

Media Release



SOUTH AFRICAN TOURISM

Sho't Left Travel Week Highlights World Tourism Month – Domestic Tourism to benefit from new exciting initiative

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South Africans keen to explore the sights and sounds of their own country will have a great opportunity to get their hands on exciting local travel deals next month.

The Sho't Left Travel Week was one of the key highlights announced at the launch of World Tourism Month this morning at the Tsitsikamma Village Inn, Eastern Cape.

The Eastern Cape will be the host province for World Tourism Month which falls in September with World Tourism Day taking place in Mthatha on 27 September 2018.

As for the Sho't Left Travel Week, this ground-breaking initiative by South African Tourism will see a host of trade partners, airlines, hotel groups and tour operators offering generous discounts during the week starting 24 September 2018.

Speaking at the launch, Minister of Tourism, Derek Hanekom, expressed his delight at this initiative.

"This initiative underpins the strategy to give South Africans access, in a bigger better way, to the breadth of South Africa's tourism offering than ever before."

"I encourage all South Africans to explore the variety of deals on offer. This will also go a long way to break the barriers that South Africans have to deal with when thinking about travelling within our borders," said Minister Hanekom.

The global theme as set by the UNWTO for this year's World Tourism Month is "*Digital Transformation for Growth*".

"We also need to acknowledge that technology and digital disruption is changing the face of the travel industry. Throughout Tourism Month and beyond, we will take this opportunity to showcase the role of technology in our sector and how everyone should embrace and become a part of the digital revolution," added Minister Hanekom.

Minister Hanekom's views were echoed by South African Tourism CEO, Sisa Ntshona.

With the recent decline in Domestic Tourism numbers, the Sho't Left Travel Week presents a unique opportunity to address this challenge.

"The Sho't Left Travel Week is a robust and aggressive response to the challenges highlighted by South Africans as to why they don't travel or explore South Africa often or at all," commented Ntshona.

"It seeks to dismantle current perceptions, unlock access to the country and is further underpinned by the general call to all South Africans: *It's your country. Enjoy it!*"

"I want to thank all the partners who have generously come on board with their offerings as well as those who are still to join in the Sho't Left Travel Week for playing their part in #WeDoTourism," concluded Ntshona.



All Sho't Left Travel Week deals can be found on www.shotleft.co.za

While the entire country will enjoy the festivities of Tourism Month with nationwide events and activations taking place, the focus will also turn to the Eastern Cape as the official host province for the month, taking over from last year's hosts, Mpumalanga.

"We are delighted to showcase the tourism landscape of the Eastern Cape and its contribution to the economic development of the province and the well-being of our people," explained Vuyani Dayimani, the CEO of the Eastern Cape Parks and Tourism Agency.

"It is an honour for us to host especially as this year's event falls on the centenary celebrations of late President Nelson Mandela and Albertina Sisulu, and more importantly, with the Eastern Cape being the province they were born in, we want to showcase their spirit through all our tourism offerings."

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Note to editors:

South African Tourism is the national tourism agency responsible for the marketing of South Africa as a preferred tourist destination. It is headed up by Chief Executive Officer Mr Sisa Ntshona.