operations, and make informed decisions to support ethically sound and responsible operators in South Africa.

Both the Guide and Tool explore the intricacies of animal interactions, including:

- The reason why the animals are in captivity in the first place
- The source of the animals
- The use of the animals while in captivity
- The likely destination of the animals.

This takes its ambit beyond the work usually done on captive/wildlife welfare to the full life cycle of the animal interactions industry.

A LINE IN THE SAND

This Guide doesn't aim to provide an immediate 'silver bullet' remedy, once-off at one point in time.

What it does is outline a 'home-grown' approach to a complex problem; one which draws a line in the sand – moving the SA tourism industry forward in terms of responsible and sustainable practices.

The position taken is to look at where it is hoped the industry will be in this regard in 10, 20 and 50 years' time, and make this guide a driving force in moving the conversation forward in that direction and taking as many people as possible, along in the process.

THE NEXT STEPS

We recognise that it is a free market in that tourists, DMCs and other tour operators are entitled to make their own decision about what to support and avoid. However, with this guide we are hoping to spread the message about why it is unethical to support certain activities. With time, it is hoped that the message will reach all operators and markets.

Leveraging the findings of the robust research study, SATSA will now collaborate with its members and the broader tourism industry to put the research findings into practice. To ensure that all stakeholders involved in, or having connections with animal interactions within the wider tourism industry, are included, and to allow an opportunity for input on the way forward for those who couldn't make it to the launch, SATSA has made the content of the launch available on its website – www.satsa.com.

Ultimately, the aim of the study and resulting guide, is to raise awareness and encourage introspection, examination and dialogue that will lead to ethical choices and transformation in the sector, to improve the lives of individual animals, ensure the long-term conservation of South Africa's wildlife, and position South Africa as an ethical tourism destination.

David Frost





SA TOURISM HONES IN ON NETWORKING OPPORTUNITIES AT WTM

As part of its strategy to market the country, South African Tourism exhibited at the World Travel Market (WTM) in London from 4 - 6 November. This is the organisation's global strategy, which aims to increase international tourist arrivals to 21 million by 2030.

It has also been shortlisted for two categories in WTM's International Travel and Tourism Awards for its Discover Your South Africa UK campaign: Best Destination Campaign – Country and Best Digital Campaign in Tourism.

South African Tourism Acting CEO, **Sthembiso Dlamini**, says: "We're delighted to be returning to World Travel Market this year. It is a fantastic opportunity to network and strengthen our relationships with global trade and media contacts as we drive our global strategy forward. We thrive on partnerships. We are also excited to be affording our valued entrepreneurs an opportunity to showcase their unique products and experiences on the global stage."

The South African delegation included Deputy Minister of Tourism, **Fish Mahlalela**, Regional GM for Europe, **Ian Utermohlen**, and **Dlamini**.

The delegation shared insights on various panel sessions around safety and security, sustainability and using tourism to stimulate empowerment of women and gender equality on the African continent.

More than 30 industry partners, including SAA, Radisson Hotel Group, Hilton, and Durban Tourism, joined the delegation at stand AF500. Some of the Small, Micro and Medium Enterprises (SMMEs) were amongst the attendees at the event. These included Tsheola Dinare Tour and Transport, and Shishangeni by Bon Hotels, who displayed various products.

South African Tourism hosted numerous on-stand initiatives at WTM to engage visitors and welcome two guides from its 'Meet Your South Africa' campaign. Visitors had the opportunity to interact with **Abigail Mbalo**, a township chef, founder of 4Roomed eKasi Culture restaurant and former MasterChef contestant, and **Charles Ncube**, a Johannesburg and Soweto tour guide.

The South African stand had activations/activities, which included a baobab tree installation to cement South Africa's position as one of the leading Responsible Tourism destinations.

The installation was made of re-usable materials such as timber, aluminium and fabric. Baobabs are one of the oldest tree species native to the African savannah and a symbol of life and positivity.

As street art represents an important part of South African culture, South African Tourism invited visitors to test their artistic skills on WTM's first interactive graffiti wall.

ABOUT WTM

World Travel Market (WTM) enables the growth and development of the global travel industry. Through six annual, business to business events across four continents, and all year round content and digital tools, WTM creates the best opportunities for travel industry professionals to connect, learn and do business.

Almost 46,000 senior travel industry professionals, government ministers and representatives of the international media, converge on ExCeL London each year in November to attend WTM.

Tourism Update



KIMBERLY DIAMOND CUP DRAWS THOUSANDS TO THE BIG HOLE



Kimberly, a small town in the Northern Cape, became the place to be between 5-7 December 2019, as the city held its first Kimberly Diamond Cup skateboarding event in three years. The town was energised throughout the week, with a huge number of tourists, bikers, skaters and locals flocking in and around the Kimberly Skate Plaza, where the event was held.

Apart from merely creating a buzz in the City of Diamonds, the event also played its part in positioning the province as the adventure mecca of the country. It further showcased the province as having the combination of wide-open spaces, spectacular scenery and landscapes, unlimited adventure possibilities and unique cultural diversity.

The hosting of the Kimberly Diamond Cup saw a large number of participants from Canada, France, Japan and Russia to mention just a few, who managed to bring the concept of sports tourism alive in the province. The Diamond Cup has proven beyond expectations that sports tourism has become an increasingly important part of the tourism industry in the province, and a significant contributor to economic growth.

Further, the event also played a huge role in encouraging young people in and around the province to stay away from drugs and other social deviant behaviours and pursue the recognition and rush of professional skating. It promotes the Northern Cape motto of **“A Child in Sport, Is A Child Out of Court”**.

One of the beneficiaries of this initiative is Damian Bramley; a 19-year-old skateboard sensation, who was born and bred in the City of Diamonds. Bramley started skating at the age of 12’ “The passion I developed for this sport, played an important role in my life, both in terms of a career path, and helping me stay off the streets,” Damian tells us.

Bramley recently participated in a skateboard championship in China, where he competed alongside some of the greatest skaters of the world. Due to his dedication and hard work, he managed to scoop a gold, beating many of his opponents on his league.

Damian Bramley is one of many skaters who benefited from five skateparks in the regions, namely Namakwa, ZF Mgcawu, John Taolo Gaetsewe, Pixley Ka Seme and Francis Baard, built by the Northern Cape Government. The parks are now the breeding grounds for young skaters

to become active in the extreme sport, working their way up the ranks to achieve excellence.

MEC for Finance, Economic Development and Tourism in the Northern Cape, Maruping Lekwene, said that the Kimberley Diamond Cup event forms part of the broader strategy of the provincial government to redevelop the skate park as a hub for extreme action sport which will include other categories such as mountain biking, BMX freestyle and flatland.

“The skate park will further ensure that the Northern Cape becomes the destination for organised extreme sports tourism in the country. As a marketing destination organisation, it has become essential for us to explore alternative means of attracting both domestic and international visitors to a specific destination and we have certainly achieved that by hosting a series of prominent sporting events,” he explains.

“Diamond Cup spectators and participants are awed by the incredible hospitality of our people and the iconic tourism attractions and usually become return visitors and outspoken ambassadors for the Northern Cape brand,” Lekwene added.

Apart from skateboarding, the province is also proud to host to significant events such as the Augrabies Extreme Marathon, Richtersveld Wild Run, Namibia Crossing, Trans Augrabies MTB race. Furthermore, the province also hosts adventure sports which include white river rafting, adventure motorbiking such as the Desert Knights Motorbike Adventure race, hot-air ballooning, abseiling, dune surfing and rock climbing.

The overall winner of the Kimberley Diamond Cup Action Sport Festival was Ivan Monterio from Brazil, who pocketed a whopping R250 000. He was followed by Micky Papa from Canada, who won R120 000. The third prize was scooped up by Konstrantin Kabanov from Russia, who took home R75 000 in prize money.

Local Boipelo Awuah secured the top spot in the female section, and won R 30 000. Second place went to Kelly Murray, (R 15 000), while the third place was awarded to Damian Bramley’s sister, Natalie Bramley, who took home R 10 000.

Staff Reporter



TOURISM EXCELLENCE CELEBRATED AT THE 7TH ANNUAL LILIZELA TOURISM AWARDS

Staff Reporter

Lilizela Tourism Awards National Winner 2019



The annual Lilizela Tourism Awards took place on Saturday, 09 November 2019, honouring excellence in South Africa's tourism and hospitality industry, and driving the industry to levels of greatness through providing the highest standards of service excellence.

