

September is
Tourism Month

“Tourism for Inclusive Growth”

Eastern Cape

DATE	EVENT	DESCRIPTION OF EVENT	VENUE AND TIME
10 September	Tourism Month Media Launch	This year the ECPTA will host its media launch in Cradock in partnership with the Chris Hani Municipality and Cradock Tourism.	The Cradock Four Memorial site 10h00
TBC	Charity Hike	A charity hike will be held at Island nature reserve with the purpose to create awareness both the nature reserve and Tourism Month and to raise money for rhino conservation. The Island nature reserve has recently been granted green flag status which makes it one of the best hiking trails in the country.	Island Nature Reserve
September	Travel Deals Portal Walk and See More	A travel deals portal on the current ECPTA website will be developed to feature Eastern Cape travel deals. The ECPTA will create this platform for Eastern Cape tourism products to self-promote and be able to upload deals themselves.	ECPTA Website and Social Media Platforms
10 September	Launch of virtual tourism platforms	Various virtual tourism platforms showcasing various Eastern Cape attractions and locations will be launched. These tourism platforms include iconic Eastern Cape attractions such as the Owl House,	ECPTA Website and Social Media Platforms

		Valley of Desolation, an ocean safari, giraffe walking safari and Hole in the Wall. There is also an opportunity to immerse guests at the launch in the virtual tour experience through having VR (virtual reality) goggles available through which guests can enjoy these tours to its full potential.	
10 September	Mobile application launch (competition)	The ECPTA will launch the newly developed mobile application in the format of a competition. In order to create interest and encourage downloads this competition will be linked to various exciting prizes. The competition's main objectives are to encourage mobile application downloads and maximise engagement with content.	ECPTA Website and Social Media Platforms
17 September	Walk and See More	An East London walking tour for two groups of 8 people will be hosted by Velile Ndlumbini from Imonti Tours who will guide the groups and will showcase some of the key city attractions	Buffalo City
10-17 September	Open Days	Eastern Cape product owners who have experiences open to the public will be encouraged to waive their entry fees for a period of one week during the month of September. This is to encourage locals to experience activities on their doorstep.	ECPTA Website and Social Media Platforms
4 – 10 October 2021	Free Access Week (Provincial Nature Reserves)	The purpose of the “free access week” is to allow members of the public to experience the provincial nature reserves first-hand with the hope that, not only will they return to them, but also share their experiences with friends and family.	Selected Provincial Nature Reserves
	Media Tour	For Tourism Month the agency will host a media tour leading to the actual tourism month launch where the Agency will use online influencers (bloggers, YouTube vloggers and instagrammers) who	Coastal and Karoo Region

		have a large following and highly engaged audience as well as journalists to sell the destination through tourism month offerings.	
16 September	AGM – Women in tourism		TBC

Gauteng			
DATE	EVENT	DESCRIPTION OF EVENT	VENUE AND TIME
	SAT Travel Week promotion	<ul style="list-style-type: none"> • A South African Tourism campaign in partnership with the tourism trade to provide discounted local deals and packages to South Africans for one week in a year. • Dates: 6 – 12 September 2021 	Gauteng Participating Tourism products and experiences
24 Sept	Gauteng Eats Launch	The intention to create a GPLifestyle experience showcasing Gauteng's offerings and products through a curated food, fashion and lifestyle experience.	Suikersbosrand
	MEC Domestic Promotional Drive	Showcase Gauteng tourism experiences, township tourism offerings, signature products and experiences, urban spaces, creative GP and Gauteng Eats through engagement and experiential showcase activities led by Gauteng MEC for Economic Development, Parks Tau.	Gauteng

