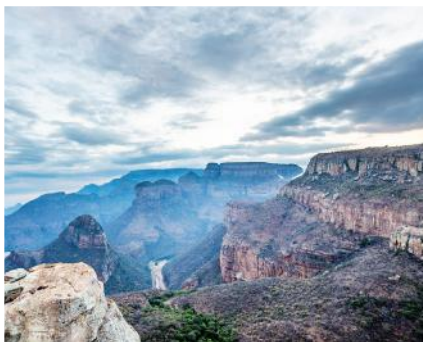
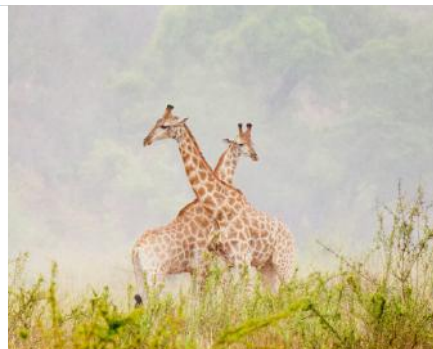


HOW TO SELL YOUR

SOUTH AFRICA



WITH THE PEOPLE THAT KNOW IT BEST

Visit our **TRADE WEBSITE**

southafrica.net/tradeuk

Prepare yourself for a journey of thrilling adventure opportunities, exciting cities, and some of the best safari in the world — it can be overwhelming trying to work out where to start. This is a country that has desert, mountains, a staggeringly beautiful shoreline, lions and even penguins..



follow us on social



SouthAfricaTourism.UKandIreland.TravelTrade



SAT_UK_I_Trade



SAT UK & Ireland Travel Trade



tradeuk@southafrica.net



View from Table
Mountain,
Cape Town



HELLO SANIBONANI!

The South African Tourism office is pleased to present this travel trade magazine in support of our Meet Your South Africa campaign. The campaign showcases the country's array of diverse, authentic experiences, unveiled by some of the destination's most incredible tour guides. Inside this magazine you can learn more about these fascinating individuals and their tours, which will in turn allow your customers to discover South Africa's hidden gems.

This magazine also offers the latest destination news from South Africa and all the information you require to sell the destination to your customers.

We'd also like to take this opportunity to thank you, the travel trade, for your ongoing support, particularly over the last year which has been so challenging for the travel industry.

We look forward to continuing to work together as the world opens up again, to promote the wonderful destination that is South Africa.

Best wishes,
Kgomotso Ramothea, Acting Hub Head, UK and Ireland, South African Tourism



PRODUCED
BY APL MEDIA

INSIDE

6 GUIDES

Meet the people who know South Africa best

8 NEWS & TRENDS

Family travel, eco incentives, research and key trends

10 ANALYSIS

How South Africa's tourist industry is attracting new visitors

12 REALITY CHECK

We ask the experts how to challenge consumer perceptions

14 PUTTING IT TOGETHER

The essentials for building and selling breaks to South Africa

20 JOINING THE DOTS

Travel options from the UK and Ireland, plus how to get around

24 ITINERARIES

How to create the best trip for all kinds of travellers

34 ESSENTIALS

All clients need to know when travelling to South Africa



SOUTH AFRICA

MEET YOUR SOUTH AFRICA

This new campaign showcases the diverse and exciting range of experiences travellers can find across the country; and who better to help visitors get the best out of South Africa than its amazing local guides? Find out more about their passion for encouraging people to discover South African cities, food and drink, natural beauty, wildlife, adventure and culture. southafrica.net/tradeuk



JONAS BARAUSSE
The Urban Storyteller
CITIES

"I see Durban as a city for the traveller, not the tourist. I think something that's going to make Durban accessible for everyone are the new direct flights from the UK. Durban is the perfect base from which to begin exploring South Africa — it's just asking you to dive in."
→ besetdurban.com



JUMA MKWELA
The Graffiti Curator
CULTURE

"The murals in Woodstock, Cape Town, were created by a group of artists who wanted to take their art out of the studios and into the streets. We wanted to inspire, to educate, and to tell stories that hadn't been told before. It's an area that's very vibrant, very happening."
→ townshiparttours.co.za

ALISON TOWNER
The Marine Expert
WILDLIFE

"South Africa is famous for its safaris and game drives, but few people realise that the ocean life here is just as rich and fascinating. Visitors can see our Marine Big Five: the great white shark, the African penguin, the southern right whale, Cape fur seals and dolphins."
→ sharkwatchsa.com



JAMES SEYMOUR
The Mountain Rambler
ADVENTURE

"Besides working in tourism, one of my greatest passions is hiking, and the Drakensberg boasts the largest concentration of hiking trails in the whole of South Africa. It's an area that's increasingly being discovered by travellers and thrill-seekers. It has hikes for everyone."
→ drakensbergexperience.com





THOKO JILI
The Culture Junkie
CULTURE

"My Zulu culture tour takes us to a village called Maphephetheni in the Valley of a Thousand Hills. It's a tour I'm very proud to offer as an African. I'm excited to share these stories, my roots. There are wonderful memories to be made here."

→ wisdomtours.co.za



CHARLES NCUBE
The Jozi Local
CITY

"Johannesburg is the best place to learn about South Africa's history, and a guide can help to explain it all. Today we have so many vibrant places that showcase our spirit. We're finally standing together as a rainbow nation. I'm so proud to be a South African."