A cross-section of South African tourism accommodation establishments, visitor experiences, tour operators, tour guides and emerging entrepreneurs were celebrated alongside several industry luminaries, during an awards ceremony that saw performances by the likes of Sibongile Khumalo and The Ndlovu Youth Choir.

Tourism Minister, Mmamoloko Kubayi-Ngubane, paid special tribute to South Africa's outstanding tourism businesses, some of which have been beneficiaries of the Department of Tourism's market access and enterprise development programmes.

"Thank you to the men and women who, in their area of work, go an extra mile to ensure that tourists that travel to our country enjoy a memorable experience. Providing real authentic experiences to tourists is what will sustain and grow our tourism sector. All of us should do this, cognisant of the fact that tourists have no obligation to choose South Africa as a tourist destination," she said.

"Tourism is a very competitive sector and demands from all of us to offer tourists a distinct, authentically South African and memorable experience so that they can return to our country again and again, or even better; entice others to come along with them in subsequent visits. As we cast our eyes towards the future, we must continue to ensure that we transform our sector inclusively and to showcase more authentic and uniquely South African experiences," she said.

This year's awards coincided with South Africa's 25 years of democracy commemorations and honoured the tourism excellence born as a result of this phenomenal history. In support of Government's efforts to promote sustainable

tourism and youth employment, a Sustainability Village showcased South Africa's arts and crafts. The Minister and other special guests toured the Sustainability Village curated space for selected black-owned businesses to market their products, all of which are proudly made in South Africa.

Many of their products are also inspired by South African culture and heritage, and are beautifully handcrafted using sustainable materials which is why we are proud to support this initiative.

In total, 66 awards under eight categories were handed out to recipients. In an effort to recognise the wider tourism industry, the following nine new award sub-categories have been introduced:

- In-hotel conference centre
- Events venue
- Function venue
- Conference centre
- Convention and exhibition centre
- Meetings, exhibitions and special events
- Apartment hotel
- Boutique hotel
- Small hotel

Bheki Dube of Curiosity Backpackers was awarded the prestigious "I Do Tourism" award. Introduced in 2018, this award recognises proudly South African organisations or individuals who, through sheer dedication and passion, have excelled at positioning the country as a tourism destination of choice, contributing to the vibrancy and growth of the sector.

Established in 2013, the Lilizela Tourism Awards are an initiative of the Department of Tourism and are spearheaded by South African Tourism. The awards recognise and reward exemplary service among businesses in the local tourism sector, ranging from



accommodation establishments and tour operators to scenic attractions and cultural heritage sites. The Lilizela Tourism Awards are adjudicated through public votes and by a panel of industry judges, and are audited by Nexia SAB&T.

Entry to the Lilizela National Tourism Awards is free and tourism businesses of all sizes are encouraged to enter in a bid to help develop, grow and transform the industry while celebrating its achievements. For a full list of the 2019 Lilizela Tourism Award winners, visit www.lilizela.co.za.

AND THE WINNERS ARE:

BUSINESS/INDIVIDUAL	STAR GRADE	PRIZE CATEGORY	PROVINCE
Camping Retreats	-	Eteya	Gauteng
Earthstompers Adventures	-	Tour Operator	Western cape
Soli Deo Gloria	4	Accommodation Mobility	Western Cape
Cape Town International Convention Centre Company	5	Experience Mobility	Western Cape
Kagga Kamma Nature Reserve	4	Scenic Beauty	Western Cape
Hayward's Grand Safaries	5	Wildlife Encounters	Gauteng
Choka Trails	-	Beach Experience	Eastern Cape
Baviaans Camino	-	Action & Adventure	Eastern Cape
TAHS-SA (Traditional African homestay South Africa)	-	Roots & Culture	Limpopo
The Workshop ko kasi	-	Culture & Lifestyle	Northern Cape
Ocean Beach & Wildlife Reserve	5	Lapp of Luxury	Eastern cape
Raggy Charters	-	Marine Adventure	Eastern Cape
Mahai Caravan Park Royal Natal	2	Caravan & Camping	KwaZulu-Natal
Jackalberry Ridge	3	Caravan & Camping	Mpumalanga
Dibiki Holiday Resort	4	Caravan & Camping	Western Cape
Saltycrax Backpackers	5	Backpacking & Hostelling	Western Cape
Once in Joburg	4	Backpacking & Hostelling	Gauteng
Coffee Shack Backpackers & Surf School	3	Backpacking & Hostelling	Eastern Cape
The Kingsman	5	Bed & Breakfast	Eastern Cape
Bushbaby River Lodge	4	Bed & Breakfast	Limpopo
African Tulip Guesthouse	3	Bed and Breakfast	Western Cape
River Place Manor	5	Guesthouse	Northern Cape
La Lechere Guesthouse	4	Guesthouse	Limpopo
Panaroma Guest House King William's Town	3	Guesthouse	Eastern Cape
Naba Lodge Guest House	2	Guesthouse	Northern Cape
Welgelegen Manor	5	Country House	Mpumalanga
Pleasant Places Country Guest House	4	Country House	KwaZulu-Natal
Hamilton Parks Country Lodge	3	Country House	Mpumalanga
Ebundu (Pty) Ltd	3	Lodge	Mpumalanga
Kagga Kamma Nature Reserve	4	Lodge	Western Cape
The Gorge Private Game Lodge & Spa	5	Lodge	KwaZulu-Natal
Bayala Game Lodge	3	Game Lodge	KwaZulu-Natal
Phelwana Game Lodge	4	Game Lodge	Limpopo
Polala Boutique Game Lodge and Spa	5	Game Lodge	Limpopo
Mjejane Bush Camp	5	Self-Catering Shared Vacation	Mpumalanga
Thunzi Bush Lodge	4	Self-Catering Shared Vacation	Eastern Cape
Haga Haga	3	Self-Catering Shared Vacation	Eastern Cape
N'Wambu Safari Lodge by Elite Residences	5	Self-Catering Exclusive	Mpumalanga
Burlington Bush Cottage	4	Self-Catering Exclusive	Eastern Cape
Aquarius Luxury Suites	3	Self-Catering Exclusive	Western Cape
Bethesda Exclusive Accommodation	2	Self-Catering Exclusive	Free State
Mont d'Or Hotel	4	In-Hotel Conference Centre	Free State
Sun Arena	5	Events Venue	Gauteng
Mthatha Dam Resort Luchaba Nature Reserve	4	Events Venue	Eastern Cape
Naba Lodge Conference Facility	3	Events Venue	Northern Cape
AnnVilla Conference Venue	4	Function Venue	North West
Monakaladi Gardens Wedding and Conference Venue	2	Function Venue	North West
The Forum / The Campus	5	Conference Centre	Gauteng
Sandton Convention Centre	5	Convention & Exhibition Centre	Gauteng
Olive Convention Centre	3	Convention & Exhibition Centre	KwaZulu-Natal
Centurion A Forever Hotel Conference	4	MESE	Gauteng
Birchwood Hotel and OR Tambo Conference Centre	3	MESE	Gauteng
Mayfair Hotel	4	Small Hotel	Eastern Cape
Eendracht Hotel	3	Small Hotel	Western Cape
The Hyde Hotel	4	Apartment Hotel	Western Cape
Oceana Beach & Wildlife Reserve	5	Boutique Hotel	Eastern Cape
Ekhaya Boutique Hotel	4	Boutique Hotel	KwaZulu-Natal
The Oyster Box Hotel	5	Boutique Hotel	KwaZulu-Natal
Thaba Eco Hotel	4	Hotel	Gauteng
Lesedi African Lodge & Cultural Village	3	Hotel	North West
Town Lodge Port Elizabeth	2	Hotel	Eastern Cape
Road Lodge Potchefstroom	1	Hotel	North West
Fhumulani Sidney Mikosi	-	Nature Guide	Limpopo
Bulelani Geral Futshane	-	Culture Guide	Western Cape
Kwandiwe Waxa	-	Adventure Guide	Eastern Cape





KRUGER CONCESSION DUE FOR RENEWAL

Jock Safari Lodge was the first of the Kruger National Park's private concession safari lodges and opened in the south of the park 19 years ago. Over the next few years, another 17 lodge concessions were granted; among them the luxurious Singita Lebombo Lodge.