Sept	Stokvel Promotional Campaign	Promotion of leisure packages to Gauteng Stokvels to create demand for domestic travel	Gauteng
09 Sept	GTA Golf Day	Annual GTA Golf day to interact with various stakeholders in the marketing and promotion of the destination Gauteng	Soweto Country Club
Sept	Nature Reserves Birds/Butterflies seasonal promotion	Promotion of Gauteng Provincial nature reserves to create niche market demand	Suikerbosrand Marievale Alice Glockner Abe Bailey Rooderplaat Leeuwfontein
Sept – December	Berry Picking attractions promotions in GP – Family day out	Promotion of the Organic Strawberry Picking season. The season extends from approximately late-September to early-December every year.	Gauteng's Strawberries Farms
	Leonardo Rooftop Launch- Tourism Hub	Launch of Leonardo rooftop as a tourism hub. The tallest building in Africa – The Leonardo, a 234-metre mixed-use property development in Sandton, Johannesburg.	Leonardo, Sandton

24 Sept	Lion and Rhino Market Day	Celebration of Heritage Day through a lifestyle market	Bothongo Rhino & Lion
August - October	Basha Uhuru	Annually - Constitution Hill, commemorates the youth of '76, through the annual Basha Uhuru Festival. June 16, 1976 – is a day that is synonymous with South Africa's struggle against apartheid. It is the day that symbolises the rising of our nation's youth against oppression. It is the day that changed the course of our country's history. It is the day that our country's youth claimed their rightful place in our country's narrative.	Constitution Hill
Sept	FAM trip with the leading casts members to some of the township eaters as part of launching Gauteng Eats	a fresh new telenovela that explores the struggle of four young women trying to make their way in the world. The show focuses on disillusioned - young women who were forced into crime while in high school, just to make ends meet.	Gauteng Township Eateries
Sept	FAM trip with the leading casts members to some of the township eaters as part of launching Gauteng Eats	Gomora is a story about inequality. It's about the rich and the poor and how fine the line between the two can be. It follows the lives of two families and how their worlds collide.	Gauteng Township Eateries

North West Province

DATE	EVENT	DESCRIPTION OF EVENT	VENUE AND TIME
27/08/2021	Tourism Month Media Launch	This media launch seeks to unveil the National Tourism Month programme to the media.	Free State (QwaQwa)
28/08/2021	GSG Women's Golf Tournament	This is part of Women's celebration and precursor to Tourism Month Programme	ANEW Resort Hunters Rest
31/08/2021	Women in Tourism Networking Session	Women who own Tourism products will host a Networking and Benchmarking Session with other women in other economic sectors.	Dr. Ruth Segomotso Mompoti-Vryburg
01/09/2021	Tourism Month Programme Launch	Tourism Month Media Launch is aimed at officially informing media and stakeholders about tourism month activities/programmes. This will be in a breakfast session limited to 50 people	Dr. Ruth Segomotso Mompoti-Schweizer-Reneke (Wentzel Dam)
02/09/2021	Stake Holder Engagement	This programme entails engaging the Tourism Stakeholders on the following <ul style="list-style-type: none"> • Destination Marketing Strategy; • Industry Vaccination Mobilisation Program 	Bojanala – Venue To Be Confirmed
03/09/2021	Tourism Fridays	This is a partnership with YOU FM entailing the Outside Broadcast of their Breakfast show at a different location every Friday across the 4 district designed to showcase and promote the destination.	Dr Ruth Mompoti District – Exact location to be confirmed
03-05/09/21	Ultimate X Sport	This is Sports Tourism showcase with adventure enthusiasts across the continent participating in skate-boarding and BMX competition	Sun City