→ mayibongwetours.co.za

DAVID QUIHAMPTON
The Nature Lover
NATURAL BEAUTY

"Mpumalanga is a special place, there's so many diverse cultures, each with their own unique characters. It's a great idea to get a guide — they'll be your walking encyclopedia. As guides we communicate all the time to keep on top of our game."

→ vulatours.co.za



SISEKO YELANI
The Coastal Wanderer
NATURAL BEAUTY

"The Wild Coast is so untapped. We'd love travellers to see village life with a guide — see how people live, what they do day to day. It's very vibrant. It's authentic. I want to showcase that this is who we are, and I strongly believe that tourism helps us conserve our culture."

→ uncuthutours.co.za



ANDRE MORGENTHAL
The Wine Guru
FOOD AND DRINK

"I've been working in the wine business for nearly 30 years and, in my opinion, this is one of the best wine tourism destinations in the world. Our offering has come on in leaps and bounds over the last decade. It's a very exciting time." → oldvineproject.co.za/vineyard-tours



BENS MARIMANE
The Wildlife Whisperer
WILDLIFE

"We get people from all over the world coming to South Africa to share this piece of paradise with us, and my favourite thing about the job is meeting them and sharing wildlife experiences. Sometimes I look back and see tears of joy falling down guests' faces."

→ malamala.com

DANIE VAN ZYL
The River Raconteur
ADVENTURE

"I'm a professional outdoor adventure guide. This is something I was born to do: taking people out, showing them the beauty of the Northern Cape. People don't realise how friendly everyone here is, and how much they want to show you their country." → khamkirri.co.za



ABIGAIL MBALO
The Master Chef
FOOD & DRINK

"One of the biggest misconceptions about South Africa is that you mustn't go to townships because it's so unsafe. That's so wrong. I want to showcase the spirit of the township. With our cuisine, we want to tell stories. We want to evoke nostalgia. Evoke pride." → 4roomedekasiculture.com





ATTRACTING VISITORS

Consideration for South Africa remains stable. YouGov research shows consumers still consider South Africa as a destination for travel despite turbulent year.

As the UK follows a roadmap out of lockdown and hopes that international borders will re-open in the coming months, travellers are looking towards the summer and late 2021 for long-haul trips. Whilst South Africa currently sits on the “red list” of countries requiring hotel quarantine on return, there is a positive outlook from consumers considering South Africa as a travel destination according to a new consumer study by South African Tourism and YouGov*. The tourism board has investigated the impact of the coverage around the South African variant linked to the destination, and the British public’s intent to travel, and found that over half of respondents (53%) would consider travelling to South Africa on holiday, which

increases to almost three quarters (72%) for the 18–34-year-old age bracket. Only 14% of those who wouldn’t consider South Africa identify the ‘South African Variant’ as a reason. Other reasons include prioritising another destination over South Africa.

From a UK trade perspective, operators continue to see a strong appetite for travel to South Africa. Ben Davis, Product Director, Titan Travel commented: “South Africa has secured fourth place in Titan’s top 20 destinations for future travel as found in our latest Travel Trends Report. Based on passenger volume, this shows that our customers are longing to return to the country as soon as international travel resumes. South Africa was our fifth

bestselling destination for 2020 when we launched last year’s report, so it’s great to see it’s on the up.” Meanwhile, Abercrombie & Kent has reported that South Africa has consistently been a popular enquiry over the past few months, on the back of several years as one of their top sellers.

Other findings from the YouGov research reveal that “scenic beauty” is the main reason for considering South Africa according to 73% of respondents, followed by “wildlife and safari” (66%) and “history and culture” (53%). Interestingly the motivation of culture was significantly higher in the 18-24 age group at 59%, compared to 37% for the 55+ age group, showing that culture is a significant pull for younger travellers.

With an abundance of beautiful natural landscapes, vast national parks full of wildlife and secluded rugged coastline South Africa offers an ideal post-pandemic

Q & A

Kgomotso Ramothea, Acting Hub Head for the UK & Ireland at South African Tourism

How do you expect UK and Ireland visitation to South Africa to recover post COVID-19?



Before the pandemic, the UK and Ireland market was South Africa's number one source market for international tourist arrivals, and whilst the pandemic has greatly affected that, I am confident that the demand will bounce back once UK travellers are permitted to visit South Africa again. We saw a great increase in UK airlift in recent years which demonstrates the huge demand for the destination and now have flight routes servicing all three of our major cities in under 12 hours. South Africa has so many attributes which appeal to the post-pandemic traveller, from the value for money and community and conservation initiatives, to the wide-open spaces and warm welcoming people, and we cannot wait to welcome UK & Irish travellers back to the destination once again.

How does South Africa plan to attract more international tourists?

We're delighted the government is focusing on supporting key tourism markets to reduce regulatory barriers and develop emerging tourism businesses. We're focusing on promoting some of South Africa's lesser-known regions and encouraging tourists to discover our hidden gems, particularly outside of the popular Cape Town and the Garden Route.

What activities are you planning for the travel trade in 2021/22?

We have a number of virtual training events in the pipeline throughout 2021-22, including interactive events

like virtual wine tasting and also partner events with other destinations in Africa. We will also continue to interact via our UK & Ireland Travel Trade Facebook page. When travel restrictions have lifted, we will resume the hosting of agent FAMs in the destination and re-establish 'SAT School', our trade training roadshow along with our annual Product Workshop.

What are the key trade messages for 2021/22?

The key messages for 2021/2022 will focus on encouraging travel agents to reassure and educate their clients on the measures that have been put in place in South Africa to ensure travellers feel safe from COVID-19 and restore confidence in South Africa as a tourism destination post-pandemic. South African Tourism will continue to reinforce the positive impact tourism has on jobs, communities and the economy in South Africa, the importance the sector will play in recovery cannot be overstated.