Most concessionaires are expected to reapply, considering such high-charging lodges are sustainable and profitable businesses, and a shortage of new applicants isn't likely.

It is now open season for both new applications as well as renewals for all leases. 'Jock' is first up to apply for a renewal, with its lease expiring in less than two years, followed by the rest of the applicants over the next three to four years.

Most concessionaires are expected to reapply, considering such high-charging lodges are sustainable and profitable businesses, and a shortage of new applicants isn't likely.

"The concessions have done well. Virtually all of them have applied for the renewal of their leases," says former South African National Parks Board (SANParks) CEO, **Mavuso Msimang**, adding that he knows of at least two lodges that boast occupancy of around 80%.

Msimang says the concessions were introduced to boost the income of SANParks and to improve the brand affectionately known as 'The Kruger'.



Lukimbi Safari Lodge



Jenny Kernick is co-owner of Lukimbi Safari Lodge, one of the establishments that have improved the Park's brand. She agrees that the concession model has worked extremely well, but adds, "We're very concerned and we don't know what the future holds."

Speaking anonymously, some concession holders shared Kernick's concerns, which, it seems, stemmed from a SANParks public information session about the new proposed concession in the Letaba area earlier this year. Some of the attending existing concessionaires perhaps naturally assumed that the proposed conditions attached to the new Letaba concession – among them claims of lodges having to offer communities free equity – were a sign of things to come.

Kernick says Lukimbi has spent a lot of time and money to achieve the standards and reputation that it has, but says, "My team does not know yet what the requirements of the new leases will be, so we can't plan. We don't even know if we'll be allowed to tender. It's very difficult for business."

In contrast, Jock Safari Lodge General Manager, **Louis Strauss**, says he is not concerned, stressing that he knows exactly what is expected, saying concessionaires are kept in the loop at the SANParks concession information sessions.

"I have faith in SANParks. I believe the tender process will be open and fair. They are not just going to hand it to someone who doesn't meet the requirements."

Concession co-manager and former SANParks Kruger veteran, **Nikki Meyer**, echoed this sentiment.



Jock Safari Lodge



Malelane Gate, Kruger National Park

She believes that one of the alleged 'onerous conditions' of an eventual successful Letaba concessionaire being expected to donate 10% of equity to a community, was "revised by SANParks".

"I would say that the (possible) changes (to the lease conditions) are, at the end of the day, part of the learning process. Remember we were the first concessions, and SANParks and the concessionaires have learned a lot since then," Meyer surmises.

An anonymous interested party, connected to another concession, says perspective is key. "If you haven't got 'skin in the game', in other words if you're a manager rather than an owner, then you feel those concerns differently."

When asked for comment on the readiness of the lease renewals, SANParks's Acting Head of the Tourism Division Business Development Unit, **Annemi van Jaarsveld**, said, "For now there's nothing to know. The re-tendering principles will be subjected to Executive Management approval as well as Board approval at the end November. Until then, we cannot engage in any discussions on these principles."

Tourism Update





新南非·新体验
www.southafricatourism.cn

Tencent 腾讯

南非旅游局与腾讯国际业务
战略合作备忘录签署仪式



MoU signing between
SAT & Tencent

INTERNET GIANT TO HELP BOOST CHINESE TOURISM TO SOUTH AFRICA

Minister of Tourism, **Mmamoloko Kubayi-Ngubane**, witnessed the signing of a strategic cooperation agreement between South African Tourism and Tencent, a company that owns amongst other things a popular social media platform in China called WeChat. This cooperation is expected to give South Africa direct access to millions of potential Chinese travellers in order to market the country as a destination of choice.

Minister Kubayi-Ngubane communicated her excitement at this great initiative and opportunity, saying, "South Africa is open for business and offers diverse and world class attractions, excellent transport services and communications infrastructure which competes with the best in the world."

"China is South Africa's largest trading partner and we are leveraging on our trade relations to strengthen the people-to-people exchange between the two countries. I am pleased that, together with Tencent, South African Tourism in China is laying a solid foundation for growth in visitor arrivals from China to South Africa," she continued.

The partnership will span over two years and aims to position South Africa as a preferred tourism destination in China through digital marketing campaigns on WeChat, as well as other platforms within the Tencent ecosystem.

Tencent will also assist SA Tourism with knowledge transfer programme on best practices for Destination Development. They will advise SA Tourism on how South Africa can accelerate the implementation of WeChat Pay for Chinese travellers visiting to South Africa, as well as to suggest best practice in terms of the Chinese visitor experience, by making use of QR codes.

"This strategic cooperation agreement is one of many initiatives developed to increase arrivals from China to South Africa," said Minister Kubayi-Ngubane.

"Tencent, through its popular platform, WeChat, will assist us to access multiple segments of the Chinese traveller's market. In addition to customising the market for each market segment, Tencent platforms will also enrich Chinese traveller's experience when they travel to South Africa," she added.

Staff Reporter



SOUTH AFRICA TO HOST RUGBY WORLD CUP SEVENS 2022



World Rugby has awarded the hosting rights for Rugby World Cup (RWC) Sevens 2022 to South Africa, with the tournament to take place at Cape Town Stadium.

The eighth edition of the showcase event will take place in September 2022, and will be the first time that RWC Sevens will be hosted on the African continent.

“We have been eager to host global rugby tournaments for a number of years and to have the flagship event in the growing sport of sevens come to South Africa is exciting.”

The World Rugby Council awarded the hosting rights for the premier tournament to South Africa at its Interim Meeting in Tokyo.

The world’s best 24 men’s and 16 women’s rugby sevens teams will take to the field at the Cape Town Stadium in Green Point where they will compete for world champion status over three days.

The 55 000-capacity stadium is the venue that has hosted the successful HSBC Cape Town Sevens since 2015. The stadium, for the first time this year, will host both men’s and women’s teams across three days of competition as part of the new-look HSBC World Rugby Sevens Series.

The 2022 tournament follows an exceptional RWC Sevens 2018 in San Francisco that attracted a record attendance of more than 100 000 fans for a rugby event

in the USA, as well as a domestic broadcast audience of more than 9 million viewers. The three-day event made a US\$90,5 million economic contribution to San Francisco (Nielsen Sport).

The awarding of the tournament to South Africa comes after an initial record of 11 unions – Argentina, Cayman Islands, France, Germany, India, Jamaica, Malaysia, Qatar, Scotland, South Africa and Tunisia – confirmed an expression of interest to the international federation.

World Rugby Chairman, **Sir Bill Beaumont**, said, “Congratulations to South Africa on being elected Rugby World Cup Sevens 2022 hosts. We were impressed with South Africa’s detailed and comprehensive bid and we look forward to working in partnership with them on another inspiring and record-breaking tournaments.”

“South Africa has a proven track record of delivering a sell-out event in the HSBC Cape Town Sevens, which is an esteemed tournament on the world series and will be of huge value to the planning and execution of Rugby World Cup Sevens 2022.”

“We’re delighted that South Africa and Cape Town have been confirmed as hosts for Rugby World Cup Sevens 2022,” added SA Rugby CEO, **Jurie Roux**. “We have been eager to host global rugby tournaments for a number of years and to have the flagship event in the growing sport of sevens come to South Africa is exciting.”

RWC Sevens 2022 will be played during September and will consider the international calendar, including the HSBC World Rugby Sevens Series and the Commonwealth Games that will take place in Birmingham, England, in July 2022. Competition dates will be confirmed in due course.

Tourism Update





SA TAPS INTO THE NORTH AMERICAN YOUTH MARKET

As part of its international tourism plan, South African Tourism has set its sights on the youth market of North America. There is no doubt that young adults are the most inquisitive group of people with an insatiable need to explore the world. It makes sense to tap this market, in order to further expand the tourism industry.

Apart from just being a lucrative opportunity, it is an undisputed fact that youth in this continent are better off economically compared with those from other continents.

Therefore, selling stories of Nelson Mandela, the Big Five, and Table Mountain, (one of the natural wonders of the world) as well as many other attractions the country can offer, will go a long way. These stories, if packaged strategically, will see these youngsters flocking to the country with the intention of learning more about the country that produced world icons such as Mandela and Tutu.