07/09/2021	Stakeholder Engagement	This Programme entails engaging the Tourism Stakeholders on the following; <ul style="list-style-type: none"> • Destination Marketing Strategy • Vaccination Mobilisation Program 	Dr Ruth Mompoti – Venue to be confirmed
08-09/09/2021	Tourism Media Tour	Tourism Media Tour is a two-day media tour which will see journalists visiting both emerging and established tourism products in Bojanala as part of profiling our domestic tourism products	Bojanala area (Lefa Boutique Hotel, Pilanesberg National Park, etc.)
10/09/2021	Tourism Friday	This is a partnership with YOU FM station entailing the Outside Broadcast (OB) of their Breakfast Show at a different location across the 4 Districts every Friday	Bojanala District – Upside Down House
10/09/2021	Social Tourism Programme	The programme seeks to inculcate culture of travel and consumption of tourism products among designated groups (youths, retirees, communities etc). Activities will include educational game drive in Pilanesberg National Park).	Tshomanka High School (Bojanala-Moruleng)
11/09/2021	Cultural Tourism Seminar	This programme seeks to develop content for Cultural Tourism fraternity. Engagements will include interface between experts on Cultural tourism, Culture Tourist Guides and community structures.	Ngaka Modiri Molema – Mafikeng
14/09/2021	Stakeholder Engagement	This program entails engaging the Tourism Stakeholders on the following; <ul style="list-style-type: none"> • Destination Marketing Strategy; • Vaccination Mobilisation Program 	Ngaka Modiri Molema - Klerksdorp

17/09/2021	Tourism Friday	This is a partnership with YOU FM Station entailing the OB of their Breakfast show at a different location across the 4 Districts every Friday	Ngaka Modiri Molema – Madikwe Game Reserve
17/09/2020	NWU Tourism Awareness Walk	NWU Tourism students and Tourism officials on Tourism Awareness Walk to Mafikeng Game Reserve to highlight role of tourism in the local economy.	Ngaka Modiri Molema – NWU Mafikeng to Mafikeng Game Reserve
21/09/2021	Stakeholder Engagement	This program entails engaging with Tourism Stakeholders on the following; <ul style="list-style-type: none"> • Destination Marketing Strategy; • Vaccination Mobilisation Program 	Dr. Kenneth Kaunda District – Klerksdorp (VTBC)
23-24/09/2021	Covid-19 Inspections	Covid-19 Inspections to ensure Tourism products comply with Covid-19 safety regulations.	Dr. Kenneth Kaunda – Potchefstroom
24/09/2021	Tourism Friday	This is a partnership with YOU FM Station entailing the OB of their Breakfast Show a different location across the 4 Districts every Friday	Dr. Kenneth Kaunda District – (VTBC)
27/09/2021	World Tourism Day	World Tourism Day celebrations	Free State (Clarens)
30/09/2021	Women in Tourism	The programme seeks to promote Rural tourism initiatives within villages as part of growing inclusive domestic tourism market.	Dr. Kenneth Kaunda – Matlwang village

	(Matlwang Rural Tourism Initiative)		
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Limpopo Province

DATE	EVENT	DESCRIPTION OF EVENT	VENUE AND TIME
26 th – 27 th Aug	Limpopo Tourism Lekgotla	Tourism conference aimed at advancing tourism growth through investment and partnerships	Tiveka Lodge 09:00 – 16h00
29 th – 31 th August	Media Tour	Media tour covering two district of the province culminating to the launch of tourism month	Mopani & Sekhukhune
TBC	National Tourism Month Launch	National, regional and local media aimed at unveiling the national tourism month plan to the media	TBC
31 st August	Provincial Tourism Month Launch	Launch of the Tourism Month with Media and stakeholders	Sekhukhune Black Aloe
1 st – 3 rd September	Roll out tourism recovery plan	3 days focusing on critical interventions identified in tourism protocols .Training of tourism businesses on COVID-19 Occupational Health and Safety (OHS) Norms and Standards for the safe operation of the tourism sector.	Sekhukhune District – Black Aloe (Letebejana Village)