What tourism trends are you seeing?

After so much time spent indoors during national lockdowns, we are seeing a real demand from people for open spaces and outdoor natural landscapes of their next trip, something which South Africa has an abundance of – from the desert plains of the Kalahari, the green vineyards of the Western Cape, the striking Drakensberg in KwaZulu-Natal and the wild and rugged coastline of the Eastern Cape, the country is filled with vast, varied and beautiful landscapes. We are continuing to see a significant rise in responsible tourism, not just in terms of conservation and the environment but also supporting local communities and economies with travellers wanting to give back on their trips. Wildlife and safari is still a key driver and through our Meet Your South Africa campaign, we're showcasing the country's diversity round destination.

destination, tapping into the growing demand for space and seclusion. The country's welcoming locals and diverse cultural heritage makes the destination a perfect choice for those seeking human connection, culture and meaningful travel on their post-pandemic holiday.

PRODUCT GROWTH

Last year, South Africa received the WTTC Safe Travels stamp, and over the last six-months local tourism businesses, hotels and attractions have been reshaping and adjusting their product offerings in line with new protocols to be ready to safely welcome international tourists once again.

***Survey Results:** All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,094 adults. Fieldwork was undertaken between 12th - 15th March 2021. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).



Street art and
photographers,
Maboneng
Johannesburg

REALITY CHECK

What's the best way to challenge consumer perceptions — and misconceptions — about South Africa? We asked the experts. **Words: Karl Cushing**

What perceptions or misconceptions do you think people have regarding South Africa — and how does this differ from reality?

Chris Mears, CEO, African Travel and Tourism Association (ATTA): I encounter three main points. One, that it's not developed;

two, the size; and three, crime. Once visitors arrive, they realise how developed South Africa is and what a wonderful service industry it has. It's very easy to get around, with a good road network, and South Africans also drive on the left.

However, this brings me onto point two — size. At more than 470,000sq miles it's five times

bigger than the UK, and the distance between Cape Town and Johannesburg is equivalent to that of London to Warsaw. Time is needed to get from A to B, but this is a relatively easy task since there's a great and growing flight network. It also means the climatic zones in the country differ greatly, so whatever time of year it is,

there will be wonderful weather somewhere in the country, making South Africa a great year-round destination.

Finally, crime. This is, unfortunately, not an issue that can be ignored. However, crime exists all around the world. With sensible precautions — the kind that you'd take anywhere in the world as well as at

home — along with listening to local advice as to where to go and where not to go, there's absolutely no reason why a visit to South Africa shouldn't be completely safe and trouble-free.

Kgomotso Ramoetha, Acting hub head for the UK & Ireland, South African Tourism: A common misconception is that South Africa is an expensive destination. While the country has an amazing luxury product offering, it also delivers incredible value-for-money and has a diverse range of accommodation options and experiences.

The 2021 Post Office Worldwide Barometer ranked Cape Town as the fifth best-value destination, even more affordable than the Costa del Sol. So, value-for-money in South Africa is a theme that we'll continue promoting during 2021 through our trade and consumer campaigns.

What specific challenges need to be addressed to grow South Africa's tourism industry?

Chris Mears: South Africa needs to remain competitive both regionally and globally. From a price perspective, South Africa represents fantastic value for money. The destination must also remain competitive in its product offering and this must continually develop. I'm continually seeing new products coming into the

market, which helps to encourage repeat visitors and widen the destination's appeal. Furthermore, it's vital that airlift is able to increase as the more flights there are, the easier it is for tourists to arrive.

Finally, barriers need to be removed. The recent change in immigration regulations around the need for minors travelling with their parents from visa-free countries (like the UK) being required to travel with birth certificates is a very positive step forward.

Kgomotso Ramoetha: It's important we support small to medium enterprises in addition to supporting larger established businesses.

Tourism is one of the focus areas in the South African Government's Nine Point Plan to reignite growth so South Africa's economy can create much-needed jobs. To achieve this, South Africa's tourism sector needs to adopt a developmental and capacity-building approach to thrive, and this must come from the industry as a whole.

In staying true to the economic inclusivity and transformation agenda, South African Tourism continuously forges partnerships with various organisations that provide SMMEs (small, medium and micro enterprises) with the intensive training, mentoring and upskilling required to help make their business grow.

We're very fortunate in that

"SOUTH AFRICA NEEDS TO REMAIN COMPETITIVE REGIONALLY AND ALSO GLOBALLY"

South Africa has an incredibly diverse product offering so there's always something new and exciting for travellers to experience. One of our tourism goals is to encourage geographical spread by showcasing some of the 'hidden gems' and amazing places to visit outside the typical tourist trail. To do this, connectivity with the UK is key. The increase in airlift will significantly grow tourism to the destination.

The launch of British Airways' new direct flight from Heathrow to Durban will open up an array of opportunities for tourists to travel to KwaZulu-Natal and the surrounding areas. We look forward to the future prospect of additional flight routes launching from the UK to South Africa, which will allow easy accessibility to other, lesser-visited provinces.

What are the biggest opportunities for tourism in South Africa?

Chris Mears: If each visitor increased their length of stay by a couple of days, this would

have a huge impact overall. Currently one in 22 people in the workforce in South Africa are employed in tourism, making it a key driver of the economy.