To this end, South African Tourism and the Tourism Business Council of South Africa are holding roadshows in several key markets to unlock the growth potential of the country's tourism industry. The two organisations are doing this in order to achieve the 2030 goal of 21 million arrivals as set by the president.

Iris Serbanescu is the Director of Partnerships at TourRadar and one of the Canadian travel partners who attended the South African Tourism and Tourism Business Council of South Africa North America Roadshow in Toronto on 21 October.

Serbanescu says, "About 35% of all the North American travellers we have sent to South Africa in 2019 so far

were between the ages of 25 and 34." She adds that that average days spent in South Africa by this demographic was around eight days per trip.

"This is also the fastest growing segment for us specifically in South Africa, growing at 65% year on year, which is higher than the 50-plus growth rate," she says.

This opens up an opportunity where promoting the country to the younger generation becomes beneficial to the industry in the future. This is due to their inquisitive nature as well as their readily available cash.

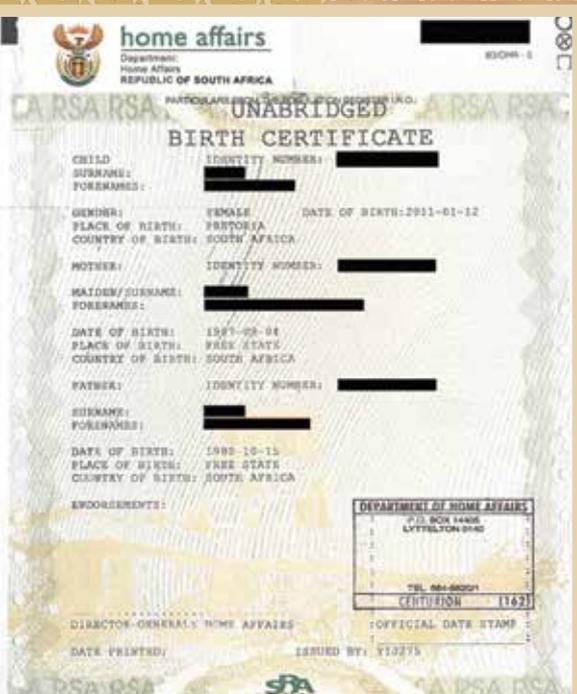
Serbanescu points out that it is time to start informing the younger demographic about the opportunities for travel. The older people might have more money, but the younger demographic are more willing to get to the more off-the-beaten-path destinations within the country.

"Eventually they will become the older market that will have the money, so if South Africa can get in now and really understand what that market needs and wants and how to communicate with them, you are on the best trajectory," she explains.

She commended the content of the roadshow and the efforts the organisations, saying, "It was interesting to see how much value the South African team places on trade insights to inform their strategy. Not every tourism board will come to their markets and ask the right questions and I felt that the questions that were asked were really key and moving the South African tourism industry forward."

Staff Reporter





UNABRIDGED CERTIFICATE NO LONGER TRAVEL REQUIREMENT

The Minister of Tourism, Mmamoloko Kubayi-Ngubane, has welcomed the scrapping of unbridged birth certificates. This is a positive development ahead of the festive season as this could spurn much-needed growth in the Tourism sector.

To completely rescind this requirement is a win for tourism and an upside for industry and travellers alike as this has been a real concern raised throughout my engagements with various stakeholders. This announcement could not have come at a better time than now as we approach the festive season

The directive was signed by Home Affairs Minister Aaron Motsoaledi recently and was followed by an official announcement. This means that international minors travelling to South Africa no longer require unbridged birth certificates or consent letters when travelling with their parents.

All ports of entries as well as the airline and maritime industries have been informed following the signing of the waiver.

A number of concerns have been raised regarding the unbridged birth certificates rule, and the impact to tourism was enormous.

“We believe that this announcement will go a long way in helping us to attract more tourists to South Africa as a destination of choice,” Kubayi-Ngubane said.

“To completely rescind this requirement is a win for tourism and an upside for industry and travellers alike as this has been a real concern raised throughout my engagements with various stakeholders. This announcement could not have come at a better time than now as we approach the festive season,” the Minister continued.

“It further shows collaborative efforts on priorities in the 6th administration will yield good result and in this instance it will undoubtedly ensure ease of access to South Africa, as the work continues to bring over 21 million targeted international visitors by 2030 to boost tourism and turn around our economy,” Kubayi-Ngubane explained.

Staff Reporter





TRAVEL AGENCY CEOS RED-FLAG SA'S SKILLS SHORTAGE

ASATA'S 21ST CENTURY TRAVEL STUDY NAMES TEN BIGGEST RISKS TRAVEL AGENTS FACE TODAY

ASATA CEO, *Otto de Vries*

The outbound travel industry has endured some particularly tough times. We have felt the impact of the 9/11 attacks, the 2008 financial crisis, the ash cloud of 2010, Moody's, Ebola and 'unintended consequences' from South Africa's new visa requirements for families imposed in 2015. But these are not the only things that keep South African travel agency owners awake at night.

Challenges around transformation and inclusivity, terrorism and crime, climate change and changing customer demands were other leading risks identified in the survey.

A recent survey of travel industry leaders by ASATA has revealed the industry's skills shortage is the biggest perceived threat.

Challenges around transformation and inclusivity, terrorism and crime, climate change and changing customer demands were other leading risks identified in the survey. Compliance (fraud, tax uncertainty, new licensing

requirements, changes to privacy laws), competitive pressure, reliability of the travel supply chain, the impact of a data breach, and an economic downturn concluded the top 10.

Based on the survey results, 51% of ASATA members represented in the survey have plans in place to address these issues. Just 48% have staff dedicated to managing risk and compliance in their business.

A key objective for ASATA in 2019 has been to identify the biggest risks travel agents face and to provide members with tools to safeguard their agencies. The association is currently developing a risk calculation method, specifically for travel agents, which will help members during their decision-making processes. ASATA is also providing members with a guideline on terms and conditions customers must sign and aim to create a library of tools, tips and guidelines.

Of the six risk categories identified thus far, strategic risks stop businesses from operating. Compliance risks typically result in a fine from a regulatory body, where operational risks stop businesses from trading. This would include a natural disaster or damage to infrastructure or company computer systems. Legal risks often surface in the event of supplier failure, and financial risks can result in losses. Lastly, reputation risk, which we consider the industry's



biggest challenge, deals with any situation that may lead to an agency losing customers.

Reputation risk weakens consumer confidence and trust in travel agents and their abilities. Moreover, although some risk categories can be avoided, supplier failure is not one of them.

In September, we watched as Thomas Cook, arguably the UK's best-known travel brand with a 178-year history, collapsed. The impact to South African travellers was limited, at most, as the company did not operate its packaged holiday business here. However, scheduled charter flights between Gatwick and Cape Town, for example, will be lost.

In the wake of the collapse, 21 000 job losses across 16 countries were expected. An estimated 600 000 passengers were stranded abroad, including 150 000 British travellers.

ASATA is exploring how travel agents can turn these risks and challenges into opportunities. We are also asking our members: What are the problems we all have that we can solve together? What are non-clients saying about them? What services can they provide that a robot cannot? One of the most dangerous times for a business is when the owner retires.

The crisis prompted the biggest peacetime repatriation in UK history, which the British government estimated could cost taxpayers about £100 million. Despite the magnitude of the disaster, in 2018, the business' turnover reached £9,584 million (approximately R186,42 million). However, the post-mortem shows there were many warning signs.

Analysts say debt, competition from direct channels and online sources, legacy systems and hundreds of brick-and-mortar travel agency locations contributed to the company's demise. Doors were forced shut on September 23 after management failed to negotiate a £200 million rescue deal with the British government.

The overriding message to our members, and to all stakeholders, is to prepare before an incident occurs. We must know who will respond in a crisis, what our exposure is at any time and that Thomas Cook's challenges were not unique.

ASATA is exploring how travel agents can turn these risks and challenges into opportunities. We are also asking our members: What are the problems we all have that we can solve together? What are non-clients saying about them? What services can they provide that a robot cannot? One of the most dangerous times for a business is when the owner retires.

ASATA members are also encouraged to take advantage of new skills development tools and to register for the ASATA Professional Programme, whereby qualifying consultants can now apply for approved professional titles.