1 st to 2 nd September	Limpopo investor conference	Limpopo investment conference in Mining, Agriculture and Tourism	Hybrid event
6 th to 11 th September	National SANParks Week	Encourage all South Africans free entry into national parks for domestic tourism drive	Kruger National Park, Marakele National Park and Mapungubwe National Park
	Provincial LWR Mahala Week	Encourage Limpopo Citizens free entry into the Provincial Parks	Limpopo Provincial Parks
10 th September	Serala Hiking Trail	Provide exposure for promotional purposes to Media and influencers	Serala Wolkberg
21 st September	Tourism Symposium	Tourism Research and schools debate on Tourism and Inclusive Growth	Hybrid Event (Polokwane Municipality)
23 rd to 25 th September	Reigniting Domestic Travel Campaign	3 days event to ignite domestic travel in partnership with the Kruger National Park, SA Tourism and Department of Tourism	Phalaborwa KNP Gate
28 th to 30 th September	Luvuvhu 4x4 trail expedition	Provide exposure for the promotional purposes to media and influencers	Makuya & Makuleke area of KNP
30 th September to 4 th October	Limpopo Holiday Fair	Creation of a marketing platform for SMME's to promote summer specials as part of LTA Summer Campaign	Savannah Mall - PLK

Mpumalanga

EVENT	DESCRIPTION	PROPOSED DATE	VENUE
Provincial Tourism Month Media Launch	<p>The launch will be hosted by the MEC to officially launch the Tourism Month. At the launch MTPA will announce to both the media & trade, the activities that have been planned for the tourism month of September.</p> <p>Delegates will be afforded an opportunity to explore City of Mbombela in an Open roof top bus then ferried to experience the newly opened Pumbaa Wildlife park.</p>	<p>27 August 2021</p> <p>Sundowner Event</p>	Indalo Lodge Mbombela
Small Town activations	<p>Social Media Influencers will be robbed in to create hype through social media platforms on series of small town activations as part of Tourism Awareness drive.</p> <p>This is one of the best ways to promote small towns that are striving to be known and attract domestic tourists.</p>	September 2021	<p>Wakkerstroom</p> <p>Kaapscehoop</p> <p>Dulstroom</p>
Launch of Manyeleti Restaurant	The Newly appointed Operator will launch the Manyeleti Restaurant as they will be now operating fully at the restaurant and it will be open for business.	04 September 2021	Manyeleti Nature Reserve
Hidden Gems Drive	During the month of September MTPA will partake in a drive to expose hidden gems in the province. This activity is aimed at promoting the less known and less visited attractions in Mpumalanga. Social media influencers will be robbed in to run this activation to ensure maximum exposure on all social platforms.	September 2021	Provincial

WESSA Symposium	Wildlife and Environment Society of South Africa Symposium to be held at Penryn School, it's a virtual symposium that MTPA will be supporting	04 September 2021	Penryn school
50th Anniversary Conference of the Southern African Wildlife Management Association (SAWMA)	The Mpumalanga Tourism and Parks will be supporting the 50th Anniversary Conference of the Southern African Wildlife Management Association (SAWMA).	05 – 10 September 2021	Berg-en-Dal, Kruger National Park

Western Cape Government - Department of Economic Development and Tourism

DATE	EVENT	DESCRIPTION OF EVENT	VENUE AND TIME
1 Sept	Social Media Post	Video recording of Minister Maynier (TBC) to speaking about Tourism Month and the 4 themes identified.	n/a
1 Sept	Press Release	Tourism Month celebrated in the WC, themes identified, and activities lined up.	n/a
1 Sept	Social Media Post	Special WC Itinerary created to showcase some of the top activities and attractions linked to week 1's theme i.e. Universal Accessibility	n/a
2 Sept	Social Media Post	Wesgro & DEDAT showing support for the Khwattu Heritage Festival taking place during Tourism Month.	n/a