South Africa has more than 1,600 miles of coastline, with some amazing beaches and water activities, yet internationally it's not seen as a beach destination. So many destinations that South Africa competes with make the most of their coastal tourism, so why not add a few days on and spend some time at the beach?

We should also maximise on the opportunities within 'bleisure' tourism, where travellers mix business with pleasure. Finally, we must ensure a visit to South Africa is as barrier-free as possible.

Kgomotso Ramoetha: South African Tourism is focused on promoting its six main themes: wildlife and safari; culture and heritage; city lifestyle; food and wine; active adventure; and breathtaking scenery.

Our 'Meet your South Africa' campaign focuses on connecting travellers with the people of South Africa, highlighting a selection of our most charismatic tour guides, with the aim to increase visitation.

A significant number of the guides we're working with are from black-owned, black-managed SMMEs, so we're also shining a light on smaller businesses so travellers can support them and, in turn, support the local economy.

PUTTING IT TOGETHER

Thrilling adventure opportunities, exciting cities, and some of the best safari in the world — it can be overwhelming trying to work out where to start. This is a country that has desert, mountains, a staggeringly beautiful shoreline, lions and even penguins. It's important to know how to put together the best possible trip and how to help visitors get the most from their experience. **Words: Eleanor Ross**



Blyde River Canyon

Adventure



BEFORE THE TRIP

Careful planning will allow clients to fit in everything they want to try — find out what they really want to do and plan the itinerary around that. If hiking, advise clients to travel light and to invest in good boots (and take time to break them in.) Those going in for strenuous adventure should do as much physical preparation as possible: gently increase a training schedule and be aware of strengths and limitations.

ON THE TRIP

Many visitors fly into **Cape Town**, which makes **Table Mountain** a great place to start any adventure. Its flat plateau has become the symbol of South Africa, and at just 3,280ft high, it's a manageable three-hour scramble. Hikers will need to have a good level of fitness, and in summer (November to February) the hike is hot and gets almost no shade.

→ Underground adventures: Suggest visiting **Cango Caves** in Oudtshoorn — the 'adventure tour' involves crawling through a series of increasingly narrow passages to reach stunning geological formations.

→ Chilled adventure: nothing beats a good road trip. Drive the **Garden Route**, a 186-mile stretch of the southeastern coast. There are plenty of beautiful beaches to stop off at, as well as activities such as white-water tubing.

→ Watersports: **The Orange River** is the largest in South Africa, running through the

Green Kalahari of the Northern Cape, creating thrilling rapids ideal for whitewater rafting.

→ Water-based adventures: shark cage diving should be on the itinerary. Head to **Hermanus**, where shark watchers are given a mask and wetsuit, and climb into a cage attached to the boat — before long, the water is full of majestic great white sharks, slowly circling the boat.

→ Mountains and more: For challenging hikes, head north to **uKhahlamba-Drakensberg Park**, home to the highest point in Africa south of Kilimanjaro. A helicopter trip over the **Drakensberg** gives an incredible view over the valleys and peaks of this rugged, vast mountain area. The **Drakensberg Canopy Tour** is a popular, and thrilling, family experience, with 12 ziplines criss-crossing a valley over indigenous forest.



What to pack

Some hikes, such as Table Mountain, can be done wearing gym shoes and jeans, while others, such as multi-day treks in the Drakensberg, will require proper gear.

Winter is between June and September and temperatures can drop to single figures, especially at altitude. If you plan on spending a lot of time outside, pack hats, neck coverings and long trousers to protect from the sun and insect bites.

IMAGE: PETE GODING

Wildlife



BEFORE THE TRIP

The biggest decision is which national park to visit.

→ **Kruger National Park** has developed a reputation as being home to some of the world's most magnificent animals. It's huge, with reliable and high-quality game viewing. There should be plenty of opportunities to see the big five — rhinos, leopards, lions, elephants and buffalos.

→ **MalaMala Camp** in the **Sabi Sand Game Reserve**, on the southwestern border of Kruger National Park, is one of the oldest, most established reserves and offers extraordinary wildlife viewing opportunities.

→ Consider the private **Madikwe Game Reserve** too, in the northwest, a four hour drive from Johannesburg. Game viewing is reliable and the area is also free of malaria, so it's perfect for families. Another malaria-free area is **Kwandwe**, a private Big Five game reserve close to the Garden Route, and **Marakele National Park**, near the Waterberg mountains in the Eastern Cape.

→ The best time to visit is between **May and September** as animals gather around waterholes and rivers. There's also less vegetation, so it's easier to spot creatures as they move across the bush.

→ Most reserves have other amenities on offer, from yoga to spa treatments, so it doesn't all have to be about trekking or finding the best view of the Big Five.

→ Safaris have traditionally been pitched as once-in-a-lifetime holidays for couples. However, there are plenty of opportunities to combine a safari with other elements too, to make it a great choice for families. For example, spend a few days on a reserve and a week in bustling **Cape Town**. Kids will love the activities on offer at many lodges, such as hot air balloon rides and night-time bike rides.

→ Don't forget about marine wildlife: **Hermanus**, about 70 miles southeast of Cape Town, is the best land-based whale watching spot in the world, with boat tours and shark cage-diving available too.

ON THE TRIP

Tell clients to go with an open mind — there's no guarantee animals will be spotted, but rangers and guides will know the best places to increase chances of a sighting. It's important not to get hung up on ticking off wildlife, but also to enjoy the environment, being outside in a beautiful place, and appreciate plant and birdlife.



What to pack

Choose clothes with muted colours and pack layers. Safari tours usually start early in the morning when it's cold, but it warms up quickly as the day progresses. It's also worth taking a hat or two if any walking safaris are planned.