We will continue to raise awareness about reputation damage and strongly urge every member of the value chain to respond to online reviews and build relationships with happy repeat customers.

With 2020 growth targets in mind, we ask the South African Government: What risks and challenges exist that we can address together? What are South Africans saying about the process to travel abroad? What are the opportunities to grow domestic and regional tourism? How do we entice more school leavers to join the travel industry? How do we address the industry's skills shortage? Whom do we consult when tax laws change or when immigration requirements fail us?

Uncertainty at South African Airways (SAA), overdue government travel accounts and weak economic activity pose a significant threat to local travel agencies today. The South African Revenue Service (SARS) is yet to offer a resolution to the issue of zero-rating on international air transport and VAT calculations on commissions earned.

Understanding the challenges our industry is up against, it will take effort. ASATA is confident that, together we can combat many hurdles and support the national Government's strategy to grow the Travel and Tourism sector. Let us act urgently to avoid any Thomas Cook scenario in future.





GLOBAL CULTURE AND HERITAGE ASSOCIATION SEEKS TO SUPPORT AFRICA

The World Tourism Association for Culture and Heritage (WTACH) has set its sights on Africa, as the history of the continent attracts a growing number of tourists from across the world.

The association was formed to prepare and protect indigenous cultures, heritage and historic sites worldwide from overtourism, a momentum being driven by the growing trend of travellers to seek 'authentic, unique experiences', and seeking destinations that deliver on these expectations.

In emerging countries in particular, cultural and heritage destinations do not always have development strategies and policy frameworks in place to manage burgeoning growth in tourism arrivals.

Tourism is not a product; it is a complex eco-system of products and services. As well as access to the experiences they crave, tourists consume precious and often fragile resources.

"Tourism risks being a victim of its own success if not done correctly," says founder and CEO of WTACH, **Chris Flynn**. "We are already witnessing some of the world's most treasured destinations, historic and cultural sites facing the challenge of increasing visitor numbers. The consequences of continued escalation in global tourist arrivals cannot, therefore, be understated. Tourism is not a product; it is a complex eco-system of products and services. As well as access to the experiences they crave,

tourists consume precious and often fragile resources. They also generate costs e.g. waste and long-term damage such as major social and cultural disruption."

Carolyn Childs, CEO of MyTravelResearch.com, and a member of the WTACH advisory, specialising in analysing data and trends, adds that a unique image can 'create' a destination in moments – often leaving it unprepared or wrong-footed. "This is particularly true if the image runs counter to cultural values. It risks tourism losing its 'social licence' with host communities. Ironically, these 'instadestinations' risk destroying the very thing travellers are seeking."

CHT POTENTIAL IN AFRICA

Flynn says Southern and East Africa have tremendous opportunity in terms of their cultural and heritage offerings, but a broad dialogue with local industry stakeholders, Government departments, and local communities need to be initiated to develop workable plans for responsible tourism development.

Fifteen specialist advisers, from diverse backgrounds relating to the culture and heritage tourism sector, will work with destinations that need help now, or want to put plans in place to mitigate any negative impacts.

"We look forward to be working with Southern and East African destinations in the future to assist them to develop the CHT sector responsibly. That will protect their cultures, historical and ancestral assets, traditional practices and beliefs, not just for tourists today to marvel at, but more importantly, for their future generations to celebrate and live by," concludes Flynn.

Kerry Hayes





SA LOOKS TO CHINA AND JAPAN TO GROW ARRIVALS

As South Africa intensifies its efforts to grow arrivals from the Asia Pacific region, Minister of Tourism **Mmamoloko Kubayi-Ngubane** visited China and Japan, two of South Africa's key source markets in the region, recently.

Between January and August this year, 61 376 tourists from China and 18 187 tourists from Japan visited South Africa, according to Statistics South Africa's Tourism and Migration August 2019 report.

South Africa is open for business and remains an appealing destination for both Chinese and Japanese travellers, offering abundant, diverse, world-class and accredited attractions.

The Minister embarked on a roadshow to China, visiting Beijing and Shenzhen from 21 - 23 October. This was followed by a visit to Japan from 24 - 25 October where she attended the third Japan Tourism Expo in Osaka, as well as the G20 Ministers of Tourism meeting in Hokkaido.

The visit served as a networking opportunity for creating and consolidating new business and trade opportunities and will boost confidence in the destination among

outbound operators, travel agents and the media in the region.

Kubayi-Ngubane also visited Tencent headquarters in Shenzhen, where she oversaw the signing of a Memorandum Of Understanding (MoU) between South African Tourism and Tencent, a provider of Internet value-added services in China.

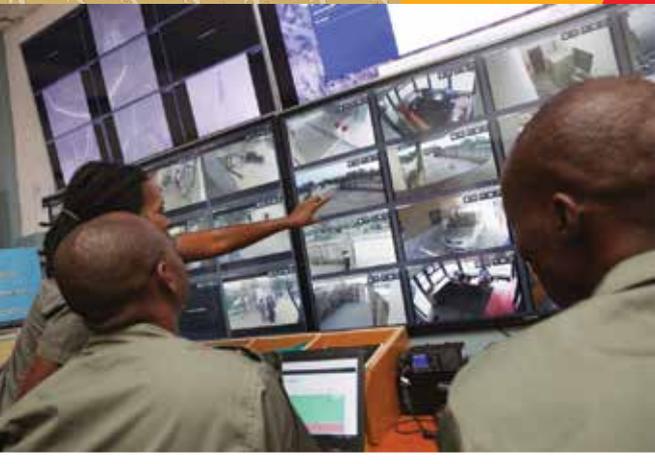
The MoU has specified commitments to work together to increase awareness of South Africa in the Chinese market and to ensure a superior visitor experience for Chinese travellers when they arrive in South Africa.

In his State of the Nation Address earlier this year, President **Cyril Ramaphosa** re-affirmed the tourism sector as being crucial for the future of South Africa, as the country looks to double its international tourist arrivals from 10,5 million to 21 million by 2030. China and Japan play a significant part in South Africa's tourism arrivals.

"South Africa is open for business and remains an appealing destination for both Chinese and Japanese travellers, offering abundant, diverse, world-class and accredited attractions supported by transport, services and communications infrastructure that compete with the best in the world," said Minister Kubayi-Ngubane.

Staff Reporter





SANPARKS' HI-TECH INVESTMENT HELPS TO CAPTURE POACHERS

South African National Parks (SANParks) has since the beginning of October, arrested six suspected poachers in the Kruger National Park (KNP).

Three heavy-calibre hunting rifles were confiscated and the majority of suspects were arrested before being able to shoot any game. In the same period there were no elephants poached, despite 55 recorded poacher activities.

The successful operations are attributed to the dedication and efficiency of the Ranger Corps, closely supported by rapid-reaction K9, aircraft units and applied hi-tech detection technologies, says SANParks.

CEO of SANParks, **Fundisile Mketeni**, commended all those involved in the operations: "We are still miles away from being on top of this campaign but there is light at the end of the tunnel. Our investment in technology and intelligence gathering means the risk to poachers has increased and they know that if we pick up their spoor, they will lose their freedom."

He said the Ranger Corps, K9 and Airwing units were working relentlessly in a coordinated approach that was being continually refined to counter the threat posed by the poaching syndicates.

Mketeni urged communities to continue providing vital information to assist in curbing the scourge of poaching. He warned criminals that they were constantly under scrutiny and would soon end up behind bars if they did not stop their illegal activities. He cautioned communities to stop supporting the bush meat trade, which has seen an increase in snares in the KNP. The arrested suspects are detained at the Skukuza Police Station and will appear in court in due course.

According to Minister of Environment, Forestry and Fisheries, Barbara Creecy, 22 alleged poachers had been arrested within the Kruger National Park during the first six months of this year, while a total of 61 firearms were recovered during operations.

Tourism Update





LOCAL IS LEKKER

Growth in bookings in the wine and food tourism sector in 2019 surpassed that of previous years, with operators indicating an increase of over 60%.

Operators attribute this to improved local offerings, with more authentic and tailor-made experiences for specific travellers.

Food is at the heart of the South African tourism offering, says **Barba Gaoganediwe**, Gauteng Tourism Authority's Head of Destination Promotions and Marketing.

"Memories are stronger when linked to food. It delivers an intense experience that is remembered long after tourists return home."