3 Sept	Social Media Posts	RTOs/LTOs/LTAs sharing their region/area/town's top activities and attractions linked to the week's theme i.e. Universal Accessibility – according to their individual comms plans.	n/a
4 Sept	Social Media Posts	RTOs/LTOs/LTAs sharing their region/area/town's top activities and attractions linked to the week's theme i.e. Universal Accessibility – according to their individual comms plans.	n/a
5 Sept	Social Media Posts	RTOs/LTOs/LTAs sharing their region/area/town's top activities and attractions linked to the week's theme i.e. Universal Accessibility – according to their individual comms plans.	n/a
6 Sept	Social Media Post	Special WC Itinerary created to showcase some of the top activities and attractions linked to week 2's theme i.e. Affordability	n/a
6 – 7 Sept	Tour of the Overberg	Minister Maynier's Overnight Overberg Tour focusing on activities linked to affordability, meeting with some businesses and TPDF projects site inspections. (TBC)	Elgin (various venues) and Hermanus (various venues)
8 Sept	Social Media Posts	RTOs/LTOs/LTAs sharing their region/area/town's top activities and attractions linked to the week's theme i.e. Affordability – according to their individual comms plans.	n/a
9 Sept	Social Media Posts	RTOs/LTOs/LTAs sharing their region/area/town's top activities and attractions linked to the week's theme i.e. Affordability – according to their individual comms plans.	n/a
10 Sept	Social Media Posts	RTOs/LTOs/LTAs sharing their region/area/town's top activities and attractions linked to the week's theme i.e. Affordability – according to their individual comms plans.	n/a

11 Sept	Social Media Posts	RTOs/LTOs/LTAs sharing their region/area/town's top activities and attractions linked to the week's theme i.e. Affordability – according to their individual comms plans.	n/a
12 Sept	Social Media Posts	RTOs/LTOs/LTAs sharing their region/area/town's top activities and attractions linked to the week's theme i.e. Affordability – according to their individual comms plans.	n/a
13 Sept	Social Media Post	Special WC Itinerary created to showcase some of the top activities and attractions linked to week 3's theme i.e. Responsibility	n/a
14 Sept	Tour	Minister Maynier to go on a Fair Trade Tour – morning tour. Linked to Responsibility (TBC)	n/a
15 Sept	Social Media Posts	RTOs/LTOs/LTAs sharing their region/area/town's top activities and attractions linked to the week's theme i.e. Responsibility – according to their individual comms plans.	n/a
16 Sept	Social Media Posts	RTOs/LTOs/LTAs sharing their region/area/town's top activities and attractions linked to the week's theme i.e. Responsibility – according to their individual comms plans.	n/a
17 Sept	Social Media Posts	RTOs/LTOs/LTAs sharing their region/area/town's top activities and attractions linked to the week's theme i.e. Responsibility – according to their individual comms plans.	n/a
18 Sept	Social Media Posts	RTOs/LTOs/LTAs sharing their region/area/town's top activities and attractions linked to the week's theme i.e. Responsibility – according to their individual comms plans.	n/a

19 Sept	Social Media Posts	RTOs/LTOs/LTAs sharing their region/area/town's top activities and attractions linked to the week's theme i.e. Responsibility – according to their individual comms plans.	n/a
20 Sept	Social Media Post	Special WC Itinerary created to showcase some of the top activities and attractions linked to week 4's theme i.e. Transformation	n/a
21 Sept	Event	Minister Maynier to visit Aslina Wines in Stellenbosch. Possible launch of their tasting room. (TBC) Linked to Transformation	Aslina wines – Stellenbosch
22 Sept	Social Media Posts	RTOs/LTOs/LTAs sharing their region/area/town's top activities and attractions linked to the week's theme i.e. Transformation – according to their individual comms plans.	n/a
23 Sept	Event	Minister Maynier to launch the !Khwa ttu - Food from the Ancestors Tourism product funded by the Tourism Product Development Fund (TBC). Minister can thereafter (or before) enjoy and participate in the !Khwa ttu Heritage Festival that is also taking place.	Khwa ttu – West Coast
24 Sept	Social Media Posts	RTOs/LTOs/LTAs sharing their region/area/town's top activities and attractions linked to the week's theme i.e. Transformation – according to their individual comms plans.	n/a
25 Sept	Social Media Posts	RTOs/LTOs/LTAs sharing their region/area/town's top activities and attractions linked to the week's theme i.e. Transformation – according to their individual comms plans.	n/a