For those taking a bush plane between lodges or even a long-distance drive to the reserve, a soft bag rather than a large hard suitcase is easier to transport.

IMAGE: GETTY

Lions, Kruger
National Park





Bo-Kaap,
Cape Town

Cities



BEFORE THE TRIP

South Africa's cities are vibrant and exciting, and it's worth taking the time to find out what kind of city break clients are interested in, as each offers something quite different.

ON THE TRIP

→ **Cape Town** is a hugely cosmopolitan city with a strong food and drink scene. Nightlife is fantastic; suggest checking out the **Cape Town Comedy Club** at The Pumphouse at the V&A Waterfront before hitting some of the cities excellent bars and restaurants.

→ For culture, the **Zeitz Museum of Contemporary Art Africa** celebrates art from across Africa.

→ If clients want to burn some energy and gain a unique perspective on the city, they could take part in the **Lion's Head Full Moon Hike**. The 2,200ft hike can take from 45 minutes to an hour, giving beautiful views of Cape Town in the moonlight.

→ Visitors can also fit in a visit to South Africa's wine region — **the Winelands** can be reached in around an hour from Cape Town.

→ Another must-see Cape Town sight is **Robben Island**, where Nelson Mandela was imprisoned for 18 years.

→ **Johannesburg** is a slightly shorter flight from the UK and a great jumping off point for South Africa's national parks. It's definitely worth spending a few days in the city to get to grips with South Africa's

fascinating history. **The Apartheid Museum** covers the country's turbulent past and present, while many travellers opt to explore vibrant **Soweto**. Choose a locally run tour to learn more about life here.

→ On Saturdays, locals and visitors flock to **Neighbourgoods Market** for amazing street food, pumping live music and cool designer clothes, while on the first Thursday evening of every month, **Keyes Art Mile** in Rosebank is closed to cars and becomes a buzzing open-air market, while galleries showcasing contemporary artists open late.

→ **Durban**, on the south west coast, is where to make the most of the tropical weather.

→ For art lovers and hipsters, there's craft beer and galleries galore at trendy **S43**, a warehouse-style space with loads of places to try new brews.

→ **Florida Road** in the city centre is the hub of nightlife in Durban, with clubs offering live music every night. The city also offers beautiful beaches along the Golden Mile.