Lana Carls, Niche Tourism Co-ordinator of Wesgro, says each source market has its own preference when it comes to foodie experiences. "These experiences are packaged according to market insights.

The key is for the experience to have an authenticity and local 'flavour'. One of the reasons the Cape Malay cooking courses are so popular is because of the cultural attachment to the experience." 'Dining with a local' experiences in areas like Kayamandi and Khayelitsha are examples of this.

Authentic South African food like the kota (hollowed out bread with chips) in Soweto or bunny chow (bread with curry) in Durban or mogudu (tripe) are important elements of the foodie experience, as this is what transforms it into

a cultural experience, with the opportunity to share stories and recipes, says Gaoganediwe.

A good foodie experience has to be tailor-made to the individual or group but it also needs to include a little unexpected extra, says **Angela Lacovazzo**, Head of Global Sales and Product Development of Touchdown DMC.

Operators need to keep abreast of new offerings, trends, and products to build on their food experiences, she says. "It also helps to ensure the experience highlights the quality of our locally grown produce and creativity of our chefs."

There is a return to showcasing local produce (as opposed to flaunting fancy imports), says **Sharon Hunnink**, Sales and Marketing Manager of Indaba Hotel.

"Food offers the opportunity to not just delight the traveller but also show the diversity of South Africa and to educate tourists, she says. "There is also a focus on sustainability and awareness around wastage."

Good foodie experiences are multi-sensory, says **Lisa Goosen**, CEO of Tintswalo Lodges. "This can be anything from waves crashing at one's feet to breath-taking scenery overlooking the Atlantic Ocean, to being immersed in the experience of the nocturnal sounds and smells of the bush, with game passing by. It is about seeing, hearing, smelling, feeling and tasting."

Liesl Venter





TURNING INDIGENT COMMUNITIES INTO CUSTODIANS OF THE WILD

Tourism Conservation Fund CEO, Paul Zille

The Tourism Conservation Fund has an ambitious goal: to link the survival of animals in our game parks to the livelihoods of humans on their borders.

It is not possible to get more right than the Tourism Business Council of South Africa's (TBCSA) **Tshifhiwa Tshivhengwa**: "Tourism has become SA's lifeblood. In one sense, it is more important than gold ever was. Not as a bigger proportion of the economy, but as crucial evidence in these moribund times that growth can actually happen."

Recall: this is an industry that brought more than 30 000 net jobs into being last year. This, despite severe official unhelpfulness in the form of tardy visas, complex visas, and yet another bullet in the country's foot, continuing confusion over minors' visas.

So while we wait, hope, pray and work for the economy to stand up and deliver, South Africans can take heart that at least a 10% sliver of it is roaring.

The nature of tourism's contribution is as important as the contribution itself. More than any other sector, tourism is founded on small businesses, is labour-intensive, includes low-skill roles, and employs women. Here is **Cyril Ramaphosa's** inclusive economy.

In time, we will view tourism as our parents viewed gold – as the foundation of our country's prosperity. It is worth

valuing and protecting. Which means an upgrading of our thinking on matters such as the life expectancy of our rhino and other endangered species.

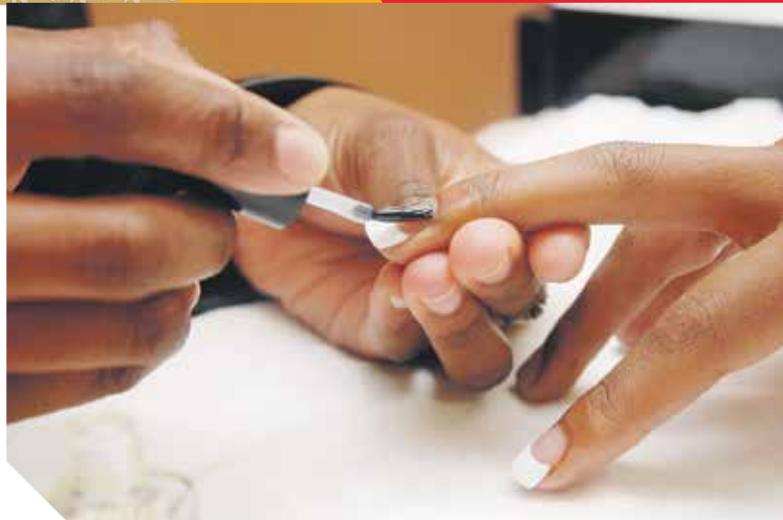
Readers will perceive the rhino's extinction as unthinkable. Many will believe that all good people are united in shocked determination that it should not happen.

Regrettably, not all good people see things that way. For some of the 3 million impoverished residents of land abutting our game parks, the rhino that roams on the other side of the fence offers no value – unless you hitch yourself on to the local poaching chain. Then you stand to benefit greatly. As does your community, for whom considerable largesse is available – in exchange for their silence.

Marginalised, disaffected, unemployed communities who are excluded from the benefits of the neighbouring wildlife economy are sitting ducks for the well-heeled criminal syndicates that control the poaching chain.

This explains the wild celebrations in their home villages that accompanied the recent release on bail of 'Mr Big' and 'Big Joe', two notorious poaching kingpins who work the western border of the Kruger Park.





Marginalised, disaffected, unemployed communities who are excluded from the benefits of the neighbouring wildlife economy are sitting ducks for the well-heeled criminal syndicates that control the poaching chain. Consequently, many see an anti-poaching campaign as anti-social, if not villainous. You take pride in your daughter marrying the local kingpin.

Horrible as that is, it is reality. It would be yours, or mine too, if our livelihood was a disputed share of granny's social grant. It is not unique to Africa either. Remember Robin Hood.

This is the context in which the Tourism Conservation Fund (TCF) operates. Established by the Peace Parks Foundation and the Southern Africa Tourism Services Association, it operates against a simple dual-attraction mandate: conserve wildlife by addressing poverty.

We are aware that this is 'Mission Almost Impossible'. But it is the only hope we have. We do not place much faith in lecturing poor people on the value of biodiversity or conservation. We rather want people seeing evidence in their day-to-day life that a rich and full animal population in the next-door reserve directly benefits them – in terms of income, enterprise and job opportunities. That means an ambitious change: spreading more broadly the large income flows that these reserves generate to benefit poor people historically excluded from them.

How is this to be done? The TCF funds business linkages between established businesses and small ones that do not have the finance, markets, advice and mentorship that everyone needs to start up and thrive.

We expect our commercial partners to commit their own funding to the linkage, which we will match 1:1. We will not fund even the noblest development project or bright idea unless it is built around a sustainable-sounding business model. Nor unless all parties involved invest their own skin in the game.



We have operated in first gear for half a year now, and have some exciting tales to tell: village crafters linked to high-value lodge shops; an informal beautician 'training college' upgraded to deliver accredited beauticians to lodge spas; fresh vegetable delivery to top-end lodges in the Kruger from small holders in neighbouring Thulamahashe; upgrading a community homestay to become part of an international tour operator's Big Five safari package.

The pace now picks up. A new front has opened that straddles development and conservation, and is rooted in the experience of shared value. The goal is more than lodges commissioning local fence repairs or tourists varying their game safari with a night in a village B&B. It is to leverage the link between the survival of animals in our parks and the development of humans on their borders. To turn currently indigent and alienated communities into custodians of the wild, drawcards to the world, and engines of SA prosperity.



SADC TOURISM PROGRAMME 2020 – 2030 COMES INTO EFFECT

Sustainability of tourism products remains a key factor in strengthening the future of this all-important industry. Added to this are the stringent measures, which, if put in place and appropriately enforced, can see the industry in the Southern African Development Community (SADC), reach greater heights.

The fact remains that the tourism industry in the SADC region has grown rapidly in recent years, contributing R13 trillion to the world economy in 2010. While this is the case though, the Southern African region continues to still see only a small percentage of these receipts.

Recent shifts have repositioned the region as a potential preferred destination in coming years. If these shifts are anything to go by, the region will be able to receive the lion's share of the trillions generated by the industry.

Part of these changes include sustaining what is already available as well as creating opportunities and space for new products. Further, in order for the region to capitalise on the changes that favour its unique natural features, SADC needs to prioritise tourism as a means of promoting its goals of economic development and regional integration. In this regard, one of the key factors was to establish its policies and priorities on tourism, by passing its Protocol on the Development of Tourism in 1998.