26 Sept	Social Media Posts	RTOs/LTOs/LTAs sharing their region/area/town's top activities and attractions linked to the week's theme i.e. Transformation – according to their individual comms plans.	n/a
27 Sept	Social Media	World Tourism Day Celebrations – Supporting NDT's activations on this day as taking place in the Free State (Clarens)	n/a
28 Sept	Social Media Posts	Share link to events taking place in the WC up until end of Dec 2021	n/a

Northern Cape

DATE	EVENT	DESCRIPTION OF EVENT	VENUE AND TIME
20-21 Aug	Schaap Ultra Trail Run	Run along the river bed of the magnificent Schaap River as it meanders through a majestic canyon carved by the hands of time. Run on jagged trails that guided old copper wagons up Spektakel Pass.	Okiep
23 – 31 Aug	Namakwa Surf World Challenge	Kicking off the competitive season in South Africa, the inaugural WSL Specialty Event for the Northern Cape region, the Experience Northern Cape Namakwa Challenge presented by Billabong Adventure Division.	Groenrivier

26 – 30 Aug	Kalahari Flyfishing Series	One of NCTA bided events to host and showcase the province as a flyfishing destination	Augrabies
1 Sep	Showcasing of Artists in residency	Artist showcase at the Northern Cape Theatre	NC Theatre Kimberley
2 Sep	Tourism Month Launch	Media Tourism Month Launch	TBC
2 - 5 Sep 21	The Soul Infusion Arts Event	2 nd - The SI Soiree 3 rd - Art Expo & Indigenous Games 4 th - Main Event (Market with live performance) 5 th - The SI Sunday Cookout	Northern Cape Theatre - Kimberley
2 – 3 Sep 21	Tech Savvy Workshop	2 nd - One on One Session 3 rd - Open Workshop	Galeshewe SMME Village Frances Baard District Municipality.
3 -5 Sep	Namaqua Quest MTB stage Race	The Namaqua Quest 3 day Trail Run and Mountain Bike events takes place in the famous Namakwaland. The cycle and run in 3 different areas over the 3 days, showcasing the different landscape of the area	Springbok
3 – 4 Sep	Skateboarding for Hope	Skateboarding competition in preparation to the showdown in Kimberley	Sun City

4 Sep 21	Vulture Conservation Trail Run	16km Trail Run 6km Fun Run/Walk	8am – 14pm Dronfield Nature Reserve
6 – 10 Sep	Kalahari Rally	Cross country rally of cars, bikes and quads.	Mier District
6 – 10 Sep	South African Society of Archivists International Conference	Bided conference to showcase the province and its ability to host international conferences and meetings	Kimberley
8 Sep	Tourism Awareness		Radio Riverside
8 Sep	Health and Safety workshop	Promoting health and safety in tourism during the Covid 19 times	Mier
9 Sep	Health and Safety workshop Ambassadors	Promoting health and safety in tourism during the Covid 19 times	Upington
10 Sep	Provincial Tourism Celebrations	Celebrating Community inclusion	Riemvasmaak
11 Sep 21	I Know Myself Soulful Chill-out	Comedy, Poetry and Music	Kwa-Lloyds Kitchen Chillas 248 Bella Street Galeshewe
13 - 17 Sep 21	African Tourism and Travel Summit	A summit that will be focusing on addressing barriers, sectoral transformation and the repositioning of Africa's brand as a leisure and business destination.	Hybrid

