



**MINISTRY OF TOURISM  
REPUBLIC OF SOUTH AFRICA**

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**Minister of Tourism of Derek Hanekom to attend SATSA conference**

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New Minister of Tourism, Derek Hanekom, has confirmed his attendance at the SATSA Annual Conference, which takes place from August 8 to 9 at Spier in Stellenbosch.

The conference will give SATSA members as well as non-members, the opportunity to connect and discuss issues pertinent to the future of tourism in South Africa.

The theme for this year's conference is 'New Opportunities' and topics include how to grow arrivals from SAs main source market the United Kingdom, the legalisation of the rhino horn trade and what new technology is available to tour operators. To view the full agenda, click here (<http://satsa.us3.list-manage1.com/track/click?u=76dc8c7b3b4bb9bd44406a8e3&id=83b5c0030e&e=5e8fec2121>).

SATSA CEO, David Frost, says of the event: "Were ecstatic that our new Minister of Tourism will be in attendance at our annual conference. This shows his immediate commitment to better understanding our industry and engaging with the travel trade. He will be attending a wonderful food and wine evening sponsored by We Are Africa on Thurs 7th prior to the conference. Come and meet him over a glass of wine."

Frost furthers that in addition to Minister Hanekom, senior government officials and executive staff from SA Tourism will be in attendance and involved in the panel discussions. "We are hoping for open dialogue between public and private sector, enhancing the working relationship between the two and creating a networking environment for all delegates."

For more information, and to take advantage of the early bird registration fee for the conference, click here (<http://www.satsa.com/satsa-conference-2014>).