

# Bojanala

 **WE DO  
TOURISM  
CELEBRATING**



**YEARS  
OF DEMOCRACY  
2019**

**JUNE**



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA



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## CREDITS

### PUBLISHER

Department of Tourism

### EDITOR

Blessing Manale

### DESIGN AND LAYOUT

Shereno Printers CC

### CONTRIBUTORS

Tourism Update

Johannes Mokou

Annah Mashile

Dr Nomvuselelo Songelwa

Otto De Vries

June Crawford

Sewela Mokoena

Mike Jameson

Kerry Hayes

Hilka Birns

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# JUNE 2019

## BOJANALA EDITORIAL



Welcome to yet another edition of Bojanala; your one stop, ever reliable ocean of information - straight from the tourism sector's mouth. As with other editions, this will not disappoint as it carries varying sector information that will surely be of interest to you. From car rental, airline, environment, sustainable tourism, and many others; all of which aims to leave you asking for more!

Before we get to the nitty-gritty's of tourism and how it affects you and your surroundings, we thought it would be important to touch on some important pointers that may be of interest to you.

Most important to note is that the 6th administration has been installed. The administration has set out its priorities and amongst these is the fact that our country has been implanted with the "Thuma Mina" mind set, which one can undoubtedly say is a rallying call for all of us to tackle tourism issues in order to boost our economy and create jobs.

In this edition, you will read about how great it was to host the Africa's Travel Indaba just a few days before the elections. The trade show remains one of the largest tourism marketing events on the African calendar. It is one of the top three 'must-go-to' events of its kind on the global calendar. It showcased the widest variety of Africa's best tourism products, and it also attracted international buyers and media from across the world. The event on its own contributes highly to our gross domestic product.

Read more about the inroads our beloved country has made since 27 April 1994; when all South Africans had a taste of freedom and democracy. Read about youth emancipation, plans for transformation within the sector, and many others.

We are also using this platform to welcome and introduce to you, our new Minister and Deputy Minister. We wish them well in their terms and hope that you as the sector will give them the support they need, in order to achieve the target of 21 million tourist arrivals in SA by 2030 as set by President Cyril Ramaphosa.

President Ramaphosa reiterated the point of urban and rural integration, which plays a huge role in domestic tourism, when he said, "through spatial interventions like special economic zones, reviving local industrial parks, business centres, digital hubs, townships, and village enterprises, we will bring economic development to local areas. We will also focus on small medium enterprises in our cities, townships, and rural

areas, and create market places where they trade their products."

You will also be delighted to read about the youth celebration of 1976 on 16 June - a day which signifies a very sad, yet pivotal moment in our country's past. It stands as a painful reminder of the courage it took for young people to stand up for their rights.

Also read about how Limpopo took advantage of a huge opportunity that will help bring millions of tourists to the province every year. There is no denying that there is a greater need to expand tourism in our country in order to further contribute to economic growth. The edition congratulates the Limpopo province for hosting major events such as Tour de Limpopo.

Our department has partnered with SANParks in a programme that helps young South Africans to blossom in their own ways. This is informed by the Quarterly Labour Force Survey from Statistics SA for this quarter, which still puts the official unemployment rate at 27,6% compared to the last quarter of 2018; with young people aged 15 to 24 facing the burden of unemployment. However, with programmes such as the National Tourism Monitors, Wine Service Training, Food Safety Training, Tourist Guiding, Tourism Resource Efficiency, Beach Stewards, National Youth Chefs Training Programmes, internships and many others, there is hope that we will turn a corner on this.

In South Africa, the annual growth rate of tourism is currently exceeding the goals in our national tourism strategy, and it is expected to grow even further. We live in the age of AirBnB, CityMapper, Sky Scanner, and of TripAdvisor; read more about this and how this can affect you.

We have reached times where 'end-to-end' travel experience has been optimised by technology - where decisions on where to go and where to stay, as well as where not to go and where not to stay, are made on the basis of peer reviews. Read more about this and how this has changed the tourism industry.

Enjoy the read!

Blessing Manale

# THEY' RE HERE TOURISM OFFICIALS GIVE WARM WELCOME TO THE NEW LEADERSHIP



## Welcome

**O**n 11 June, the Department of Tourism staffers joined many other government departments in welcoming their new political leadership, stemming from the recent appointment by President Cyril Ramaphosa of: Ms Mmamoloko Kubayi-Ngubane and Mr Fish Mahlalela as Minister and Deputy Minister of Tourism respectively.

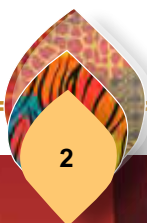
The new executive was given a warm welcome during a ceremony termed the Ministerial Meet & Greet session, which was attended by top management of the department and staffers. Apart from the fact that staffers were allowed to officially meet the new leadership, the occasion was also used for the Minister and Deputy Minister to share their expectations, while also inviting staffers to join them in the process of changing the lives of South Africans for the better.

Addressing the employees, Deputy Minister Mahlalela invited them to join hands in creating an environment

in which jobs are created for South Africans, especially young people. Deputy Minister reminded the employees about the mandate given by the voters on 08 May 2019, adding that it is important that such a mandate be taken seriously as it shows confidence in government.

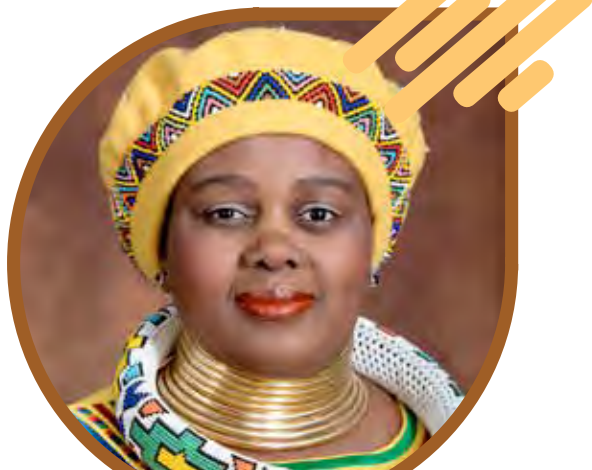
The Deputy Minister reiterated that as public servants, there is a greater need to **up the ante** when delivering services to the people, "many of which were not so lucky to be where you are." He further told employees that the lives of South Africans are in their hands and that it depends on what they do with it.

In her address, Minister Mmamoloko Kubayi-Ngubane also used the occasion to call on employees to get on the bus, en-route to serving the people of South Africa better. Minister Kubayi-Ngubane said that as part of a bigger scenario, it is important to work together, irrespective of which position one finds oneself in. "If we all pull together, South Africa will be a better place," she said.



The minister further made a plea to employees to remain resolute on the greater objective and expectations from South Africans to boost the economy and create jobs. This is true specifically for the sector of tourism as it has been singled out as one of the critical sectors which has the capacity to turn the corner on economic development.

The editorial team wishes to further extend a warm welcome to our Ministers and Communicators in Chief for the tourism sector.



**Mmamoloko Kubayi-Ngubane** is Minister of Tourism  
a Member of Parliament of the Republic of South Africa

Prior to her current role, Kubayi-Ngubane previously served as a Minister in three portfolios, Science and Technology, Communications, and Energy respectively.

Kubayi-Ngubane started her career as a Community Developer in the non-governmental sector, and subsequently joined the financial sector at First National Bank as a Skills Development Specialist, and later in the Business Banking Division at Nedbank.

She joined the public sector as a Skills Facilitator at the National Health Laboratory Services and later a Director in the Office of the Deputy President, Ms Phumzile Mlambo-Ngcuka, and Parliamentary Advisor to the Deputy President of South Africa, Mr Kgalema Motlanthe later.

In 2009, she became a Member of Parliament and played several roles including Acting Deputy Chief Whip and Chairperson of the Portfolio Committee on Telecommunications and Postal Services.

She holds a Bachelor of Arts Degree from the University of Johannesburg (Vista University) and a Master's Degree in Public and Development Management from

Wits and a Programme for Leadership Development at Harvard Business School.



**Mr Amos Fish Mahlalela** is the Deputy Minister of the  
Department of Tourism

He obtained his matric certificate from Nkomazi High School, and holds an Honours Degree in Governance and Leadership from the University of the Witwatersrand.

After the 1994 general elections he was deployed as a member of parliament and has since served the country in different roles in both the provincial and national legislatures.

He has been a member of the provincial legislature where he served amongst others as a chairperson for the Standing Committee on Public Account (SCOPA), chairperson for the Association of Public Accounts Committee of South Africa, and also served as the chairperson of the Southern Africa Development Committee on Public accounts.

In the Mpumalanga province, he served in various executive positions and notably the following responsibilities, MEC for the Department Environmental Affairs and Tourism, MEC for Department of Culture, Sports and Recreation, MEC for the Department of Local Government and Traffic, MEC for the Department of Roads and Transport, MEC for the Department of Safety and Security, and MEC for the Department of Health and Social Development.

Mr Mahlalela has a proud history in the struggle against apartheid in South Africa. He was exiled in the 1980s and received military training in numerous countries as a member of the ANC's military wing, 'Mkhonto We Sizwe' in 2002. He was elected the Chairperson of the ANC in Mpumalanga Province in 2002.

**LEADERSHIP,DUMELA!!**

# TRADE SHOW RE-AFFIRMS AFRICA'S ECONOMIC GROWTH

The Africa Hotel Show welcomed over 10,000 international industry professionals from 53 countries to source products, services, equipment, supplies, innovations, technology, and solutions from over 500 exhibitors across 40 countries.

The Show was held from 23 to 25 June 2019 at the Gallagher Convention Centre in Johannesburg, with a co-location of three exhibitions, resulting in one huge trade fair to highlight Pan-African business opportunities. The Hotel Show Africa, Africa's Big 7, and SAITEX brought together the retail, hospitality, food & beverage, and wholesale under the theme, **"Africa – the new home of trade."**

Addressing the delegates at the show, Deputy Minister of Tourism, Fish Mahlalela said, "What gives this occasion special significance is the presence of many industry partners and movers and shakers from across African countries, reaffirming our commitment to co-operate with and within the rest of the continent in developing our tourism industry.

Deputy Minister Mahlalela added that, "With hundreds of industry influencers and decision makers billed to participate at this year's event as speakers and panellists during the comprehensive three-day programme, I am certain, that we are indeed destined for greatness. We are moved by this and are proud to welcome you to our country, which we naturally believe is the most beautiful in the world."