17-18 Sep	Skateboarding for Hope	Qualifying round	Kimberley Skatepark
21 Sep 21	Towards Excellence	Virtual webinar unpacking best practice and initiative that made a difference for communities during COVID 19 pandemic to inspire the Northern Cape tourism industry	Virtual
24 – 26 Sep 21	Heritage Weekend at The Petting Zoo	Celebrating heritage day	Kimberley Petting Zoo
24 Sep 21	Know Your Township Know Yourself	Art, Bicycle Tour, Food and Music	8am till late NJIA Pop-Up Gallery 396 Malunga Avenue Galeshewe
24 Sep	Skateboarding for Hope	Qualifying round	Saldanha Skatepark
25 Sep 21	MMGE Market Day	Food and Art Market	9am – 4pm Magersfontein Memorial Golf Estate
25 Sep	Skateboarding for Hope	Qualifying round	V & A Waterfront
27 Sep	National Tourism Month Celebrations	National celebration	Free State
29 Sep	Lefu Masoetsa	Theatre Play	

30 Sep 21	Tourism Awareness Campaign/ Welcome Campaign	<ul style="list-style-type: none"> • Handing out of brochures • Goodybags • Live performance of Nama & Khomani dances 	<ul style="list-style-type: none"> • N 14 (Olifanstshoek vs Upington road)
TBC (School holiday)	Provincial Reserves Mahala Week	Encouraging domestic travel to visit our reserves	Doornkloof NR Rolfontein NR Oorlogskloof NR Goegap NR

Free State

Free State			
DATE	EVENT	DESCRIPTION OF EVENT	VENUE AND TIME
24-25 Aug	Media Tour	Media Fam Tour	4 Routes: Cheetah, Flamingo, Springbok and Lion

26-27 Aug	Tourism Activities and Media Launch	Media to experience Phuthaditjhaba and the host of the Media Launch	Eagle Route Dinkoeng, Bothobapelo; Witsieshoek Mountain Lodge and guided tours
1-30 Sept	Social media Campaign	Leverage on power of social media to promote the province and spread message around safety and tourism activities.	FSGLTA and DESTEA Social Media platforms
3 Sept	Launch of media campaign	TV production on top attractions in the province	SABC platform
7 Sept	Tourism Safety spot checks	Visit different product to check compliance provide aid and encouraging grading.	Springbok Route

	Tourism Educators' Workshop	<p>Educators' workshops who teach Tourism and Hospitality subjects at high school level. Topics to cover are:</p> <ul style="list-style-type: none"> • New Travel trends and COVID-19 Protocols • COVID-19 impact on the Tourism Industry • FOREX • Time Zone • South African World Heritage • Tourism Marketing 	Lion Route
8 Sept	Tourism Educators' Workshop	Educators' workshops who teach Tourism and Hospitality subjects at high school level.	Flamingo Route
9 Sept	Tourism Safety spot checks	Visit different product to check compliance provide aid and encouraging grading.	Cheetah Route
9 Sept	Tourism Educators' Workshop	Educators' workshops who teach Tourism and Hospitality subjects at high school level.	Cheetah Route and Springbok Route
10 Sept	Tourism Safety spot checks	Visit different product to check compliance provide aid and encouraging grading.	Eagle Route

10 Sept	Tourism Educators' Workshop	Educators' workshops who teach Tourism and Hospitality subjects at high school level.	Eagle Route
13-17 Sept	Know your routes Campaign	Educating communities on different routes offerings and giving away a weekend away to lucky listener.	Lesedi FM
16 Sept	Tourism Public Lecture	Public Lecture to unpack 2021's Tourism and Inclusive Growth theme in partnership with CUT	Cheetah Route
17 Sept	DESTEA Resorts Service Excellence Workshop	Public Service Month's programme	All Routes
18-19 Sept	Kasi Tourism	Promotion of Kasi\Township Tourism economy	Eagle Route
			Phuthaditjhaba & Kgubetswana
21 Sept	Tourism Safety spot checks	Visit different product to check compliance provide aid and encouraging grading.	Lion Route
23 Sept	Tourism Safety spot checks	Visit different product to check compliance provide aid and encouraging grading.	Flamingo Route