According to a report released by SADC, the Protocol on the Development of Tourism, establishes tourism as a priority for the region's intention to use it as a vehicle for sustainable development. Through promoting balanced progress of the tourism sector that optimises use of the region's resources, the Protocol fosters the industry for the betterment of livelihoods.

As is the case in the region, the Protocol suggests that there should be an improvement on the quality of service, safety standards, and physical infrastructure as a means of attracting tourists and investment into the region. It is believed that once all these are implemented and are done correctly, the region's tourism industry will flourish.

Recently, a joint meeting consisting of industry players and in particular, ministers responsible for environment, natural resources and tourism from the region, met for a discussion. At the centre of this discussion was the approval of the region's Tourism Programme for 2020-2030.

The development of the programme was done with the help of member states, with the intention to serve as a roadmap. This will guide and coordinate the development of a sustainable tourism industry in the region, while also facilitating the removal of barriers to tourism development and growth.

The programme is further aligned to the United Nations World Tourism Organisation's Agenda for Africa, the African Union's Agenda 2063 as well as several SADC initiatives and frameworks.

Domingos Gove, SADC Director of the Food, Agriculture and Natural Resources Directorate, says that the vision of the programme for 2030 is that growth in cross-border, multi-destination travel in SADC, will exceed average global tourism growth levels.

Objectives include exceeding global growth levels in tourism receipts to and within the region, broadening the spread of regional arrivals and receipts, and effectively increasing the length of stay and return visits by visitors to and within the region, while ultimately fostering an enabling environment for tourism growth and development through the harmonisation of policies.

The programme further considers the need for engagement across multiple sectors due to the crosscutting nature of the tourism industry. It also highlights the importance of strategically engaging the private sector in developing the tourism programme.

Tourism Update



KZN DRAWS SPORTS ENTHUSIASTS

KwaZulu-Natal hosts a number of iconic sporting events that bring large numbers of travellers to the region.

MIDMAR MILE

The Midmar Mile, which began in 1974, attracts thousands of swimmers of all ages to the Howick region.

“This is one of many signature sporting events that are staged in KwaZulu-Natal (KZN) that puts a spotlight on our facilities and what we can offer as a tourist destination,” says MEC for Economic Development, Tourism and Environmental Affairs, **Nomusa Dube-Ncube**.

According to an economic impact assessment study carried out by Tourism KwaZulu-Natal (TKZN), the number of visitors to the Midmar Mile significantly increased. “Forty-five percent of the visitors stayed overnight, opting to stay nearby in Howick, Pietermaritzburg or in the Midlands. This further creates a sustainable tourism sector for the region and more job opportunities for the people in the area,” says Dube-Ncube.

DUSI CANOE MARATHON

Since its inception in 1951, the notoriously challenging Dusi Canoe Marathon has grown into the biggest canoeing event on the African continent. The race is held in February or March each year to take advantage of the summer rainfall, and attracts between 1 600 and 2 000 paddlers. It traverses 120 km between Pietermaritzburg and Durban.

Recent trends have shown that a number of canoeists and their supporters arrive early in the week and stay after the event to sample some of the nearby tourism attractions. Some canoeists come with their families and up to a 20-person crew who support them along the route.

“This race is one of many big sporting events that put the province on the global tourism and adventure sports map,” says **Phindile Makwakwa**, acting CEO of Tourism KZN.



The Midmar Mile

Photo by Anthony Grote / Gameplan Media



The Dusi Canoe Marathon



Photo by Peter De Groot / PdGPIX

The Comrades Marathon

COMRADES MARATHON

The Comrades Marathon is an annual 89 km ultra-marathon. It is internationally recognised for the body-sapping challenge it poses and the camaraderie it fosters amongst its thousands of participants. The race is run to celebrate the triumph of mankind's spirit over adversity and is arguably the world's greatest ultra-marathon.

An estimated 20 000 runners participated at this year's event, starting at Durban City Hall and ending at the Scottsville Racecourse in Pietermaritzburg. The first Comrades Marathon took place in 1921 and has been run every year since. The race alternates between Durban and Pietermaritzburg, with the 'up run' starting from Durban and finishing in Pietermaritzburg and the 'down run' starting in Pietermaritzburg and finishing in Durban.

Tourism Update



LOS ANGELES TRAVEL PARTNERS FULLY BEHIND 2030 ARRIVAL GOALS

South African Tourism and the Tourism Business Council of South Africa, North American roadshow got off to a good start during the first leg in Los Angeles recently.

It was attended by 18 leading travel partners from the West Coast region of the USA, and the feedback the South African delegation received was positive.

“When we look at US travel going to Africa, almost 50% of US travellers to Africa have identified South Africa as their destination of choice. So South Africa has really great potential to grow business in this market with some really quick wins”

The travel partners were apprised of South Africa’s tourism targets, set by President **Cyril Ramaphosa**, who has challenged the tourism industry in South Africa to work toward 21 million international arrivals by 2030.



The North American market is the second biggest source market, with around 377 000 arrivals recorded from the USA in 2018.

During the engagement sessions, the target of one million USA arrivals by 2030 was discussed, with the trade partners feeling confident that this could be achieved.

“South Africa has all the hallmarks of an amazing destination. It has something for everyone,” commented **Sherwin Banda**, President of African Travel Inc.

“When we look at US travel going to Africa, almost 50% of US travellers to Africa have identified South Africa as their destination of choice. So South Africa has really great potential to grow business in this market with some really quick wins,” he added.



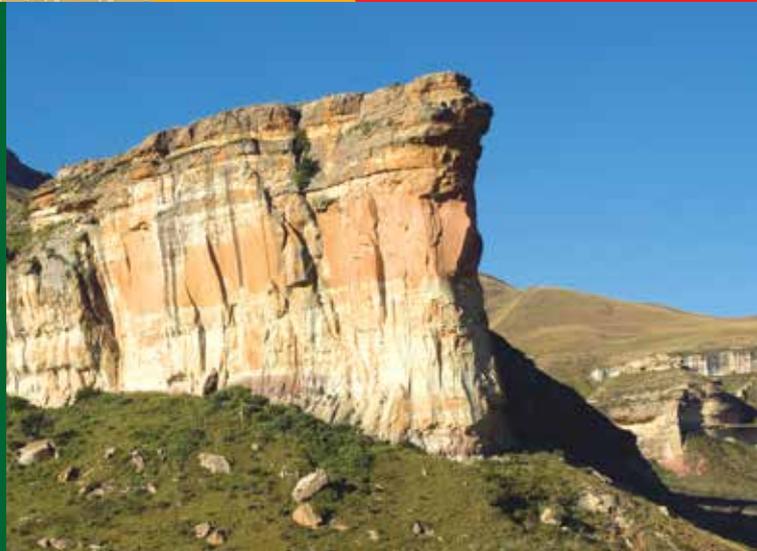
Banda’s sentiments were echoed by **Karin Jones**, MD of Anastasia’s Africa, who also called for greater collaboration and continuity between the US trade and SA Tourism.

“I think it’s connecting us all through an advisory council or some sort of continuing workflow to speak about what these initiatives need to be. It is also putting money behind marketing, money behind airlift to the destination and money behind the safety measures that we all talking about, so that the message is to send more people to the destination,” she added.

Tourism Update



GOLDEN GATE CLASSICS CONCERT TO HELP ELEVATE PARKS' PROFILE



For the third year running, South African National Parks (SANParks) have once again hosted the Annual Golden Gate Classic Concert during 6 – 8 December this year.

SANParks acting Head of Communications, **Reynold Thakhuli**, said that the event was aimed at increasing the profile of the park hosting the event and to attract non-traditional markets, such as those who otherwise would not have visited the park if it were not for this pull initiative.

SANParks accommodated 500 people for the show and allowed for group bookings, but acknowledges that the number was limited due to the sensitivity of the natural area.

Golden Gate Highlands National Park is one of six of the parks in the SANParks portfolio that has been targeted for accelerated visitor number growth, Thakhuli explains.

The key driver for growth in these identified parks is the elevation of market profile among both domestic and international visitors through leveraging innovative marketing initiatives, as well as the introduction of market-related tourism products.