The three-day international trading platform established South Africa as the gateway to the continent while delivering the latest cutting edge innovations, new ideas and products, trends, insight, and future thinking,

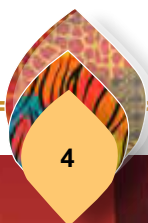
ensuring that Africa Trade Week is the 'go-to' event on the global calendar and the only place to find new products, secure new clients, and meet the leading professionals from across the globe.

The warmth with which our 25-year democracy has been embraced by the world was reflected by the countries represented during the show. It was also a reassurance that as we set out to rebuild our tourism industry, we can draw from the continent's wealth of experience.

Mahlalela further emphasised that, "Tourism continues to perform strongly and its' forecast for the future is very optimistic; more travellers are discovering our continent and country, and they see value in our country as an exceptional destination for holiday, leisure, and events."

"The most important dividend for tourism in South Africa is tourism's contribution to the quality of human life in our cities and provinces. We are committed in nurturing the tourism economy so that it promotes inclusive growth, and those who were previously disadvantaged are empowered in a meaningful way, which includes unlocking the potential of Small Micro Medium Enterprises (SMMEs)," said Deputy Minister Mahlalela.

South African International Trade Exhibition (Saitex), One of Africa's largest trade exhibitions, has served as a key annual product sourcing opportunity for the continent's retail and trade industry for over 25 years. Government officials, diplomats, entrepreneurs, and business leaders from around the world meet to discuss trade opportunities as well as major import and export categories, including clothing & fashion accessories,





IT products, pharmaceuticals, electronics, homewares, tools & hardware and chemicals.

The Hotel Show Africa showcases international products and innovations for hotels, restaurants, cafes, taverns, shebeens, and food outlets. Thousands of decision makers, including general managers, owners, operators, procurement managers, designers, developers, and front-line hospitality personnel attended The Hotel Show to network and discover the latest in services, décor, finishes, uniforms, and hospitality technologies.

Mahlalela advised that, "All industries are experiencing rapid change, disrupted by advancing technologies and shifting consumer expectations, and in order to

adapt to constant change, industries should adopt strategies to future-proof their business and be able to navigate rapidly changing technological and political landscapes."

"As a nation we need to make concerted efforts to continually increase the levels of hospitality and friendliness, and the general level of service. The international tourist market places a very high premium on these aspects. I want to challenge not only the tourism industry, but all service enterprises, to make 2019 a year of all-round improvement of our service standards, ethos, and practices," concluded Deputy Minister of Tourism Amos Fish Mahlalela before embarking on a walk about at the exhibition floors.





*By Dr. Nomvuselelo Songelwa, CEO Jurni*

# FIVE WAYS THE RIGHT DATA COULD ELEVATE SA'S TOURISM LANDSCAPE

**W**hat do Gariepdam, Hogsback and Kakamas have in common?

These quaint South African villages have tremendous tourism potential, but seldom make it onto a first-time international visitor's itinerary.

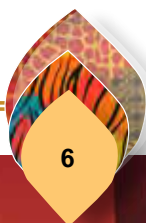
One of the main reasons for the lack of exposure of these different products and places is that South Africa doesn't have the right data mechanisms in place to equip tourism businesses with the information they need to develop their business strategy and reach new markets.

The **padstals** of Kakamas and the incredible nature hikes found near Hogsback could attract numerous travellers, but without a record of current visits, they are overlooked by tour operators, travel planners and even tourism investors.

Official statistics so far have been one-dimensional and focus solely on total international arrivals. Car rental companies, hotels and various booking engines and platforms have been analysing their own data to create visitor profiles. They gauge average length of stay; hotel nights and ordinary travel spend. But this valuable data is being collected in silos.

There is currently no clear 'overall' indication of source markets, traveller behaviour, or indeed investment opportunities in promising regions of the country. As the first private-public partnership of its kind, Jurni aims to address this challenge by consolidating the existing data sources and plug any data gaps by creating new data platforms.

Jurni will equip businesses with valuable business insights and accurate forecasts as well as develop a





booking tool and visitor portal that will showcase more tourism products. These are all goals outlined in the country's National Tourism Sector Strategy.

Here are five examples of how collecting and interpreting the right data sets could grow tourism in South Africa.

### **1. Stay abreast of the latest tourism trends**

With the right statistics at their fingertips, it becomes possible for tourism players to monitor trends in the tourism industry over a period of time.

Reliable statistics can give destinations and tourism products the edge they need to keep abreast of the trends that could impact their popularity. It can help them design strategies to better market their products and destinations to the world and increase their market share.

### **2. Design effective tourism strategies and policies**

Tourism data provides the intelligence the tourism industry needs to make informed decisions.

Tourism statistics can determine the demographics of domestic tourism as well as the number of tourists coming in or going out of a country. It can profile visitors, reveal the places they visit, and the kinds of accommodation they choose as well as their expenditure patterns. These kinds of statistics have the potential to inform solid strategies and policies on a municipal, regional and even national level.

### **3. Test the effectiveness of tourism policies**

Is the region or tourism product achieving the expected results? Did the tourism strategy pay off? Has the country achieved its goals?

Collecting meaningful tourism statistics gives relevant tourism players insights into every aspect of how the tourism sector is performing. The right data can offer visibility on whether or not the strategies and policies are effective, and the goals have been met. It will give tourism players, regions and countries a clear overview that will help them evaluate the success of their decision-making.

### **4. Highlight the importance of tourism**

How do we prove the tourism sector's importance in the South African economy, or predict its potential to grow its contribution? Through meaningful data – tourist arrivals, GDP contribution, jobs, etc.

Tourism is a significant economic sector around the world that represents 10,4% of global GDP and 313 million jobs in 2017. In South Africa, the sector makes a substantial contribution to our economy and represents 9% total GDP. The sector creates 1.5 million jobs, which accounts for 9.5% of total employment of South Africa.

Numbers and statistics are always cited when we want to illustrate how important the tourism sector is to the global economy. It's important we make sure these statistics are reliable and reflect the true picture of South Africa.

### **5. Drive investment to the 'hidden gems' of the country**

Reliable data and statistics can put South Africa's 'hidden' tourism gems on the map, allowing these areas to attract more investment.

A centralised data hub, where credible data from different sources (car rental, entrance fees, tolls...) is consolidated, can help identify who the visitors are, pinpoint where regions should focus their marketing efforts and answer other important questions about the tourism sector.

At a time when the tourism sector enjoys support from the highest levels of government with President Cyril Ramaphosa himself publicly stating the sector's potential to achieve 21 million international tourists by 2030, it's important to have access to reliable and meaningful tourism data to support this vision.

We are raising the level of debate on the importance of tourism as a key economic and social driver. And tourism intelligence, meaningful tourism data that is consolidated into an independent data hub like Jurni, helps us to strengthen this debate.





*Otto de Vries CEO ASATA*

# A NEW TERM FRESH SOIL FOR GROWING THE TRAVEL SECTOR



**T**he long run-up to the national election was quickly forgotten as the nation waited to meet those who would be appointed to serve and implement a new government's policies.

Despite a lower voter turnout this year, the election brought with it a new term, a clean slate, and a chance for a fresh start.

Part of that fresh start is government's goal of inclusive economic growth and job creation. To this end, it intends to secure US\$100-billion in foreign investment over the next five years.

A constituent of this strategy is to strengthen labour-intensive sectors, including Travel and Tourism, with a specific focus on growing the domestic travel pie.

This is a vision that the Association of Southern African Travel Agents (ASATA)'s shares.

As a non-profit organisation representing the travel

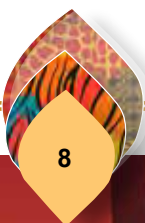
industry, ASATA strives to foster a professional travel industry which abides by the laws of the land and safeguards the travel interests of their customers. Contributing to the inclusive growth of South Africa's economy, is high on our priority list.

As such, we support government's efforts to encourage more South Africans to travel domestically.

The more local families decide to travel, the higher the potential is to collect VAT and create jobs in the labour-intensive tourism and travel sector.

When a South African traveler stays at local accommodation, they:

- a. Help grow SMME travel companies and create offshoot opportunities for other new businesses, which will ultimately improve the overall experience for international tourists. Inevitably a better tourism product gives rise to a larger global market share, which will help to drive foreign investment,



strengthen the Rand, and create business opportunities.

- b. Develop a taste for more regular travel, which encourages a snowball effect likely to lead to an increase in the number of South Africans travelling internationally. This is also good news for South African businesses responsible for packaging international travel because the revenue from international travel largely benefits South Africa, in the form of taxes and job creation.

Both these scenarios help to strengthen the travel sector, but so does eliminating and mitigating the barriers that are blocking the industry's growth, such as the volatile rand exchange rate and the burden of visa restrictions.

At ASATA, we believe lowering the barriers to entry, from a regulatory perspective, would boost South Africa's tourism economy.

We have seen first-hand how red tape hinders growth in the travel sector. A good reference is when the New Zealand government introduced its visa requirement for South African citizens; the South African government reciprocated, thus swiftly reducing inbound tourists from that country. Another example is the challenges the unabridged birthcertificate presented for both the inbound and outbound travel sectors. At this year's Travel Indaba, **President Cyril Ramaphosa** said the country is "in the process of radically overhauling our visa dispensation for the rest of the world and introducing a world-class e-visa system." We are encouraged the e-visa pilot for New Zealand citizens is imminent.

At ASATA it is our hope that these positive steps will result in reciprocal moves to remove onerous visa requirements from countries which have enforced visa requirements reciprocally on South Africans, or at least opened the door to discussions.

ASATA further supports the African Union's goal of visa-free travel and a single African air transport market,

also committed to by President Ramaphosa.

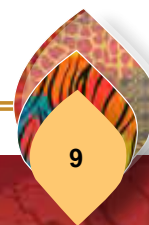
Keeping these promises will improve perceptions of brand South Africa among travelers and make travel easy for everyone on the continent, including South Africans.

No entity – whether it be government, an organisation, or a travel business – can operate in a silo. Just as the government needs industry collaboration in efforts to boost an inclusive economy and create much-needed jobs, the industry needs an enabling environment. This will help make it simpler for South Africans to travel, in turn making its best-possible contribution to those goals outlined by President Ramaphosa.

ASATA has a new strategy based on four pillars aimed at growing the travel industry into a leading economic sector that drives job creation, much like the government.

