

# NDT QUARTERLY NEWSLETTER

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## MINISTER OF TOURISM ON THE OCCASION OF CELEBRATING 20 YEARS OF TOURISM AT ITB, GERMANY 2014

One of the world's leading travel trade shows, ITB, is currently underway in Berlin, Germany and South Africa's Minister of Tourism, Marthinus van Schalkwyk, is in attendance to share South Africa's tourism industry's success story with the German Travel Trade. As South Africa celebrates 20 years of freedom, the Minister thanked the Trade and media for their on-going support and contribution in the continued good growth in arrivals from this all important market. "Since 1994 German arrivals to South Africa have grown from a total of 105 000 in 1994 to over 266 000 tourists in 2012, representing a growth of 153% in less than 20 years. Importantly, in 2012 we recorded more German tourists to South Africa than ever before," the Minister said.

Germany remains a very important market in terms of overseas arrivals and in 2012, tourist arrivals reached an all-time high of 266 333 tourists. This is a 13% growth on the 2011 numbers. This number will be exceeded by some margin in 2013 given that from January to October 2013, arrival numbers were 14.8% higher than they were for the same period in 2012 (234 531 in 2013 up from 204 247 in 2012). This also far exceeds the 6.2% average growth for Europe. "Germany is our third largest source of overseas tourists. It's been an incredible journey in which South Africa has emerged from a wildlife destination, serving primarily a domestic market, to one of the most visible, exciting, culturally diverse and varied global tourist destinations in the world today," added Minister van Schalkwyk.

In total, nearly 50 companies are represented on the South African Tourism stand at this year's ITB event. "A strong South African contingent is also great news in a year where the world's media will certainly be looking at South Africa with some interest given that, on 27 April 2014, we mark 20 years of living in a free and democratic country. The strong South African support at ITB 2014 is

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indicative of the confidence that the South African tourism industry has in the German market at the moment,” the Minister said. In the German market, South Africa is increasingly setting itself apart as a country that offers value for money and whose people make it a truly remarkable destination.

By Ministry of Tourism

## SOUTH AFRICA AND MEXICO ENTER TOURISM COOPERATION

The Mexico and South Africa Signing Ceremony for the Memorandum of Understanding (MoU) on Tourism Cooperation was held in Mexico City, Mexico on 16 January 2014. The MoU on Tourism Cooperation was signed by the South African Minister of Tourism, Mr Marthinus van Schalkwyk and his United Mexican States counterpart, Ms Claudia Ruiz Massieu at the Mexican Secretariat of Foreign Affairs. The event was attended by delegates from both countries including the South African



Minister van Schalkwyk and his United Mexican States counterpart, Ms Claudia Ruiz Massieu at the signing of the MoU

Ambassador to Mexico, Mr Sandile Nogxina, the Chairperson of the South African Tourism Board, Mr Frank Kilbourn, Special Advisor to the Minister of Tourism, Dr. Shaun Vorster and other officials.

Media was also represented at the event. The signed MoU seeks to develop and strengthen tourism relations between the two countries. During the signing ceremony the two Ministers agreed to strengthen bilateral tourism relations. The agreement also covers the development of initiatives on tourism promotion in order to increase bilateral tourism flows with emphasis on

luxury travel, adventure and nature, sports, sun and beach sectors.

In his remarks, Minister van Schalkwyk said that the signing of the Tourism MoU provides an opportunity for concrete programmes to be implemented between South Africa and Mexico. He said that a well-designed and managed tourism can make a significant contribution to the creation of decent jobs, economic development, poverty eradication, green growth and generation of trade opportunities. He called upon both countries to commit to the implementation of the MoU in order to realise the significant contribution of tourism to the GDP of both countries.

The Mexican Secretary for Tourism, Ms Claudia Ruiz Massieu, emphasised that the MoU on Tourism Cooperation is an opportunity for both countries to continue working in a coordinated manner with the goal of sharing experiences and expertise. She further stated that Mexico and South Africa have a vision when it comes to tourism development and view tourism not only as an engine of economic development and social inclusion, but as a platform to strengthen bilateral tourism relations.