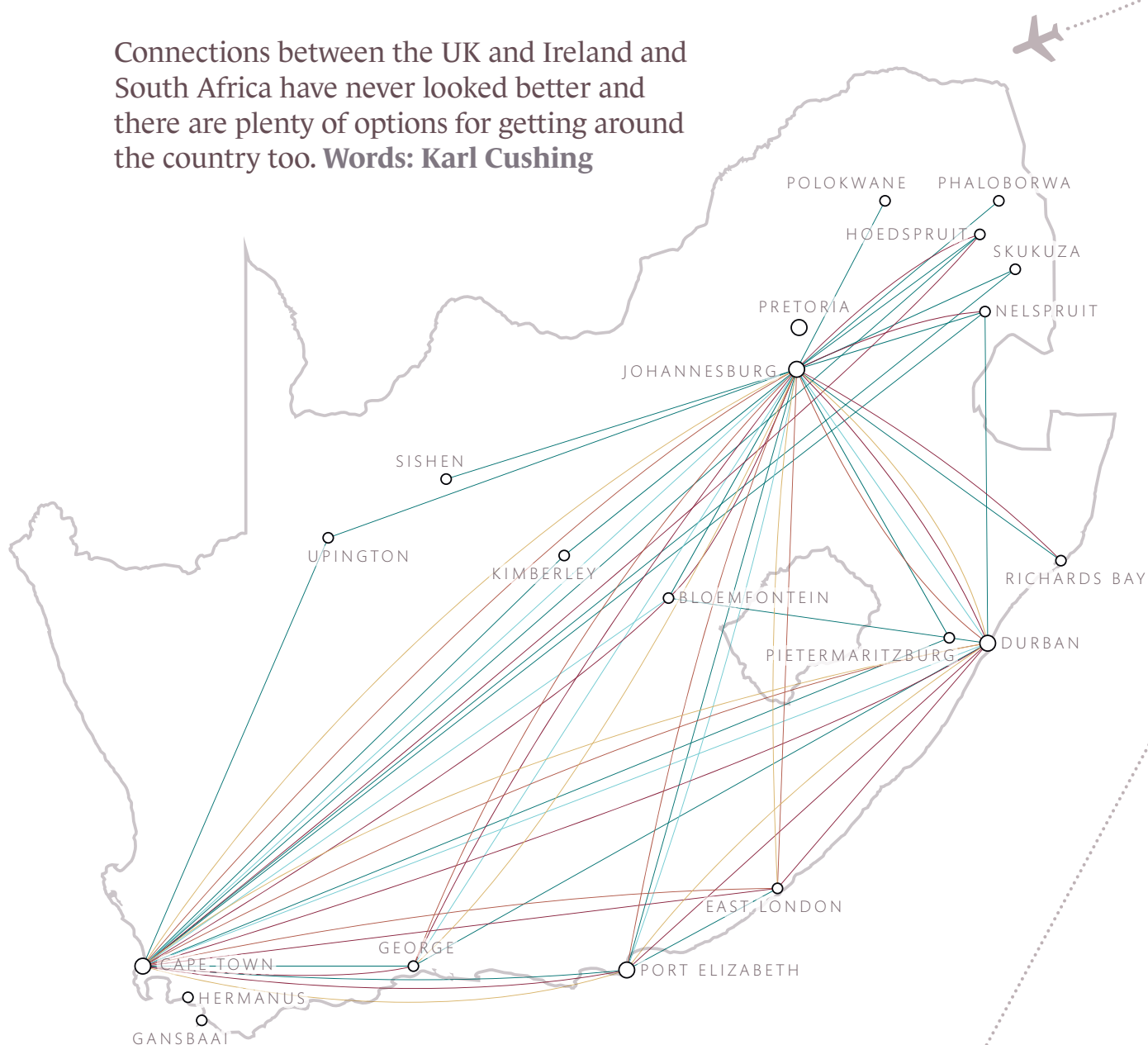
What to pack

As with all city breaks, pack a pair of comfortable shoes for walking. Cape Town in particular is an outdoorsy city, so the usual advice of packing sunblock and a hat stands.

IMAGE: GETTY

JOINING THE DOTS

Connections between the UK and Ireland and South Africa have never looked better and there are plenty of options for getting around the country too. **Words: Karl Cushing**





Whitewater rafting,
Western Cape



DOMESTIC FLIGHT ROUTE KEY

MANGO

SA AIRLINK

KULULA.COM

FLY SAFAIR

SA EXPRESS

There have never been so many options for heading south. Winter 2018/19 saw British Airways begin flying 38 direct flights a week from London to South Africa — its largest ever programme. Not only did it begin its thrice-weekly Dreamliner service from Heathrow to Durban in late October, it increased its Heathrow to Johannesburg service from twice daily to 18 times a week and is now flying double-daily from Heathrow to Cape Town and thrice-weekly from Gatwick to Cape Town.

October also saw Virgin Atlantic fly twice a day on its direct Heathrow to Johannesburg route and Emirates, which flies to South African destinations such as Johannesburg and Durban via Dubai, launch Edinburgh as its eighth UK departure point. This after the airline added daily departures from London Stansted back in June.

December 2018 saw Ethiopian Airlines launch its new four-times-a-week Dreamliner service from Manchester to Addis Ababa, from where onward connections include Johannesburg and Cape Town.

Other solid options for getting to South Africa include national carrier South African Airlines, which flies daily from London Heathrow to Johannesburg's O.R. Tambo Airport.

Those travelling from Ireland can connect to one of the British airports, or consider flights via Amsterdam with KLM, Paris with Air France, Doha with Qatar Airways or Dubai with Emirates. Connections can also be made via Madrid with Iberia or Istanbul with Turkish Airlines.

Domestic airlift

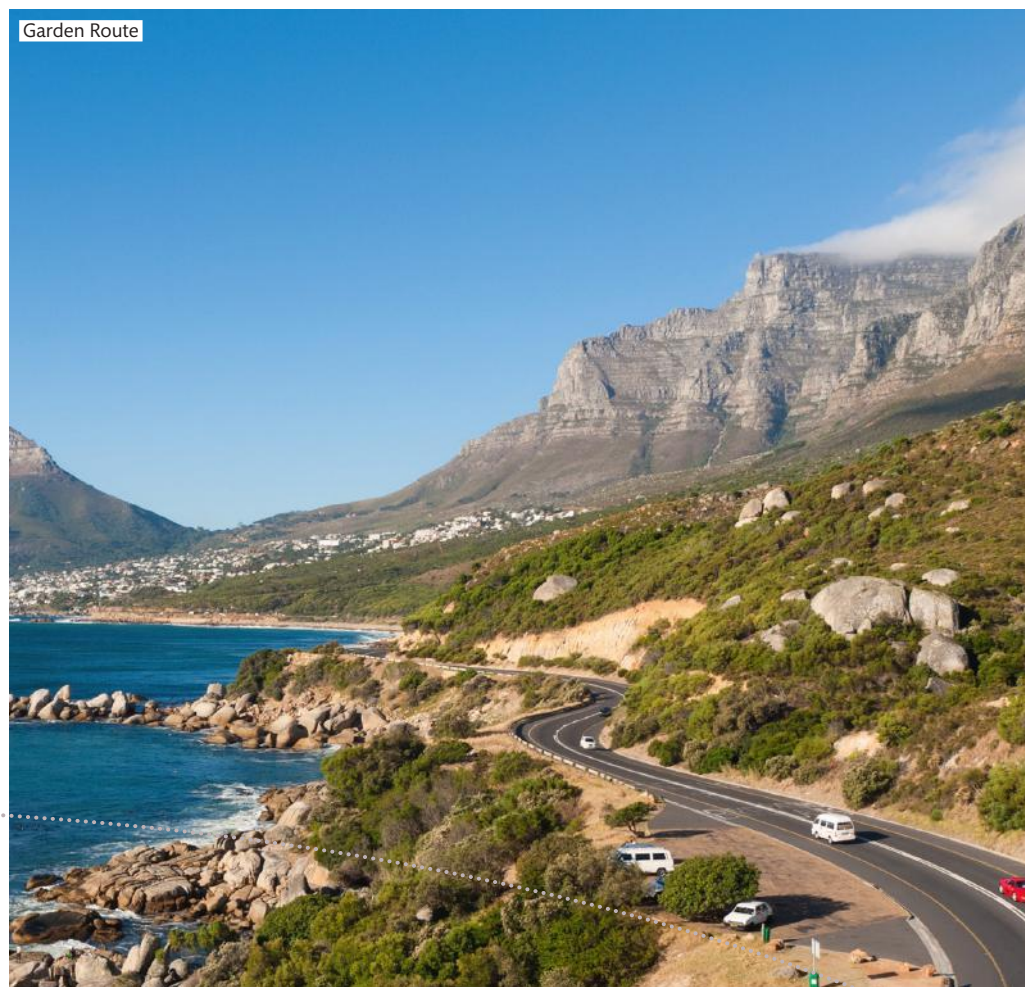
As part of its ongoing restructuring, South African Airlines has shifted some of its former domestic routes to wholly-owned domestic carrier Mango. The airline serves a swathe of South African destinations such as Johannesburg, Cape Town, Durban, Port Elizabeth, Bloemfontein and George.