- **Member Representation;** where we will engage key stakeholders like government officials, on areas influencing the growth of the travel sector;
- **Member Support;** where we support members with critical skills and business tools, e.g. skills development platforms and legal, and regulatory support; Information; which includes conducting research that explores how the sector can be grown optimally and;
- **Good Governance, Risk Management, and Compliance;** which includes education around consumer protection and development tools as well as training on key regulatory tools such as the Protection of Personal Information (PoPI) Act.

As both embark on a new strategy for a new term, it is the fulfilment of those goals that will determine real growth. ASATA intends to keep its promises and is committed to supporting this new strategy by collaborating with government to achieve our mutual goals of inclusive economic growth and job creation.







*CEO of BARSА, June Crawford*

# BARSА ANNOUNCES NEW BOARD: BOARD POISED TO TAKE AVIATION TO NEW HEIGHTS.



**T**he Board of Airline Representatives of South Africa (BARSА) has appointed a new Board of Directors at an annual general meeting held recently.

Nine members were elected to ensure delivery of the organisation's strategic objectives, and to drive the agenda for the next year. The focus for the new board would be collaboration between all stakeholders in the aviation, travel, and tourism industries.

CEO of BARSА, June Crawford, says she is confident in the newly elected Board members and their abilities to take the aviation industry to greater heights, "I look forward to further advancing the industry with our new members at the helm. We are confident that we have selected the right mix of passionate and knowledgeable individuals who will make invaluable contributions to our organisation."

Re-elected as Chairperson, **Carla da Silva** – Air Mauritius Regional Manager: Southern Africa and Latin America – has 21 years' experience in aviation; **Michaela Messner** – Regional Manager Qantas Airways, Africa – is Deputy Chairperson. Messner has been involved in the travel industry since 1992.

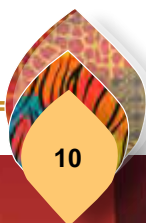
**Darren Hay**, Specialist in International Affairs at South African Airways, will represent the airline on the Board. SAA holds a permanent seat of Joint Deputy Chairman,

a courtesy provision made for the national carrier given its strategic role in the country's aviation industry.

Other members who were re-elected include **André Schulz**, General Manager for Southern Africa Lufthansa Group, including Austrian Airlines, Lufthansa, and SWISS; and **Liezl Gericke**, Head of Middle East and Africa for Virgin Atlantic, overseeing South Africa, Nigeria and the UAE. A new member joining the board is **Isaack Wambua**, Qatar Airways' Country Manager for South Africa, previously Country Manager for Sudan and Nigeria at Qatar Airways, and Country Manager for Cameroon at Kenya Airways.

The Board will also be joined by **Abel Alemu**, Regional Manager, Southern Africa at Ethiopian Airlines; **Wouter Vermeulen**, General Manager, Air France Southern Africa; and **Karlene Barkley**, Etihad's Country Manager for South Africa.

Da Silva congratulated the new Board: "I want to thank all the members of BARSА for their contribution to the association and for the good work they did in the last financial year. We're very excited that we have managed to increase our membership and the Executive Committee with the involvement of new member airlines. I will continue to do my best for BARSА and the aviation industry in South Africa, working closely and consistently with various stakeholders to add value."



# LIMPOPO-BASED ENTREPRENEUR SEWELA MOKOENA ON HER ELEVEN28 PINK GIN

*Sewela Mokoena*

## Founder of Eleven28 Gin Sewela Mokoena Profile

Gin from Limpopo? You better believe it. Sewela Mokoena is a young black woman who is breaking down barriers in a male-dominated industry. She shares what sets her brand apart from the rest

### How did the business come about?

I think it was more about grabbing an opportunity that presented itself. I love gin, and have been following some local gin brands. I wanted to do something in line with what I like to drink, and to satisfy my curiosity and creativity. So I went and got myself a certificate to learn how to distill. As it stands, besides gin, I can also distill whisky and vodka.

### How was the business funded in the beginning?

It is self-funded all the way, financed by my salary. I work in marketing and I still have my 9-5 job. This is my first business so I needed to get a couple of things out of the way first to see if this is viable and if it will be safe if I lose my job. I needed to make sure because it's still a new baby; only one year old.

### Can you tell us more about the gin itself?

I'm currently still outsourcing to a distillery until I have enough (capital) to build my own. It's my recipe, made from a maize-based alcohol (not from grape or sugar-cane.) The infusion came about because I wanted something pink and fruity (pomegranate and rose), and I knew that I could access the ingredients easily and locally as I'm based in Limpopo where they are in abundance.

### What makes your gin and business unique?

It's a start-up, literally from the ground up. To tackle something like this without investments I needed to get the expertise, because a lot of people who are in the gin business today are not the ones who started it.



They are basically just the face of the gin industry and haven't been trained. What makes my gin unique is that it's the first pink gin from Limpopo that is maize-based (single grain). It has seven botanicals and has been distilled seven times.

### What have the highlights and challenges been for you so far on this gin-creating journey?

The highlight was being named the first black woman under 30 to distill gin in South Africa. It was such a proud moment for me because I was able to start something and finish it. I wanted to create something that was unique to who I am, within the climate of where the alcohol business was heading in South Africa.

Beyond the money challenges, when you are from a black background and have a very conservative family, it's frowned upon. All they saw was that I love to drink so much, that I would even create my own alcohol [chuckles]. They don't understand that it's a passion.

### What tips do you have for aspiring entrepreneurs?

If you have a dream, pursue it. Don't give up on it or wait for someone to give you funding. As much as you may be clued-up about something, continue to learn about it. That will give you and your business an edge.

Learning doesn't necessarily mean attending school. Learn from your surroundings, from prospective clients, and from people who are succeeding in the field you want to get into.

# SOUTH AFRICA PROVES TO THE WORLD THAT RESPONSIBLE TOURISM DOES WORK

**T**here were over 1.4 billion tourist arrivals in the world in 2018, with that number expected to rise as travel accessibility continues to expand. This is according to the United Nations World Tourism Organisation (UNWTO).

Economically this may be a boon for many countries, but the fact remains that tourism, as an industry, contributes 8% of global greenhouse gas emissions. The projected growth rate of tourism is set to be a precursor to the environmental impact, unless the industry looks inward and places sustainability at the centre of its focus.

As one of the world's largest industries, tourism and all its representative bodies around the world has committed to investing in sustainability in what has become part of the new normal. UNWTO declared 2017 the International Year of Sustainable Tourism for Development, pleading for nations to commit themselves to sustainability within the sector – marking the beginning of a new way forward.

In the words of former UNWTO Secretary-General Taleb Rifai, spoken at the World Tourism Day celebrations in Doha, Qatar in 2017, "The question is how we can enable the powerful global transformative force of tourism to contribute to make this world a better place and to advance sustainable development in all its five pillars: economic, social, environmental, cultural and peace."

With the recent water crisis providing much needed perspective, South African Tourism has recently taken up the challenge of ushering in a new era of responsible tourism. From water-conscious PR campaigns, to green exhibiting, to SMME development, the South African Tourism sector is leading the charge for sustainable and viable practices that the world should take note of.

For the past 8 years South African Tourism has been partnered with the Event Greening Forum (EGF) on the biggest business travel trade show on the continent, Meetings Africa. This event has recently been shortlisted for the 2019 African Responsible Tourism Awards, which recognises African organisations that offer a shining example of how tourism can benefit local people, the environment, and destinations.

The Meetings Africa 2019 Green Stand Awards seeks to recognise exhibitors who go that extra "green" mile to build and design stands that are environmentally and socially sustainable.

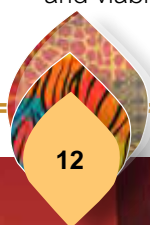
The stands are judged against the EGF award criteria including design, materials, operations, transport, communication, beyond green, and innovation. Exhibitors were afforded the opportunity to participate in the competition by showcasing their stand at the exhibition and submitting a written motivation explaining why their stand is green.

The year 2019 so a relationship extended to include the continent's largest travel trade show, Africa's Travel Indaba, where the green stand awards was introduced for the first time.

The partnership with the EGF drives ecological initiatives such as recycling, provision of filtered tap water to cut down on the use of plastic water bottles, and the option to donate stand materials for re-use.

It is clear that South Africa and its tourism sector are not afraid of the "new normal". Nowhere is this more evident than in the way South Africa's tourism capital, Cape Town, responded to the infamous water crisis.

While this global issue is not exclusive to South Africa's Mother City, Cape Town, it shows cities around the world





what it means to respond to water restrictions. The city has been so successful that UNWTO and the World Tourism Cities Federation (WTCF) recently selected Cape Town as one of 15 top global destinations. This provided a case study that demonstrated the city's global status and its potential to influence world travel according to both its popularity and its practices in operating under sustainable tourism conditions.

Already recognised as a leading climate-conscious green city, as well as being consistently voted in as one of the world's most sustainable cities, Cape Town managed to cut its water usage in half from 1.2bn litres a day in 2015 to just over 500m litres at the beginning of 2018 – proving that tourism standards don't have to drop with the water levels.

The city, partnered with local and national tourism bodies, drives the message that the city remains open for business and is ready to continue welcoming tourists.

South African Tourism, in collaboration with the local industry, created a highly successful PR campaign and international roadshow, which created awareness of the importance of tourism to the South African economy.

This highlighted innovations being implemented by the country's tourism trade, such as the introduction of desalination plants within hotels, and water recycling systems employed in tourist attractions like the V&A Waterfront, and Robben Island.

For example, The Twelve Apostles, Cape Town's most luxurious 5-star accommodation, managed the seemingly impossible. From 2017 to 2018, the hotel managed to reduce water consumption by a staggering 42% by fitting shower heads with restrictors, converting fresh water hotel swimming pools to salt water, replacing napkins and placemats that need to be washed with biodegradable paper ones and reducing water usage in laundry facilities by 90% through innovative technologies.

Ultimately, in environmentally and economically conscious times, it all comes down to responsibility and tourism is no exception. The simple, yet highly impactful way the South African tourism trade is creating awareness around the responsible use of resources is to grow a sustainable tourism economy. It is a future all industries need to strive towards and one that tourism in South Africa is helping to lead us all towards.