In conclusion, the Mexican Secretary for Tourism stated that the two countries will encourage their citizens to visit each other's countries and improved air connectivity between the two countries and regions with South Africa as a hub in Africa and Mexico a hub in Central America. The two countries committed themselves to joint marketing efforts in each other's territories in order to promote their respective destinations through participation in seminars, conferences, tourism fairs, symposia, congresses related to tourism and other areas, as well as any other activity that will represent a potential to develop tourism in both countries.

By Mputle Selokane

## SOUTH AFRICA SIGNS MoU ON TOURISM COOPERATION WITH SAUDI ARABIA

Minister of Tourism, Mr Marthinus van Schalkwyk and the President of the Saudi Commission for Tourism and Antiquities (SCTA), Prince Sultan bin Salman bin Abdul Aziz Al Saud signed a Memorandum of Understanding (MoU) on Tourism Cooperation on 16 February 2014 in Riyadh, Saudi Arabia.

Saudi Arabia is one of the biggest economies in the Middle East and falls within the top five countries with the highest per capita incomes in the region. On the bilateral front; over the past five years Saudi has been South Africa's second largest source of inbound tourists from the region after Israel. The MoU will establish a framework to increase two-way tourism and

enhance bilateral cooperation through the following means:

- Relevant tourism training and technical assistance;
- Exchange of information;
- Identification of barriers hampering tourism growth in the two countries;
- Facilitation of entry formalities and procedures; as well as
- Stakeholder consultation amongst others.



Minister van Schalkwyk and the President of the Saudi Commission for Tourism and Antiquities at the signing of the MoU

Tourism has been identified as one of the key sectors possessing the potential of expanding economic relations and generating vast sustainable job opportunities in both countries. According to the visa statistics available at the Mission, more than 8000 people from Saudi Arabia visited South Africa during 2013, an average of about 666 visitors a month. Indications are that effective marketing by South African tourism entities including the Missions would unlock the tremendous growth potential in terms of increasing the number of Saudi tourists visiting South Africa.

By Bulelwa Seti, Chief Director: Capacity Development

## NDT'S DIRECTOR-GENERAL VISITS SRI PROJECTS IN THE EASTERN CAPE

The Director-General (DG) of the National Department of Tourism (NDT), Ambassador Makhubela took time from his hectic schedule to honor some of the undertakings he made last year when he visited the Eastern Cape to inspect some of the Social Responsibility Implementation (SRI) (EPWP) projects in the province.

On Wednesday, 26 February 2014 accompanied by the Chief Director of SRI, Ms Lerato Matlakala and Mr Thulani Sibeko, Director: Programme Management from the same unit, they stopped over at the Buffalo City Municipality as part of a follow-up meeting with the Municipal Manager and his team.

Thereafter, they proceeded to Ginsberg in King Williams Town, the home town of the struggle icon Steve Biko, where a towering building dedicated to him was co-funded by NDT and the Department of Arts and Culture (DAC). No one can prepare a first time visitor enough for the emotional roller coaster that follows as one tours the facility. If you are a person who wants to understand what some people endured for our freedom, then this is a museum that you must visit.



DG Makhubela flanked by Ms Lerato Matlakala and the late Steve Biko's wife, Ntsiki Biko





DG listens attentively as Ntsiki Biko relates some of her horrific experiences



Retracing the steps of the late Steve Biko in Gingsberg was a bitter sweet experience

The DG's final stop was at an Arts Centre renamed Emthonjeni, which is another SRI project that stands out as a monument to all the sweat and tears that come from implementing these projects. The DG's visit to the SRI projects Eastern Cape was an emotional and fruitful undertaking.



An SRI project, the Emthonjeni Arts Centre



Ms Mazwai, one of the managers of the Centre explains the concept of having an Arts Centre that also caters for the accommodation needs of its visitors - talk of tourism meeting the arts

By Thulani Sibeko, Director: Programme Management