23-26 Sept	Maoto Mpepe Heritage Hiking Extravaganza	Hiking experience and adventure	Eagle Route
24-25 Sept	All Black Soriee Lifestyle event	Lifestyle event with a Cultural and Heritage theme	Cheetah – Imvelo Safari
26 Sept	Welcome Dinner	MEC's Welcome Dinner on the eve of the WTD celebrations	Eagle Route
27 Sept	World Tourism Day	World Tourism Day celebrations	Eagle Route
1-3 Oct	Travel Differently	Eco-Tourism Camping event	Flamingo Route
TBA	Tourism Lekgotla	Fostering a strong partnership between public and private sector within the tourism sector.	TBA

KwaZulu-Natal Province

DATE	EVENT	DESCRIPTION OF EVENT	VENUE AND TIME
01 September	KZN Tourism Month Digital Launch	TKZN will launch the Tourism Month with an aggressive digital campaign Starting on 1 September, to elevate the province message as the must visit tourism destination	TKZN Social Media platforms
01 September	MEC's Tourism Month messages	Effective 1 September 2021, Tourism Month messages from the MEC will be broadcasted on all KZN based radio stations and newspapers to encourage the people of KZN to explore the province and understand the impact tourism has on the development and the economy of the province.	Radio, newspapers
01 September	TKZN and Independent Newspapers partnership	As of 1 September 2021, Tourism KZN will partner with Independent Newspapers to publish "Things to do in KZN as well as KZN is open for travel features, to assist readers with the various activities they can include in their own travel itineraries. Readers will also be encouraged to take day trips and still explore the tourism offerings of the province within the health protocols of Covid19.	Newspapers
During September	TKZN & ETV Morning Show collaboration	Tourism KZN will collaborate with ETV Morning Show where KZN will do a studio takeover for a week to mark the start of Tourism Month. This will include brand activations that will include the airing of the KZN Destination TV Commercial (TVC) and Branded stings.	TV
Between 20-23 September(TBC)	EDTEA and TKZN Tourism	EDTEA and TKZN conduct an on-site Tourism Month media activation that embodies the theme, "Tourism for Inclusive Growth" in order to showcase one of the successful public, private and	Royal Thonga Safari Lodge

	Month Media Activation	community partnership. National and KZN based media and relevant public and private sector stakeholders, district and local municipalities will be invited to experience this unique establishment. <i>This will be limited to 50 pax due to Covid-19.</i>	
05 September 2021	2021 Prince Mangosuthu Buthelezi Race	52 KM Road Race from Nquthu to Dundee	Nquthu to Dundee
25 September 2021	Drift Khana Motorsport		Msinga (ward 4)
10 September 2021	Vaccinate for Tourism In partnership with DOH	Awareness campaign in partnership with Department of Health targeting the tourism sector	Richardsbay KING CETSHWAYO DM
17 September 2021	Vaccinate for Tourism In partnership with DOH	Awareness campaign in partnership with Department of Health targeting the tourism sector	Himeville HARRY GWALA DM
23 September 2021	Vaccinate for Tourism In partnership with DOH	Awareness campaign in partnership with Department of Health targeting the tourism sector	Newcastle AMAJUBA DM
30 September 2021	Vaccinate for Tourism	Awareness campaign in partnership with Department of Health targeting the tourism sector	St Lucia UMKHANYAKUDE DM

	In partnership with DOH		
14 September 2021	Tourism Business Inspections	Inspecting levels of compliance with business regulations and Covid-19 Protocols	Empangeni, KING CETSHWAYO DM
15 September 2021	Tourism Business Inspection	Inspecting levels of compliance with business regulations and Covid-19 Protocols	Richardsbay KING CETSHWAYO DM