The Golden Gate Classics has shown significant growth since its inception in 2017, and in 2018, ticket sales more than doubled to just over R250 000.

Various packages for the show were on offer and ranged from show only packages to weekend packages, combining show and accommodation. Guests also participated in activities such as abseiling, canoeing, horse riding, nature walks, swimming, hiking, visiting the Glen Reenen Dinosaur Interpretation Centre, and the Basotho Cultural Village tour.

“The event amassed great interest from travellers and music lovers. In 2018, the Golden Gate Classics trended second against an international event, the Global Citizen Concert, proving the massive interest it generated. We believe that 2019 will be no different. Audiences love the fact that the event combines entertainment and travel, and who would not be interested in that?” Thakhuli says.

“The staging of prominent musical, spiritual and sporting events is central to the strategy of attracting new markets to the Golden Gate National Park; as such, the Golden Gate Classics is an annual event conceptualised to become an iconic annual event not only for Golden Gate, but for SANParks.”

The artists for this year's concert hosted at the Golden Gate Highlands National Park included the Bokani Dyer trio comprising of **Bokani Dyer** (piano), **Romy Brauteseth** (bass) and **Sphelelo Mazibuko** (drums) and pianist and vocalist **Thandi Ntuli**, which kicked off this year's event on 6 December.

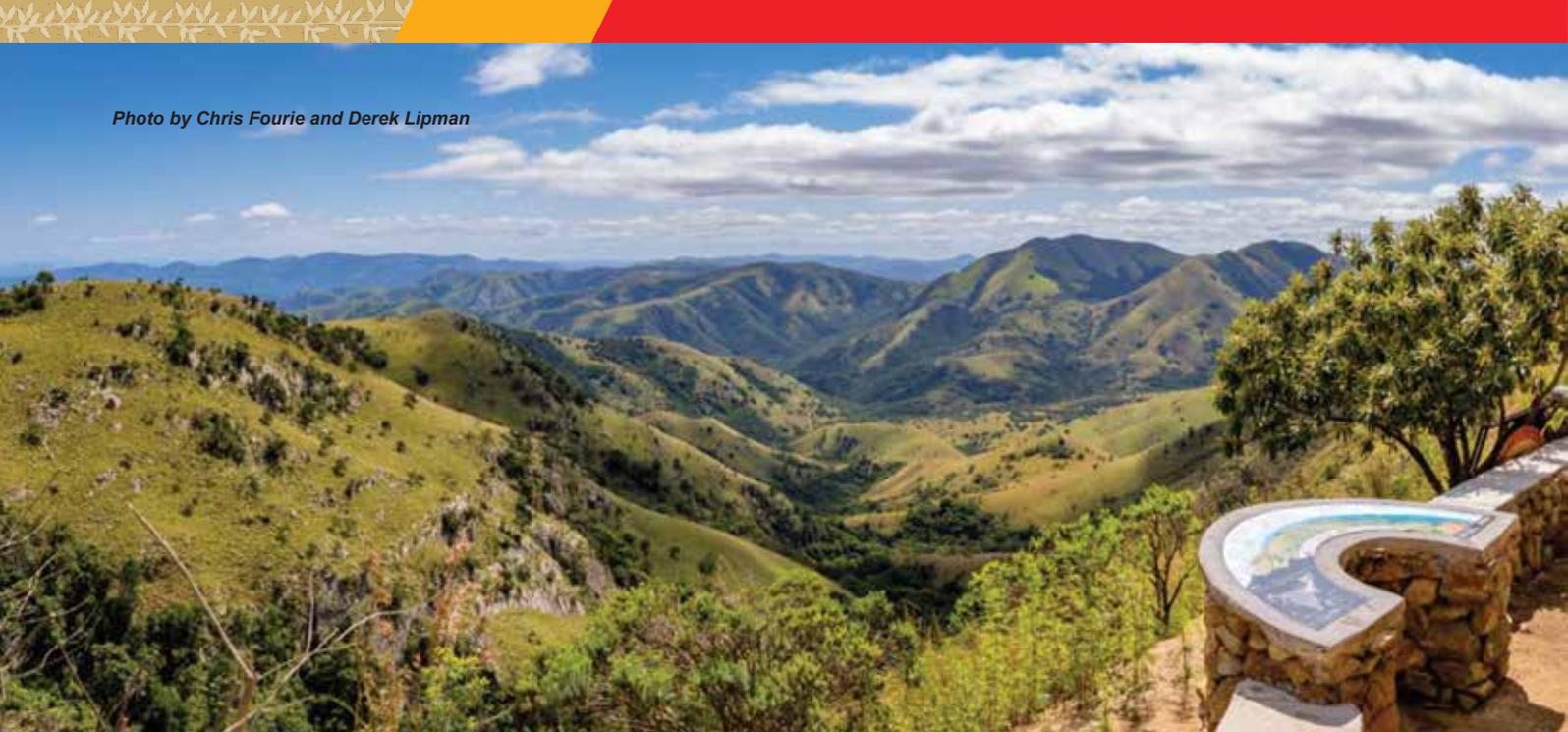
The evening of 7 December showcased the legacy and versatility of **Sibongile Khumalo** who joined a 40-piece orchestra conducted by maestro **Kutiwano Masote**. In addition to this classical and operatic line-up, was soprano **Zandile Mzazi** and members of the TUT Vocal Art Chorus.

The Golden Gate Classics followed Baroque in the Bush, a weekend of yearly Baroque Concerts at Shingwedzi in the Kruger National Park for the last 25 years that are hosted by the SANParks Honorary Rangers.

Other activities at South African National Parks included the Mapungubwe Lecture Series in the Mapungubwe National Park in Limpopo from 25 – 27 October.

Staff Reporter





NORTH AMERICA ROADSHOW TO ADDRESS SA TOURISM 2030 TARGETS

South African Tourism (SA Tourism) and the Tourism Business Council of South Africa (TBCSA) visited various cities in North America for two weeks to affirm the industry's commitment to the North American market by gathering valuable insights from valued trade partners to better understand the current market challenges, barriers, and opportunities to achieve greater success together.

SA Tourism acting CEO, Sthembiso Dlamini, and TBCSA CEO, Tshifhiwa Tshivhengwa, were part of the delegation, and used the opportunity to engage with key travel and media partners in Los Angeles, Denver, Chicago, New York and Toronto.

Recently, President **Cyril Ramaphosa** challenged the South African tourism industry to grow its numbers to 21 million international visitors by 2030. This is in addition to the 5-in-5 strategic goal that sets the target of a further 4 million international visitors and 1 million domestic holiday trips by 2021.

To achieve these goals, key markets, including Central Europe (Austria, Switzerland and Germany), United Kingdom, North America (USA and Canada), China, India, Australia and Nigeria have been identified for the roadshows.

Sthembiso Dlamini said, "As our number two source market for international arrivals", they wanted to hear directly from the frontline trade professionals in the market and how we can best work together to achieve more arrivals to South Africa.

Dlamini added that such engagement sessions certainly will go a long way to reconfirming our mutual goals and top selling points while strengthening the relationships built by the SA Tourism North America Hub over the last decade.

Earlier in the year, the delegation visited the Central Europe and UK markets.

"We listened attentively to what was said at the Central Europe and UK engagement sessions and have already taken the feedback and implemented some of the suggestions," said Tshivhengwa.

"We recently presented some of the feedback to the President and Minister of Tourism at NEDLAC, and already we are seeing some of the results like the announcement by the Home Affairs Minister on Unabridged Birth Certificates."

Tshivhengwa said they approached the sessions with open ears and appreciated the meaningful engagements.

The roadshow was a first of its kind with the tourism private and public sector working together on this initiative.

North America (USA and Canada) is a key source market for South Africa accounting for the second highest international arrivals last year and showing year on year growth over the last few years.

Staff Reporter





*Wishing you a
fun-filled holiday
season and best
wishes for a happy
New Year!*

PHYSICAL ADDRESS

Tourism House, 17 Trevenna Street, Sunnyside, Pretoria 0002

POSTAL ADDRESS

Private Bag X424, Pretoria 0001

CONTACT INFORMATION

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

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

Switchboard number: +27 (0) 12 444 6000

Switchboard fax: +27 (0) 12 444 7000

www.tourism.gov.za



Department of Tourism



@Tourism_gov_za



departmentoftourism_