# SECOND EDITION OF THE TOUR DE LIMPOPO CYCLING COMPETITION OFFERS MORE THAN EXPECTED



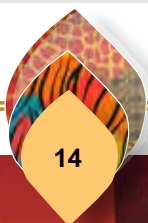
South Africa has fought and won the battle to be the most recognised country by tourists worldwide, and with diverse provinces such as Limpopo, the jury has already made its decision. The province boasts a variety of tourist attractions and experiences, many of which were enjoyed during the Tour de Limpopo Cycling competition, held from 14 to 18 May 2019.

A sizeable number of participants, some of whom were coming for the first time in the country, could not hide their admiration and approval of the green, bushy beauty of the province. At its second event holding, after cycling through some of the most interesting attractions, various cycling teams, families, friends, and supporters experienced the diversity the province has on offer first-hand.

One of the participants, a cyclist of note, hailing from Rwanda, Nkuruntiza Yues, said, "What makes the

competition worthwhile and tough is that South Africa's weather is not stable. Unlike where I come from in Rwanda, the weather here changes from one area to the other. So this makes it a little tough, yet interesting. This is the country I have always wanted to come and see, and I am happy to have come with my family during this tour."

Cyclists started their Tour de Limpopo discharge from Bela Bela, through Polokwane, to Tzaneen and back to Polokwane. The tour cut through three district municipalities namely, Waterberg, Capricorn, and Mopani. This offered cyclists the greatest scenery of the province, which includes the Great Olifants River which meandered through offerings such as wildlife, bush, and a theatre business. More on offer for adventure-seekers was a popular destination called Haenertsburg in the Magoebaskloof Mountains, through which the Tour de Limpopo passed again this year.





Furthermore, the tour showcased the picturesque village on the R71 between Polokwane and Tzaneen, and from the hilltop above the village, expansive views of the Wolkberg and northern Drakensberg mountains could be viewed, as well as the Ebenezer Dam, forests, and grasslands below.

While these areas offer magnificent recreational activities, this also meant that those who wanted to come back again after the tour would also enjoy the bird life. The area is home to the purple-crested Loerie, several species of eagle, and the very rare black-fronted bush shrike, as well as the fishing, with brown and rainbow trout in abundance in the lakes and streams. They could also enjoy a sunset cruise on Ebenezer Dam, cultural village tours, Agatha Crocodile Ranch, or the Wegraakbosch Organic Dairy for a tour of the organic farm and cheese factory while enjoying a cheese platter and a glass of wine. The Zwakala Brewery also offers tours and tasting, while Silvermist Resort has game drives and quad biking activities. The beautiful Magoebaskloof, known as “The land of the silver mist”, is reminiscent of a Swiss village. Take a drive through the Woodbush forest, the second largest indigenous forest in the country, or picnic at the Debengeni Falls. The Magoebaskloof hiking trail and Wolkberg Wilderness area offers

overnight hiking opportunities, or slide through the Letaba gorge on the Magoebaskloof Canopy Tour. The scenic countryside can be best explored by mountain bike or horseback, and like most other areas of the province, it is rich in birdlife and fish.

Tzaneen, the tropical garden town, was another stop for this year's Tour de Limpopo, where the cyclists spent two nights. This sub-tropical paradise is filled with indigenous and exotic plants, and is South Africa's richest sub-tropical fruit-farming region. Valencia oranges, grapefruit, bananas and macadamia nuts are common to the area, but most of the country's avocado pears, pawpaw, mangoes, tea, and coffee hail from this part of the province as well. There are several game and nature reserves close by, including Kruger National Park and the Hans Merensky Nature Reserve. Visitors to the area can enjoy the Tzaneen Predator Park and the museum, as well as visit the biggest baobab tree in the world – the Sunland “Big Baobab” in Modjadjiskloof, dated around 6000 years! The Modjadji Cultural Camp offers cultural and natural activities. The area was considered the garden of the Rain Queen – the matriarchal leader of the Lobedu dynasty. Visitors can arrange a visit to the Royal Kraal.





# TAKE A GIRL CHILD CAMPAIGN GROWS BIGGER



**T**he Take a Girl Child to Work campaign has grown in leaps and bounds since its inception in 2003, with over one million girl children exposed to the world of work thus far. The project seeks to encourage a girl child that there is more to life than what meets the eye.

The campaign is regarded as one of South Africa's biggest form of interventions, seeking to find equal grounds between a girl and a boy child, while also empowering girls on their career path development. It was established by Cell C, one of Africa's giant cellular networks, and is aligned with International Women's Day on 8 March.

This year's theme is #MoreThanADay, which above all seeks to ensure that a girl child is consistently motivated. Many have dug in their heels in protest against the discrimination of a boy child, saying, "a boy child is more likely to be in trouble either with the law or otherwise, than their girl counterparts." The truth of the matter is that a girl child still has less chance for success than a boy child.

The lack of equal representation between men and women continues to worsen; this is even after interruptions in legislation worldwide. It is not unusual to find that nine out of ten executives in a company are men, even when the legislation dictates otherwise. It is the most painful truth to learn that women still remain under-represented in various economic opportunities, particularly in executive management.

The Question is are interventions such as Take a Girl Child to Work Day doing enough to turn the corner on this injustice? While many pundits would agree that various companies are beginning to open up to giving women a chance in leadership, the statistics on the ground

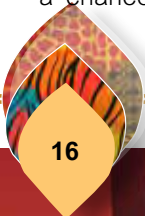
say the opposite. A recent report by Grant Thornton International Business indicates that, "although almost one third (29%) of senior roles in South Africa are now filled by women, one in five local businesses (20%) still have no women at all in senior positions."

While this is the case, corporate South Africa continues to have hopes that more and more interventions will yield desirable results in time. With Corporate Social Investment campaigns such as the Take a Girl child to work, there is optimism that momentarily the lever of equality will tilt towards the 50/50 margin in favour of women.

Not to be outshined, the Department of Tourism also got their hands dirty on this front by taking pupils from Reinotswe and Medicos Special Schools on a culinary tour at Prue Leith Chefs Academy on 24 May. Being a culinary, accommodation, travel, and tourism sector, the Department could not have chosen a better **exposé**. Pupils could not hide their excitement during the tour, as they were given a 101 Masterclass on pasta preparations, tea, cake, and many other culinary secrets.

What made the **exposé** even more meaningful was that all the exercises were prepared by female chefs. This was a deliberate move by the organisers who aimed to encourage girl children to realise that it is possible for them to make it as a chef in a professional kitchen.

Speaking at the event and in an emotional motivational speech, Tourism Director-General, Victor Tharage called on pupils to never be discouraged by their backgrounds, "as it does not determine their future." Tharage used the occasion to motivate the pupils to never allow any abuse in their lives, and to use any opportunity presented to them to grow their skills.



# TOWNSHIP TOURISM GROWS THE ECONOMY

“We are here to seek collaboration and empower you with information about programmes and opportunities we offer as a Department, and to connect you with our partners who continue to avail resources and support aimed at maximising your efforts in making the best for yourselves and your communities in the tourism sector,” said Minister of Tourism Mmamoloko Kubayi-Ngubane while addressing the youth at Disoufeng Restaurant in Soweto on 29 June 2019.

The Minister’s Tourism youth dialogue permitted more than 400 youth around Gauteng to come and listen to how they can acquire the opportunities presented to them by Government. Tourism partners and government entities such as the Gauteng Tourism Authority (GTA), National Youth Development Agency (NYDA), National Empowerment Fund (NEF), and the Youth Employment Services (YES) presented their strategies to the youth.

Township tourism products benefit and promote South African cultures and it allows locals and government decision-makers across the different spheres to appreciate the value of tourism, leveraging business tourism opportunities, the bidding and hosting of mega events in provinces, and bringing new innovations.

Tourism in Gauteng continues to contribute around 4% of the total provincial workforce, with its estimated 3% contribution to the Gross Domestic Product by region and 9% overall nationally; this highlights the sector’s importance to the economy of Gauteng and the country. In hard numbers, we are talking more than 300 000 people employed by the sector, contributing in the region of R50 billion per annum to the provincial economy.

“As we celebrate 25 years of democracy and the legacy of the youth who took to the streets to protest against the injustices of the apartheid system, we saw it befitting to host this dialogue in Soweto to re-ignite a desire for personal development and advancement amongst the youth – inspired by the labour of the generation of 1976,” continued Minister Kubayi-Ngubane.

Under the theme **“25 Years of Democracy, A Celebration of Youth Activism”**, the event afforded the youth an opportunity to showcase their products and encourage others to also become entrepreneurs. The event included exhibitors ranging from local crafters, fashion designers, Small Enterprise Development Agency (SEDA), and South African Chefs Association.

Speaking on the mandate of the South African Tourism, acting CEO Sthembis Dlamini highlighted the ‘Shot

Left’ campaign, which encourages South Africans to travel domestically. “When we travel within our own country, we become better hosts and this impacts positively on the growth of our economy and this creates more employment”, Dlamini said.

Also engaging with the youth was Dr Tashmia Ismail-Saville from the Youth Empowerment Services, who pointed out tourism as the high ranging of the sectors they fund due to its diversity. The National Empowerment Fund representative, Nthato Makhubo, presented tourism projects that have been funded by the organisation. This included the Graskop Lift Gorge, where the department gave a R5 million grant for the management of the project, and urged youth owned tourism enterprises to apply for funding through the grant.

The Dialogue is a first of many diversified youth engagement platforms which the Minister will use to engage youth into the future, and to increase awareness and engagement with young people on opportunities, programmes and contributions.

“We will work together, hand in hand, with the youth to be able to grow our country to be a better place. We will continue to visit other provinces, listen, plan, and implement our programmes of action in order to meet our National Development Plan target,” concluded Minister of Tourism Mmamoloko Kubayi-Ngubane.



*The Minister of Tourism, Mmamoloko Kubayi-Ngubane addresses the Tourism Youth Dialogue*



*The Minister of Tourism, Mmamoloko Kubayi-Ngubane addresses the Tourism Youth Dialogue*



# FIVE EXPERIENCES BEYOND THE KRUGER NATIONAL PARK

*Mike Jameson*

A bucket list of favourite destinations for holidaying in South Africa will no doubt include a trip to the Kruger National Park. The bush and its unique 'something', coupled with the anticipation of seeing the Big Five is lure enough, but if White River, Mpumalanga, is the entry point then visitors would be remiss not to include a few other experiences in the area. White River is a mix of scenic waterfalls, mountains, valleys, and diverse wildlife that call the area home. It is a great place to explore and offers plenty of adventure. **Mike Jameson**, General Manager at Destiny Lodge White River by BON, shares his top things to do in White River: "There is something for everyone and this makes for a great family destination."