Johannesburg-based regional airline SA Airlink flies to nine African countries. Plus, late last year it added a service to the island of St Helena from Cape Town or Johannesburg flying via Windhoek, Namibia. Other regional players include South

African Airlines' partner SA Express, a state-owned carrier serving nearby countries such as Zambia and Zimbabwe.

Recent years have seen a rush of domestic and regional low-cost carriers enter South African airspace including Johannesburg-based FlySafair, launched in 2014, which serves domestic destinations such as Cape Town, George and Port Elizabeth. The most seasoned low-cost player is kulula.com. May saw the airline, which is operated by Comair and serves Cape Town, Durban, East London, and George from its Johannesburg hub, enter into a codeshare agreement with KLM.

The Airports Company of South Africa is investing heavily in upgrading the country's gateway airports: Johannesburg's O.R. Tambo International, Cape Town International and Durban's King Shaka International. Other airports on a growth path include Johannesburg's privately owned Lanseria International, whose CEO Rampa Rammopo has stated his aim to grow passengers from 1.9 million 2017 to six million by 2027. flymango.com flyairlink.com kulula.com flysafair.co.za flyexpress.aero



Hit the road

Back on the ground, Greyhound operates a comprehensive coach network linking the country's main centres. The operator describes its top-level Dreamliner coaches, available on some key routes, as offering a 'business class' coach service. For a more affordable option, check out its Citiliner division.

→ Another option of interest to visitors is Autopax, which operates the Translux and more affordable City-to-City brands. Operators aimed at the budget backpacking contingent include Baz Bus, with its handy hop-on hop-off services. Completing the mix are charter bus outfits such as Intercap.

→ Self-drive tours continue to gain in popularity, as suggested

itineraries branch out from perennially popular bedrocks such as the Cape Winelands and Garden Route. Operators from the UK offer many self-drive suggestions, from battlefields itineraries to safaris.

→ Cycling holidays are also gaining momentum. Many operators focus on the Western Cape, while other options include cycling the Drakensberg Mountains and Kruger. For those who prefer to go it alone, a number of excellent route networks have popped up over the last few years, such as the Cape Routes cycling network. Routes cater to a wide range of abilities and timeframes, from a scenic round-trip pedal from Cape Town's V&A Waterfront to taking a day or two to complete the 76-mile Cycle Tour 364. More

strenuous undertakings include the Cross Cape, a 460-mile pedal from Stellenbosch in Western Cape's winelands to Plettenberg Bay, the Garden Route fixture known for its whale-watching opportunities.

→ More regions are curating driving routes to encourage visitors to linger longer. Take the West Coast where the West Coast Way, which starts just outside Cape Town, comprises six distinct themed routes to suit different tastes, from the Tractor Route, Berg Route and Foodie Route to the Cultural Route, Wild Route and new Cape Way.

greyhound.co.za
citiliner.co.za bazbus.com
intercape.co.za
capecycleroutes.co.za/
routewestcoastway.co.za



IMAGES: GETTY; ALAMY



Ride the rails

Another classic way to savour the country's epic scenery is to view it from a moving rail carriage. With its seamless service and high-end food and drink, the *Blue Train*, South Africa's answer to the *Orient Express*, remains a big draw for tourism. Running all the way from Cape Town to Pretoria, the classic service is featured by many operators.

→ There's also Rovos Rail's luxurious *Pride of Africa* cruise train, with its sumptuous dining and observation cars. Since 2016, Rovos has also owned the *Shongololo Express*, serving both South Africa and the wider Southern Africa region, its accommodation headed by Emerald and Gold suites. Rovos also offers private hire and charter options, running daytime journeys accommodating 250 guests.

→ Alternatively, rail fans can save a packet while still enjoying stunning scenery by booking onto the long-distance sleepers operated by Shosholoza Meyl, whose comprehensive network links the country's major centres. Customers can choose between Tourist Class or Premier Classe sleepers which, while decidedly swankier, offer excellent value.

→ Other handy rail options include the Gautrain network serving Johannesburg, including its O.R. Tambo International Airport.

→ For those who prefer to travel by sea, the country's three major ports of call for cruise ships are Cape Town, Port Elizabeth and Durban, where work is well underway on a new cruise terminal. Current options worth considering include the ship *MSC Musica* whose itineraries include round-trip cruises from Durban. bluetrain.co.za southafricanrailways.co.za gautrain.co.za msccruises.co.za



Thoko Jili, Valley of a
Thousand Hills



THE PERFECT TRIP

Putting together the perfect itinerary can be tricky — find out how to create the best holiday for all kinds of travellers. **Words: Iga Motylska**

IMAGE: PETE GODING

Culture and heritage

WHERE

KwaZulu-Natal, Cape Town, Gauteng

WHY

The country offers rich and varied history, art, design and heritage with enormous ethnic and cultural diversity

SELL IT

Immerse yourself in the fascinating history of the Rainbow Nation

Five days

KWAZULU-NATAL

Fly into KwaZulu-Natal's largest city, **Durban**. There's so much to see in this spectacular multi-cultural province, flanked by the Indian Ocean and towering peaks, with dry savannahs, rural tribal settlements and traditional Zululand.

