



**MINISTRY: TOURISM  
REPUBLIC OF SOUTH AFRICA**

**Tourism takes centre stage in December on SA Pavilion at World Expo**

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The South African Pavilion at the World Expo 2020 Dubai, will have a strong tourism focus throughout the month of December.

After a successful November month which focused on investment and infrastructure, tourism takes over highlighting to the thousands of visitors and delegates attending Expo, the natural beauty of South Africa and the impressive possibilities of leisure and business tourism.

Throughout the month, visitors to the pavilion will be immersed and taken through a South Africa expedition as all nine provinces are featured through a series of digital content exhibitions, showcases and networking sessions.

Programs conducted by the Department of Tourism (DT) and South African Tourism (SA Tourism) will also feature throughout the month-long showcase.

“Due to the latest red listing, travel bans and travel advisories, we’ve had to be innovative in our approach to showing the world that South Africa is still a must visit destination,” commented Minister of Tourism, Ms Lindiwe Sisulu.

“Despite us having to cut the delegation delivering the Tourism stream at the Expo, our message is still clear – South Africa is safe to visit and we have some of the best Covid-19 protocols in place to ensure enjoyable and memorable experiences.”

“It’s really exciting to see us promote our beautiful country on a global platform again, and the world will see that despite the attempt by some to close us off, we are a resilient country and our tourism offerings remain attractive, strong whilst offering variety for everyone’s tastes,” added Minister Sisulu.

The Tourism month at Expo on the South African pavilion culminates in 18 months of strategizing and planning to deliver an excellent showcase of the best of South Africa.

“We’ve had limited global opportunities to maximize on over the last year and half to really show the full might of our tourism potential,” said Chief Marketing Officer at SA Tourism, Mzilikazi Themba Khumalo.

“That is why, this opportunity at Expo is so important for us as we engage on a B2B and B2C level to really hit home the message of South Africa as a truly remarkable destination to visit for both leisure and business,” explained Khumalo.

The South African Pavilion can be located in the Opportunity District at Expo and further information can be found on <https://southafricaexpo2020.co.za/sa-pavilion/>

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