## More than the Big Five

The self-drive Reptile Route is a short day trip that winds through the Mpumalanga Lowveld, with stops at Perry's Reptile Park, Dinosaur Park, and Chimpanzee Eden, which is set on a 1 000-hectare game reserve. It is also home to chimpanzees that have been displaced from their natural habitat, bringing these extraordinary primates closer to people through education, tourism, and modern technology.

## The underground

At Sudwala Caves, which formed around 240m years

ago, visitors can take hour-long tours of the caves throughout the day. A monthly five-hour-long Crystal Tour takes visitors 2 000m into the cave, which sometimes includes a concert or play in the main hall of the Amphitheatre whose sheer size and natural air-conditioning make it an ideal performing arts venue.

## For motoring enthusiasts

Motoring enthusiasts can stop at the Antique Car Museum, an impressive three-level complex with over 2 000 sqm of floor space showcasing over 60 automobiles from as early as 1911.

## Orange is the new grape

On the return trip, an out-of-the-ordinary stop is orange-wine tasting at Rottcher Orange Winery on Casterbridge Farm. Using an age-old tradition of fermentation, the viti-culturists have created a range of unique drinks.

## An appetite for travel

A variety of restaurants offer a range of local foods for travelers to experience. "Do stop by Zamani, the in-house restaurant at Destiny Lodge White River by BON. They have just launched a delicious new menu," says Jameson. Other culinary destinations include Daloose Mongoose, Magnolia, Gumtreez, and 64 Coolmore.





# THE LILIZELA TOURISM AWARDS TO ADD NEW SUB-CATEGORIES

**N**ew sub-categories have been added and the deadline has been extended.

The Lilizela Tourism Awards have added several new sub-categories to its accommodation and venue categories. Since its inception in 2013, the awards have grown to include the following main categories: Accommodation, Venues, Tour Guides, Tour Operators, Visitor Experience of the Year, Universal Accessibility, ETEYA, and We/I do Tourism.

New additions to the accommodation category include the following sub-categories:

- **Apartment Hotel**
- **Boutique Hotel**
- **Nature Lodge**
- **Small Hotel**
- **Campsite**
- **A camping facility that doesn't specify that caravans can be accommodated.**

New additions to the Venues category (Formerly known as MESE) include the following:

- **Conference Centre**
- **Convention & Exhibition Centre**
- **Historical Venue**
- **Events Venue**
- **Function Venue**
- **In-Hotel Conference Centre**

The deadline for final submissions has been extended to June 11 to allow establishments and product owners more time to familiarise themselves with the additional sub-categories.

Chief Quality Assurance Officer at South African Tourism, **Darryl Erasmus** said: "This extension allows more time for South African tourism product owners to submit their applications, and consumers to vote for their establishment of choice. As this is a nationwide competition and it targets a wide range of categories in the tourism sector, we want to ensure that as many of the interested parties as possible get an opportunity to enter."



# WESTERN CAPE LAUNCHES NEW TOWNSHIP CURATED ROUTES

**T**he Western Cape will launch a set of Curated Routes in Khayelitsha Township; an initiative conceptualised and implemented by Cape Town Tourism.

Khayelitsha is a community that is rich in culture, with unique people and places to explore. The initiative will allow the community to showcase its local offering, while creating new opportunities for the locals. "Through the revised Tourism Development Framework (TDF), which takes a new immersive approach to cultural tourism, it showcases all that Cape Town's largest township has to offer," says City of Cape Town Mayoral Committee Member for Economic Opportunities and Asset Management, Alderman **James Vos**.

"The new approach challenges the traditional tourism model in townships where tourists are bussed into the neighbourhoods and often have minimal interaction with locals, whereas Cape Town Tourism's Curated Routes are crafted in partnership with local SMME's residing in the area."

The Curated Routes focus on three different experiences, namely exposure to different parts of the neighbourhood, activities, and interaction with the people including artists, baristas, and start-up business owners.

"I believe that this initiative could not come at a better time, as it demonstrates the significance of the revised TDF for Cape Town, and the core focus of creating more community-based offerings," says Vos. "My immediate priority is to champion the implementation of this strategy that will boost cultural experiences and help diversify products that will lead to more community

involvement and economic benefits."

The TDF consists of five key goals:

1. Ensuring visitor comfort, improving and diversifying products and experiences, stimulating demand, generating community involvement, benefits and support, and organising for growth.
2. Showcasing the importance of bringing to life new products and exciting experiences in areas that were previously marginalised and excluded from the tourism landscape.
3. Products such as these show that Cape Town is an inclusive city and is ready to break barriers with ground-breaking tourism offerings that open up new opportunities.
4. Safety is vital, and building a safe city for residents, businesses and guests is a key priority. "For this reason, we also partnered with Cape Town Tourism in empowering and employing young people as Safety Ambassadors, and as such this programme has seen major success in providing visitors with a safe experience," added Vos.
5. Tourism is a significant contributor to employment in the city and sustains around 300 000 jobs in total, making it the sector with the highest growth and employment potential.

Cape Town's objective is to help establish 'tourismpreneurs' while transforming the tourism landscape in the City into a thriving tourism business eco-system that drives demand, and makes business sense. It will also facilitate sustainable job creation.



# NEW LUXURY TRAIN PRODUCT TO LAUNCH IN KRUGER NATIONAL PARK

**T**hebe Tourism Group is to construct a five-star luxury accommodation experience – Kruger Shalati ‘Train on a Bridge’ – in Skukuza Rest Camp in the Kruger National Park.

**Gavin Ferreira**, General Operations Manager of Kruger Shalati says the Kruger Shalati ‘Train on the Bridge’ is five-star accommodation in a train carriage placed permanently on a bridge in Skukuza. It will allow guests to enjoy luxury accommodation while sitting atop the Sabi River, looking at game from their bath, bedroom and balcony



**T**he project will incorporate the original iconic and historic Selati railway bridge at Skukuza Camp where the KNP’s first warden, James Steven-Hamilton, first welcomed guests nearly a century ago.

The train will be restored and upgraded, and will have an external walkway attached to the bridge structure, allowing the rooms to be much larger than a traditional compartment-style room. Rooms will have floor-to-ceiling windows with unrestricted views of the river and surrounding game. The old block-house next to the bridge will be used as a base for a pool deck designed with an overhanging pool meters above the river flowing below.

**T**he ‘Train on the Bridge’ will launch on December 16, with 16 en-suite carriage rooms accommodating 32 people. Another seven rooms in the adjacent Kruger Shalati Bridge Guest House will accommodate 14 people. Each carriage will have only two luxury rooms to maximise space. There will also be a lounge carriage with a bar and an adjacent deck. By March 2020 capacity on the train will increase to 24 carriage rooms accommodating 48 people.

All meals and house beverages are provided as well as two game drives per day.







# ROYAL PORTFOLIO, THE SILO HOTEL GRADED FIRST 5-STAR PREMIUM HOTEL

Accompanied by Members of Executive Council, Chief Executive Officers and Heads of Departments, Minister of Tourism Mmamoloko Kubayi- Ngubane officially handed over a 5 – Star Premium grading certificate to Royal Portfolio the Silo Hotel in Cape Town. The celebration took place on 09 July 2019.

“It is important for tourism to recognise such stunning, exquisite establishments to be able to send the message out there and allow tourists to come and share what South Africa has to offer, the hotel offers more than just a bed to sleep, but luxury, comfort and professionalism.” said Minister Kubayi-Ngubane.

As part of the Tourism Grading Council of South Africa’s (TGCSA) enhanced grading standards which were implemented on 01 April 2019 a 5 – Star Premium grading status was introduced, earmarking establishments in South Africa that epitomise the essence of luxury in both product quality and service standards.

The Silo Hotel sets a new standard for luxury Cape Town accommodation. A magical hotel towering above the Victoria and Alfred (V&A) Waterfront surrounded by the natural wonder of South Africa’s Mother City. It is built in the grain elevator portion of the historic grain silo complex occupying six floors above Zeitz Museum of Contemporary Art Africa (MOCAA) which houses Africa’s largest collection of contemporary African art.

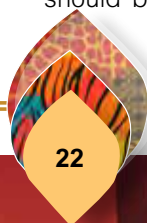
Kubayi-Ngubane further said that, “the level of quality is increasing in South Africa and we are competing with the best, the experiences should make you feel at home, we now have the best hotel in Cape Town to recommend, a certain level of quality and standards should be admired and showed off to the world, it’s

important for us as we start the 6th administration to be able to celebrate this achievement, this will also help us archive our target mandate of 21 million tourists by 2030.”

“Great Kruger’s Royal Malewane lodge, Mpumalanga’s Lion Sands Ivory Lodge, Hermanus Birkenhead House and of course the Royal Portfolio Silo Hotel which is the first hotel in cape town to get this status. They are the only four establishments with the premium standard in South Africa. To differentiate the offerings there should be a strong move towards exceptional luxury, the premium level should be beyond experience and the status should be protected and maintained.” said Mr Darryl Erasmus Chief Quality Assurance officer at TGCSA.

Cape Town is a colourful and vibrant city surrounded by dramatic mountains and sandy beaches. It is certainly one of the most beautiful cities in the world – presided over by one of the 7 Natural Wonders of the World – Table Mountain. The Houses of Parliament stand proudly in the Company Gardens, while the Two Oceans Aquarium and innumerable restaurants from which to watch the comings and goings of the world’s ships, cruise liners and luxury yachts. A short ride away is the infamous Robben Island where you’ll find the erstwhile prison cell of the late Father of the Nation, Nelson Mandela.

“Part of the beauty of Cape Town as a holiday destination is that it makes a perfect holiday and travel experience. MEC Kgosientso Ramokopa will assist us to oversee the models of this hotels if they can also be energy efficient to be able to save our planet”. Concluded Minister Mmamoloko Kubayi-Ngubane.



# SOMMELIERS TO GROW TOURISM IN SOUTH AFRICA



The Deputy Minister of Tourism, Mr Amos Fish Mahlalela, visited the Simonsig Wine Estate (View of the mountain) and Lanzerac Wine Estate, Hotel and Spa in Stellenbosch western cape on 08 July 2019. The aim was to oversee and have a first-hand experience on the practical training component of the department's Wine Service Youth Training Programme.

