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## **Media Statement**

**17 DECEMBER 2021**

### **Minister Lindiwe Sisulu concludes her four-day working visit to the United Arab Emirates**

Minister Lindiwe Sisulu of Tourism concluded her four -day working visit to the United Arab Emirates World 2020 Expo destination, Dubai with an engagement with members of the trade that sells South Africa to the world as well as a visit to other country pavilions at the Dubai World Expo.

Minister Sisulu says the association of the COVID-19 variants damaged South Africa's brand reputation. She however was comforted that some of our source markets removed South Africa from the Red List because tourism can only thrive when borders are open.

"As countries begin to relax barriers to and from South Africa, increased resumption of travel is likely to occur and speed up the recovery of the industry," said Sisulu.

The Minister further said that the sector would work tirelessly until such time that South Africa is removed from the Red List, by countries that imposed travel bans on her.

South Africa allows only vaccinated travellers with a negative COVID-19 test results not older than 72 hours to enter South Africa. Ports of entry into South Africa are fully equipped to ensure the safety of all travellers entering and leaving the country.

The Minister also encouraged the trade in Dubai and the Middle East to visit the SA Pavilion to learn more about other tourism initiatives from South Africa.

Tourism, which is featured during this December month at the SA Pavilion, aims to build partnerships and showcase the opportunities that emanate from our diversity and promote South Africa as a preferred investment destination.

The Dubai 2020 World Expo is divided into three districts namely, Opportunity, Mobility and Sustainability and attracted 192 countries. The South African Pavilion is located in the Opportunity District.

The opportunity district is a platform that transforms dreams and aspirations into realities of tomorrow by unlocking the potential within oneself. .

As one enters the South African pavilion, one is welcomed by two central pillars that bring to life the rich South African culture and diversity.

“We want the world to **Think Opportunity**, when they visit South Africa’ world-class pavilion, it stimulates innovation and creates tangible opportunities in leisure, trade and investments” said Sisulu.

South Africa prides itself on countless wonders and authentic experiences and some of the provincial tourism gems promoted include Sun-City that was recently voted Africa’s leading casino resort, Plettenberg Bay, Africa’s leading beach and Durban, Africa’s leading city destination. Proudly South African food products are also on display at the exhibition store

The tourism platform is experiencing high traffic volume with 2<sup>nd</sup> December recording more than 6000 visitors. From first to 14 December, tourism welcomed more 23 000 visitors to the Pavilion.

The link to the South African Pavilion: <https://southafricaexpo2020.co.za/sa-pavilion/>

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