In 2017, the Department approved a budget of sixty million rands to train 300 unemployed youth from Gauteng, Kwa-Zulu-Natal and the Western Cape Province as sommeliers. The three-year learnership, which comprises of 30% theory and 70% practical training, equips learners with wine, drinks and customer service skills that will enable them to work anywhere in the world.

The objective of this programme is to upskill and ensure that youth are employable within the hospitality and wine industry. Successful graduates will be equipped with theoretical and practical skills on the Wines of the World, Viticulture, Food and Wine Pairing, Bar-attendant Skills Training and Customer Care. This programme is aligned with the National Development Plan, which sees tourism as an integral pillar of our economy.

"South Africa is a caring, developing country and with this programme we are curbing the high rate of unemployment, inequality where the rich are far richer and the poor are far poorer with high rate of poverty, President Cyril Ramaphosa in his State of the Nation Address mentioned that it is important to prioritise tourism for us to grow the economy and contribute towards job creation. But to expand on job creation we need the skills which is also a challenge in our country," said Deputy Minister Mahlalela.

He also emphasised that, "As a country we have an obligation and responsibility to create an enabling environment for people to live a better life, it is the government's mandate to imbue skills development for youth to be employable or be entrepreneurs and assist

government by employing more youth."

One of the trainees from Simonsig Wine Estate, Masande Mlanjeni, who was raised by a single parent depending on support grant is one of the beneficiaries who made sure that as a teenager who was under the influence of drugs overcame his challenges and grabbed the opportunity to turn his life around and that of his family. The personal development provided by the estate made him realise who he wanted to be and how he could achieve his goals.

"Tourism is important for the wine industry and the estate. If tourism statistics remain the same in the country less money comes into the estate and it presents challenges to the 190 people working on the estate because their salaries remain the same. Our diversity is unique, our fauna and flora is the best in the world, we have to work together to increase tourist's arrivals," said Marketing and Sales Director of Simonsig Mr Francois – Jacques Malan.

Fundiswa, Sibabalwa, Nyambeka, Bulelwa and Jerome are being trained at the 5 star Lanzerac Wine Estate, Hotel and Spa, working as wine advisers, wine testing and food pairing. After finishing their training, they will be assisted to get permanent placements in partnership with the Department, Tourism World Academy, South African Sommelier Association, Sommeliers Academy SA and Association De La Sommellerie Internationale and private companies in the industry.

"Most young people still do not understand the impact of tourism in our country. They need to study hard and take the programmes seriously because the success of this programme relies on them to enable government to train more unskilled youth, because this is for themselves, their families, their communities and our country. We need tourists to keep coming back, your success is our success and if you win we become prosperous as a country." Concluded deputy Minister Mahlalela.



# THREE TOURS WITH A DIFFERENCE



*Graffiti in Gauteng is an art form on its own.*

*For clients who have already seen the key tourist sites in Johannesburg, or guests who are looking for something different, niche and local tours are what you need. Tessa Reed looks at three of the options.*



## 1. Gauteng Graffiti Tour

Inner-city Johannesburg is a canvas of local and international street art. For visitors looking to explore the graffiti culture in Jozi, Past Experiences offers graffiti tours.

"The Graffiti Tour is our most popular tour," says Past Experiences' **Jo Buitendach**. "It's really an intro into Johannesburg graffiti and street art – the history of the movement and the sub-culture."

A 90-minute to two-hour Graffiti Tour gives visitors the opportunity to discover the city's street art on foot. The tour can be tailored as there are options in numerous inner-city areas including Newtown, Braamfontein and Troyeville. "For the big graffiti fans, we can do full-day driving tours where we take them to all the areas," says Buitendach.

Tours can also be booked with local graffiti artists who share their art and life as a graffiti writers.

Past Experiences also offers graffiti workshops, which give visitors a chance to put their own graffiti skills to the test.



## 2. Jozi delicious South African Cookery Class

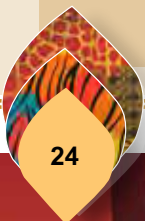
Johannesburg Urban Adventures offers a seven-hour Jozi delicious South African Cookery Class, giving visitors an opportunity to taste homegrown food and chat with locals.

The day starts with a scenic 45-minute drive to Soweto, where guests will visit a popular food market to pick up fresh ingredients. During the shopping excursion, a guide will chat about typical South African produce and dishes.

After picking up ingredients, guests will learn how to create traditional local dishes alongside a local chef, with a beer in hand.

Some of the dishes prepared are **potjiekos** (a meal prepared by slow cooking the food in a cast-iron pot over a fire) and **pap** (similar to polenta), served with **chakalaka** (a spicy sauce). A chicken or vegetable version of **potjiekos** can be prepared.

"There aren't many food tours in Johannesburg or Soweto," says Brand Manager, **Divan Brits**, distinguishing this tour from some of the more generic excursions on offer in the city. "This is a very different way for clients to experience the culture of South Africa via one of our traditional meals ie **potjiekos** and then interacting with locals from Soweto.







### 3. Soweto Night Tour

The Soweto Night Tour by Mo Afrika Tours takes guests to some of the liveliest **shebeens** (originally an illicit bar or club where excusable alcoholic beverages were sold without a licence). The tours are led by local guides.

The tour runs from Wednesdays to Sundays for five hours per day. The tour includes transfers from Johannesburg, visits four bars, each with its own distinctive character and patrons as well as four complimentary drinks. "Guests get to drink local beers including some brewed in Soweto, as well as Amarula (a South African cream liqueur made from the fruit of the African marula tree)," says GM **Claud Gaminara**.





# SOUTH AFRICA TARGETS UAE INVESTORS WITH TOURISM INDUSTRY OPPORTUNITIES

The Department of Tourism held a tourism investment seminar in Dubai recently, to promote South Africa as a market ripe for investment in tourism. The seminar is part of an ongoing programme by the South African government to strengthen investment ties between the UAE and South Africa, especially in the field of tourism where a number of opportunities in various regions throughout the country were presented.

Headed by Shamilla Chettiar, Deputy Director-General, Destination Development, South African Department of Tourism, the 12-member delegation consisted of representatives from the Department of Tourism, provincial tourism promotion agency and the North West Tourism Board, South Africa's Industrial Development Corporation, IDC, and a project promoter Incopho Coastal Resorts.

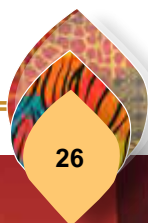
During the investment seminar, guests were provided presentations and overviews regarding the marketing of South Africa as a tourist destination. These detailed information regarding the investment landscape, opportunities and government support, as well as hearing first-hand experiences from a UAE investor in South Africa's tourism industry. Private meetings were then held between potential investors and members of the South African delegation.

Commenting on the seminar's proceedings, Kenneth Sipehelelo Hlela, Director of Tourism Investment Coordination at the South African Department of Tourism, said, "We are targeting the United Arab Emirates because of the high concentration of high net-worth individuals with investable assets, as well as the growing outbound market from the Gulf region to South Africa."

We are aware that in order to grow the UAE outbound market to South Africa we would need to develop products that respond to that market. Therefore, our planned investment mobilisation efforts are in line with the South African Tourism's marketing efforts in that region. We want to assure both investors and the South African

travel industry that South Africa is doing everything to keep up with the demand through mobilising investors who will ensure that demand is matched by our supply," he explained.

The South African government's tourist agency plans to boost visitor numbers by over 40 percent by 2021. In 2017, total trade volume between South Africa and the UAE reached \$US3.2 billion.





# SANPARKS ANNOUNCES THREE NEW SA MARINE PROTECTED AREAS

South Africa's Department of Environmental Affairs (DEA) gazetted three new SanParks Marine Protected Areas (MPAs) on May 23, which will come into effect on August 1.

The areas include Addo Elephant National Park MPA in the Eastern Cape, Robben Island MPA (to be managed by Table Mountain National Park) in the Western Cape, and the Namaqua National Park MPA in the Northern Cape; all of which form part of the 20 new national MPAs gazetted last week.

The declaration is the culmination of years of work by the South African National Bio-diversity Institute (SANBI,) SANParks, Ezemvelo KZN Wildlife, and the DEA.

SANParks National Marine Co-ordinator, Dr. **Ané Oosthuizen**, believes this new network of MPAs will

increase the conservation footprint of SA's oceans from 0.43% to 5%. "The new MPAs will contribute to the conservation of our oceans, islands, and coastal habitats, protecting threatened species such as penguins and rebuild over-exploited species such as line fish, abalone and rock lobster. They will help secure eco-system services, support recreational, tourism, and educational activities, as well as subsistence, recreational, and commercial fishing. MPAs help keep eco-systems resilient in the face of climate change."

The planning of some of these MPAs started as far back as 2006 with hundreds of planning and stakeholder meetings, and negotiations taking place with communities and industries including oil and gas, mining, fisheries, and aquaculture. Lawyers and planners invested five years to develop the size, shape, and regulations for the MPAs.





# KZN ENTERS PARTNERSHIP AIMED AT MAKING REGION GLOBAL TOURISM PLAYER

- by Kerry Hayes

**K**waZulu Natal (KZN) has entered into a public-private partnership (PPP) with 14 companies to execute a high-powered global rebranding marketing campaign, with the aim of making Durban, KZN, a key global player in tourism, trade, and investment.

The companies will be investing financially in the massive repositioning campaign with their representatives sitting in on strategy meetings to share their business expertise. An internationally-acclaimed marketing agency will also be called in.

The companies included are First National Bank, Tsogo Sun, Aspen, The Oyster Box, Toyota, New Frontiers Travel, Urban Management, East Coast Radio, Tongaat Hulett, Serendipity Tours, Standard Bank, Grindrod Bank, Urban Lime, and Multiply Group.

"They are availing their resources and expertise in driving a Durban-KZN repositioning exercise to put Durban/KwaZulu-Natal at the forefront of development. They will be working with us to strengthen tourism and our product offering," said SA's MEC for Economic Development, Tourism and Environmental Affairs, Sihle Zikalala.

He continued that this partnership served to demonstrate confidence in KZN's tourism infrastructure and diversified product offering. "What is patently clear is that the private sector responds positively when government demonstrates the willingness to do the right thing and puts in place an enabling environment for businesses to thrive," added Zikalala.

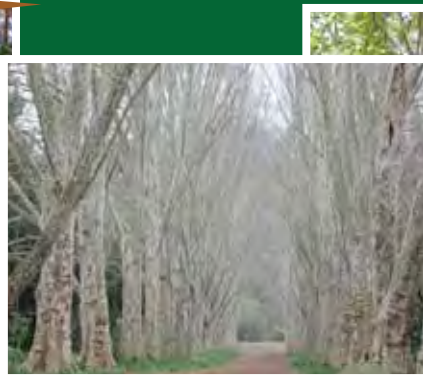
Acting CEO of Tourism KZN (TKZN), Phindile Makwakwa,

welcomed the development as a 'milestone'. "This public private partnership aims to make sure that KZN becomes a province of choice. It will really put us on the global map. Bringing in the private sector would make the province's message even more credible; they are contributing funds to enable us to do the things we want to do."

"We are excited about the PPP; for tourism to succeed, we need strong partnerships between government, the public and the local communities," said GM of Marketing for TKZN, Thulisile Galelekile. "The communities' involvement is critical as they are, in essence, tourism ambassadors. For example, the Umfolozi Big Five Game Reserve community wanted to put land they owned to productive use. The only way to do that – which the partnership now allows – is to build lodges. This is good for tourism and the service providers, and both benefit from the proceeds."

Andrew Hudson, Head of Acquisitions at FNB, KZN, said that in the past, people had felt that the region had a lot of assets and that the tourism figures should be higher than they were. "What we have done is to galvanise the public sector, which generally does its own thing, and get behind the tourism bodies...to get everyone on the same page and promote/market the destination for tourists and for investment."

When an international airline comes into Durban three times a week – such as the new BA route from London – some 300 000 jobs are created, which are mostly tourism related, he said. "We have a beautiful airport and the Dube Trade Port, great roads and the private sector now needs to jump in and make the most of these assets."



# SECTOR STAKEHOLDERS WEIGH IN ON NEW DRAFT TOURISM AMENDMENT BILL

**T**he draft Tourism Amendment Bill has been making rounds in the sector and has so far solicited input from sector players. The bill has been out for public comment since mid-April, and this is done to ensure that everyone affected gets a chance to voice their opinions.

The Tourism Act, 2014 remains the legislative framework for the management and growth of tourism. The aim of the act is the development and promotion of sustainable tourism for the benefit of the country and the enjoyment of its citizens and visitors.

In addition, it provides marketing of the country as a tourist destination and the promotion of quality products and services. The purpose of the Tourism Amendment Draft Bill is to amend the Tourism Act, 2014 so as:

- i. to provide for the alignment of the governance of the South African Tourism Board;
- ii. to provide for the implementation of the grading system of South African Tourism;
- iii. to provide for the requirements for competence of tourist guides; and
- iv. to provide for the determining of the threshold for short-term dwelling rentals

Although comments are yet to be consolidated, various others sector players have already hinted that the draft bill may need to be a little flexible. This is in order to distinguish between the formal and informal accommodation sectors so that it does not create unfair conditions for home sharing, according to Airbnb.

Amongst other inclusions, the proposed amendment to the Bill authorises the Minister to determine thresholds with regard to short-term home rental.

One of the sector players, Velma Corcoran, Country Manager Sub-Saharan Africa at Airbnb, indicated that while the platform supported regulation, the current proposals needed work. Corcoran added that, "If passed, the amendment will provide the Tourism Minister the authority to introduce thresholds to short-term rentals," the letter reads. "While Airbnb supports

fair and proportional rules that benefit local people, we are concerned that this Bill opens up the possibility to create unfair conditions for home sharing."

She further added that, "We believe that there is a clear difference between occasionally sharing space in your home and running a corporate hotel chain, but current proposals don't make that distinction. To make sure that rules work for the many and not the few, we want to continue working with the government on clear, fair, and proportionate rules that distinguish between occasional hosts and big businesses."

Rules need to help spread the benefits of tourism and encourage everyone to take part in South Africa's vibrant tourism scene, not just big hotel chains."

There are more than 60 000 South African homes listed on Airbnb and the platform accounts for one in eight visitors to South Africa.

Regulation of the informal accommodation market, and Airbnb in particular, is something the industry has long been lobbying for, citing unfair competition from Airbnb hosts who do not register for tax and are not subjected to the same compliance required of guesthouses and bed and breakfast establishments.

Tourism Business Council of South Africa CEO, Tshifhiwa Tshivhengwa, indicated that the amendment came as a necessity. Tshivhengwa added that although this is the case, the basis of the thresholds to be determined and applied needed to be clarified.

Tshivhengwa added that if the thresholds were determined by a number of days, it didn't necessarily mean that the host could not exceed this, but rather that hosts accommodating guests beyond these thresholds would need to register as a business.

He emphasised that the Bill was still being drafted and thus open to consultation. "Hopefully, in a few months, a decision can be taken for the benefit of everyone in the industry. I don't think that there will be adverse effects on anyone," he said, adding that short-term rental would always have its place as a sub-sector.

# DEPARTMENT OF TOURISM AND SANPARKS PROGRAMMES HELP YOUNG SOUTH AFRICANS

Young South Africans have received a boost in their quest for better living, and if the new tourism monitoring programme is anything to go by, the future of the country's young stars looks bright.

This emanates from SANParks' recent initiative on new tourism safety monitors in a programme funded by the Department of Tourism, based in Knysna, Wilderness, and Tsitsikamma.

The National Tourism Monitors programme is aimed at enhancing the visitor's experience as well as improving the safety of tourists. It will create employment for many unemployed youth, aged 18 to 35 years who will be trained, mentored, and placed as monitors at various tourist sites for a period of 36 months.

The tourism sector is not only an economic activity, but an essential vehicle that promotes mutual understanding between a tourist and a host community. Therefore, the visitor experience is a key priority of the National Tourism Sector Strategy, and more specifically, it puts emphasis on the enhancement of local destination sites, which is why we saw the need to pilot the National Tourism Monitors Programme.

The programme was launched in 2017 by the Department of Tourism in Soweto and rolled out across South Africa. A few of the programmes operate within SANParks where they employ young people as environmental monitors, as well as within Biodiversity Social Programme.

The initiative aims to reduce the number of unemployed young people in the country, while also helping some learn a skill in order to create employment for themselves through business initiatives. Statistics South Africa indicates that when comparing South Africa to other countries in its league regarding youth unemployment,

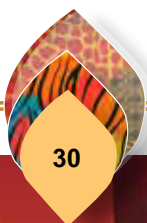
South Africa comes out firmly on top. For example, the recent Spectator Index indicated that the five countries with the highest youth unemployment rates were South Africa at 52.8%, followed by Greece at 36.8%, Spain at 34.9%, Nigeria at 33.1%, and Italy at 32.5%.

Stats SA's recent report indicates that South Africa's unemployment rate for both the youth and adults remains high. However, the unemployment rate among young people aged 15–34 continues to skyrocket at 38,2%. This suggests that more than one in every three young people in the labour force did not have a job in the first quarter of 2019. The intervention seeks to eliminate this anomaly by making sure that young people are given an opportunity to earn a living through this initiative, amongst many others.

The Tourism Monitors Programme forms part of a long-term strategy to enhance tourism destinations through safety and development of vibrant precincts and sites. In partnership with SanParks, the programme aims to touch as many young people as possible and it is also part of government's Expanded Public Works Programme.

According to Project Manager for the Garden Route, Siyanda Myataza, through this programme, young people get to receive invaluable skills that can be applied throughout their careers.

Myataza added that, "In Tsitsikamma, nine small, Medium, and Micro-sized Enterprises (SMMEs) for the Tsitsikamma Gateway Project are funded by the Department of Tourism. We now employ 108 workers, all of them young." They received training in basic waste management, snake awareness, life skills training, and wild cat awareness training. Further training includes basic computer skills and conflict management skills.





# TBCSA AND TOURISM MINISTER DISCUSS THE FUTURE

The Tourism Business Council of South Africa (TBCSA) held its first strategic meeting with newly appointed Minister of Tourism, Mmamoloko Kubayi-Ngubane, to discuss the future of the tourism industry in South Africa.

TBCSA is a non-profit, member driven organisation serving the needs of tourism players, and focussing on the growth and the sustainability of the travel and tourism sector in South Africa. The organisation was established in February 1996 as an enabling body that brings together industry stakeholders under one umbrella to face and manage issues affecting the industry.

The organisation plays a vital role in the sector, especially in partnership with key stakeholders such as the Department of Tourism, South African Tourism, and Business Unity South Africa, amongst other industry stakeholders. A key aspect of this organisation is partnership, and any success depends on close working relationships with organisations such as the National Department of Tourism, South African Tourism and Business Unity South Africa amongst other industry stakeholders.

As part of their strategy to regularly engage stakeholders, TBCSA recently met with the new Minister of Tourism, Mmamoloko Kubayi-Ngubane. Although the meeting was to officially meet the new minister, the occasion was equally used to discuss various other issues relating to the organisation's future plans as well as to get help from the minister.

During the meeting, CEO of TBCSA, Tshifhiwa Tshivhengwa, also made use of the occasion to present a master plan within the disposal of the organisation and how the plan will be used to lure tourists, both domestically and internationally to the country.

The CEO's master plan emanates from an announcement by President Cyril Ramaphosa in his State of the Nation

Address, which stated that the country intends to increase its tourist numbers to 21-million per annum by 2030; tourism authorities have taken measures to ensure the target is met.

The target is linked to South African Tourism's five-in-five strategy: increasing international tourists by 4-million and domestic travellers by 1-million in a five-year period, ending in 2021.

Tshivhengwa made a commitment to have a good working relationship with the new ministry as it is the best way. Tshivhengwa added that, "the Tourism Department is a vital stakeholder of the TBCSA and collaboration between the Ministry, and industry stakeholders remain a priority for the growth of South Africa's tourism sector, as well as the economy."

He added that "the TBCSA is committed to working with the tourism ministry to realise the goal of doubling the number of tourists and creating two million jobs by 2030,"

The tourism industry, which contributes 9% to the country's GDP, has its challenges. However, the outlook continues to be positive. The introductory meeting covered various topics including marketing and policy issues.

"We intend to build on a good foundation to grow the sector and, most importantly, the South African economy. Working closely together with TBCSA, I am confident that we will achieve this objective. Our meeting with TBCSA chairperson and CEO laid the foundation for the start of a wonderful journey together in the tourism sector," Minister Kubayi-Ngubane said.

"We are confident that the challenges we currently face in the industry will be addressed through the collective efforts of stakeholders. The TBCSA will continue to advocate, influence, and monitor policy developments that impact the sector," adds Tshivhengwa.

# NEW TGCSA GRADING CRITERIA A GAME-CHANGER FOR HOSPITALITY

Darryl Erasmus, the Chief Quality Assurance Officer of the Tourism Grading Council of South Africa.

In recent years the hospitality industry has been affected by factors out of its control. Technological advances, environmental issues, and changing tourist tastes have forced the industry to continually adapt.

It is for these reasons that the Tourism Grading Council of South Africa (TGCSA) has recently augmented its grading criteria. Three new categories have been added: apartment hotels, small hotels and boutique hotels.

As part of our undertaking in the industry, the review of our grading system and criteria needs to ensure we are both internationally benchmarked and thus competitive as a destination. Another key consideration is that any enhancement needs to be relevant to the South African context and market. In recent years, South Africa has seen an upsurge in both new-build apartment hotels as well as more intimate and unique boutique hotels. We need to ensure we have the categorization to respond to these new developments.

One of the key reasons behind the triennial review of our criteria is the impact that technological enhancements are having on the hospitality sector and the overall guest experience. For instance, the provision of and access to Wi-Fi is fast becoming a very basic need and a guest prerequisite in any category of accommodation. Consequently, the TGCSA's requirements for these categories have had to remain current and relevant.

## **Technological impact**

Technology impacts various guest services and guest interactions, both before arrival and whilst in-house.

One of the biggest developments in the newly released grading criteria amendments in the formal hotel categories is the amendment to the requirement for the provision of landline telephones in hotel bedrooms.

It is no longer a requirement to have a fixed telephone line in a hotel, according to our new 2019 grading standards. This is because of the amazing tech developments which allow guests to connect to the hotel service outlets using new platforms and applications, as well as the ability to make outgoing calls using applications linked to the provision of Wi-Fi.

## **Responsible tourism accolade**

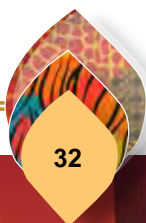
South Africa has in recent months had to deal with a number of environmental issues that have directly affected our tourism fraternity.

We are of the opinion that limiting the impact of tourism on the environment is in the interest of all concerned, and it was on this premise that the TCGSA undertook including an accolade to recognise properties that have adopted and are practising Responsible Tourism practices.

The TGCSA criteria for the Accolade for Responsible Tourism were sourced from the existing South African National Standard SANS 1162 for Responsible Tourism Standards.

## **What travel agents should consider**

The category and the star-grading level awarded to properties annually are by far the most important points for travel agents when recommending an establishment to a customer. This indicates the type of product that can be expected by guests, as well as the levels



of product quality, variety of facilities, and service standards. The TGCSA is fortunate to have over 5 200 properties graded across the country, so variety and availability should seldom be an issue. The TGCSA reviews the grading status of our members annually, thus it is also important to ensure that the property you are booking has a valid TGCSA grading certificate with an expiration dated in the future.

### **TGCSA Roadshow**

The TGCSA hosted a Roadshow across all nine provinces in South Africa to showcase enhancements to the grading system and accolades. We were overwhelmed with the positive sentiment and support from both our graded establishment members and the tourism stakeholder community at our Roadshow sessions.

There is much excitement regarding the new categories, the new star-grading level – 5 Star PREMIUM, and the new accolade recognition mechanism, which are by far the most talked about developments. The TGCSA is excited to implement these enhancements and allow members to benefit from the new standards and differentiation value proposition.

Following a rigorous grading system review process as well as the well supported Roadshow events in all nine provinces, it has become evident that the TGCSA is on the right track! We are invigorated to see that our contribution, through the provision of our world-class grading system, continues to assist trade in improving the collective positioning of South Africa as a quality destination and a leading player on the global stage.





# SOUTH AFRICA'S TOURISM NUMBERS INCREASE

The number of tourists from overseas countries to South Africa is generally highest in quarter one and quarter four.

South Africa is moving up the ladder when it comes to international tourists. However, it can be agreed on that the move is not as swift as it should be, especially when compared with other countries, particularly the BRICS countries. Nevertheless, Mzansi has shown potential to surpass many of these countries in a few years to come, and by the look of things this may be sooner than anticipated.

According to reports released recently by Statistics South Africa, focussing on Tourism and Migrations figures between March 2018 and March 2019, there is reason for everyone to be optimistic. This however does not end at optimism alone as more work still needs to be done in order to attract the untapped market.

The data by Statistics South Africa indicates that South African tourist arrivals have shown some growth, although overseas tourist arrivals slightly went down by 9,2% a year to date, from 260 515 to 236 647. Although this is not the greatest picture, the truth of the matter is that this has been better than previous years.

South Africa remains one of the best countries to offer bush business tourism, amongst other offerings. This sets South Africa apart as the leader in the tourism industry and in the world economy. This also continues to be an exceptionally important and strong element, and is perhaps underestimated in terms of its contribution to the world GDP.

According to South African Tourism, the country is the fastest growing sub-region in Africa, and the South African tourism industry experienced an average annual growth rate of 8,8% from 1980 to 1992, and a growth rate of 10,2% between 1996 and 1997. During 1994 the country received 5,4 million international visitors, with the rest of Africa generating the bulk of those visitors (72%). Europe accounted for about 16%. South Africa's major source market countries, after Africa, are the UK, Germany, USA, Netherlands, France, Australia, and Switzerland.

Although this is the case, the report by Statistic South Africa drew a comparison of movements in the ten leading countries from March 2018 to March 2019, which shows that the number of tourists increased for six of the ten leading countries (Brazil, China, The Netherlands, USA, India and Canada) and decreased for the other four (Germany, Australia, UK and France).

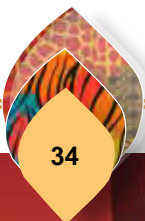
## SOME OF SOUTH AFRICA'S KEY SOURCE MARKET YEAR-TO-DATE NUMBERS:

- UK, 42 772, down 4.9%
- US, 35 125, up 0.9%
- Germany, 33 940, down 14.1%
- France, 17 451, down 9.6%
- The Netherlands, 10 364, down 1.8%
- Australia, 8 099, down 8.9%
- China, 7 679, up 3.7%
- Canada, 7 148, up 3.2%
- India, 7 043, down 4%
- Brazil, 6 423, up 0.5%

Brazil had the largest increase of 19.8% from 5 363 tourists in March 2018 to 6 423 in March 2019. However, when looking at the entire Q1 from 2018 and 2019, Brazil only showed a 0.5% increase.

The number of tourists from overseas countries to South Africa is generally highest in quarter one and quarter four. Quarter two is characterised by a large decrease in number of tourists, reaching its lowest in June, followed by a gradual increase into the third quarter.

According to the World Tourism Organisation, the May to August period includes the peak tourism season in most of the world's major tourism destinations and source markets, which explains the significant reduction in the number of tourists to South Africa during this period.



# CAR-RENTAL APPS THAT CLIENTS SHOULD BE AWARE OF

*Hilka Birns*

Information technology is becoming a key differentiator that is helping South African car-rental companies meet customer expectations and improve their profit margins.

Thrifty's **Leslie Matthews** says: "If you're not in the game, check-out. It's as simple as that. Technology has forced companies to become innovative." He says that Thrifty has rejuvenated its Blue Chip Club product for a growing corporate market, offering customers a free express rental programme.

**Melissa Nortje** from First agrees: "Technology is no longer a 'nice-to-have', it's a must have. Mediocre solutions have no place in a cut-throat industry as dynamic as transportation." She says that First is installing South Africa's first self-service car-hire checkout throughout its branches, and offers a 'Show-&-Go' mobile check-out facility for frequent corporate customers.

"Mobile applications are fundamentally changing the way customers interact with both the car-rental company and the rental vehicle", says **Lance Smith** from Avis Budget. Hertz's **Fiona Angelico** adds that digital transformation is a key component for Hertz to remain in the forefront of car rental in Southern Africa.

"In the next few months, a few exciting projects will be launched. These apps will improve our business performance and more importantly, our customers' experience." "Hertz already offers a damages app that enables the company to reduce its returns process and instantly supplies the renter with a damages invoice", says **Hans Manke**. "Another innovation is Bidvest's Snappdrive keyless app, which allows renters to avoid queues and speeds up their check-out time", says **Gaynor von Loggenburg**.

Meanwhile, executives agree that the impact of market disruptor, Uber, appears to be limited to same-day rentals whereas the impact on multi-day rentals is negligible. "In fact, there is a massive Uber market that rents their vehicles from car-rental companies,"

says Matthews. "Car rental is also really cheap when comparing what you pay for more than a 24-hour period with Uber for transport." Hertz's **Karen Schwartz** says that Uber has its place in the market as a taxi service, whereas chauffeur-driven/transfer services offer a more exclusive and professional service.

## **Snappy service with Snappdrive**

Bidvest Car Rental's Snappdrive app is to be rolled-out to the leisure market following its successful introduction to the corporate market. **With Snappdrive, customers can head straight from the aircraft to their car, saving them time.** The Snappdrive app helps them find their car, and their phone acts as the key to unlock, lock, and start the vehicle. A Snappdrive RFID card acts as a back-up when a phone is unavailable.

## **Faster with First**

First Car Rental's self-service technology is an industry-first check-out solution that allows clients to hit the road in seconds. Using touch-screens, customers can upgrade vehicles, add windscreen and tyre waivers, sign on screen and check out in 15 seconds if they are corporates, and 40 seconds for pre-authorised pre-paid credit card bookings. Average check-out time is four minutes, 25 seconds –less than a third of the worldwide average.

## **Hertz's Mobile Assist takes away the hassles**

Hertz's Mobile Assist app offers roadside, medical, legal assistance, and advice on accommodation and road directions. At the press of a button a Hertz central reservations agent contacts your clients immediately to offer advice.

Firefly Car Rental – Hertz's no-frills car rental brand – offers highly competitive rates because of its no-frills policy, high-volume approach and limited car group availability. The company is represented at all Hertz locations in South Africa.



## **Address**

17 Trevenna Street Tourism House  
Sunnyside Pretoria, 0002

## **Contact information**

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

Call centre e-mail: [callcentre@tourism.gov.za](mailto:callcentre@tourism.gov.za)

Switchboard number: +27 (0) 12 444 6000

Switchboard fax: +27 (0) 12 444 7000

## **Postal address**

Private Bag X424 Pretoria, 0001

## **Website**

[www.tourism.gov.za](http://www.tourism.gov.za)



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