Take a guided tour to the beautiful **Valley of a Thousand Hills** to experience Zulu culture including wonderful dancing and music.

KwaZulu-Natal is rich in military heritage related to the bloody Anglo-Zulu war. Explore the battlefields; **Isandlwana** and **Rorke's Drift** are two of the most famous sites, where the Zulus, who were armed with just spears and shields, defeated the British Army.

Another fascinating place to visit is the **Nelson Mandela Capture Site**, where Nelson Mandela was apprehended for his anti-Apartheid activism in

August 1952. It's marked by a sculpture — comprised of 50 steel columns laser-cut to form an image of the former president when viewed at the correct angle — at the end of a winding path, representing his long walk to freedom and political equality.

Five days

CAPE TOWN

Wander the streets of **Bo-Kaap** with a guide, to learn how South Africa's many multicultural roots have influenced its culture, religion and cuisine. This 17th-century neighbourhood is characterised by its technicolour Cape Dutch and Georgian houses, which were built and leased to Cape Malay slaves, brought from Malaysia, Indonesia and the rest of Africa to work in the Cape. While the houses were on lease, they all had to be white; when the slaves could buy the properties, the owners painted them in bright colours as an expression of freedom.

Gain a greater understanding of South Africa's apartheid past on a tour of **Robben Island**. This UNESCO World Heritage Site has been a leper colony and a military base, but most famously was where Nelson Mandela was imprisoned for 18 of his 27 years behind bars. Ferries depart from the V&A Waterfront and tours last around three-and-a-half hours, usually ending with a visit to Mandela's cell. All tour



"There are no people so warm in the world as the Zulu people."

Thoko Jili

guides on the island were once political prisoners.

To find out more about modern Cape Town culture, take a tour with Juma Mkwela in **Woodstock**, just outside Cape Town. From art experiences to cycling tours through **Khayelitsha**, the largest township in Cape Town, this is a chance to experience the friendly atmosphere and vibrant culture of parts of the city known for their entrepreneurial spirit and social development projects.

Two days

GAUTENG

Understanding South Africa's complex history is important for appreciating the sense of hope and optimism of the people today. **The Apartheid Museum**, in Johannesburg, provides an intensive and accessible account of the development, implementation and eventual dismantling of apartheid.

The Cradle of Humankind, about 30 miles northwest of Johannesburg, is a network of limestone caves containing the fossilised remains of ancient plant, animal and proto-human life. This place really is heaven for paleoanthropological enthusiasts. Tour the incredible **Sterkfontein Caves**, where the 2.3-million-year-old hominid skull of 'Mrs Ples' was discovered.

Incredible safari

WHERE

Kruger National Park, Gansbaai, iSimangaliso

WHY

South Africa's extraordinary nature and wildlife are a huge draw, and this itinerary offers the ultimate safari experience

SELL IT

A once-in-a-lifetime opportunity to spot the Big Five and beyond in their natural habitat

Three days

KRUGER NATIONAL PARK

South Africa's most famous wildlife hotspot spans two provinces — **Limpopo** and **Mpumalanga** — and is home to the Big Five (lion, leopard, buffalo, elephant and rhino), as well as cheetahs, giraffes and hippos. There's a vast and diverse variety of flora and fauna, as well as a wide range of luxury safari lodges. With nearly five million acres of unfenced wilderness, it offers an unrivalled wildlife experience.

Private game reserves include **MalaMala**, located between the **Sabi Sands Game Reserve** and sharing a nearly 12-mile unfenced border with Kruger National Park. MalaMala is the largest and oldest private

Big Five game reserve in South Africa. Its environmental policies have left the land undisturbed, resulting in a proliferation of sweet tertiary grasses, which attract herbivores — which in turn attract predators. Rangers are well trained to ensure animal viewing is optimal for visitors and wildlife alike.

Two days

GANSBAAI/HERMANUS

Gansbaai, a two-hour drive from Cape Town, is a great white shark hotspot. **Marine Dynamics**, which was founded by a marine conservationist and is involved in various marine research, conservation and education projects, has Fair Trade in Tourism classification. Lunch is followed by a two-and-a-half hour shark cage diving excursion aboard the purpose-built Slashfin aluminium boat. On average, at least two of the Marine Big Five — sharks, dolphins, southern right whales, Cape fur seals and African penguins — can be spotted from the boat's top deck on each trip.

Nearby **Hermanus** is one of the best land-based whale watching locations in the world, with a long stretch of cliffs providing plenty of vantage

points to see the southern right whales, which spend the winter here. Kayaking in the bay is a popular pastime, but during whale season (July till December) the waters are declared a marine reserve, and are strictly off-limits for boats without permits.

Three days

ISIMANGALISO

The **iSimangaliso Wetland Park** was listed as South Africa's first UNESCO World Heritage Site in 1999, in recognition of its natural beauty and global values. The vast reserve on

Africa's Elephant Coast is just under a three-hour drive from Durban, and contains three major lake systems, eight interlinking ecosystems, most of South Africa's remaining swamp forests, Africa's largest estuarine system, 530 bird species and 25,000-year-old coastal dunes. It protects over 135 miles of pristine coastline, with quiet, wild beaches, while game drives offer up sightings of crocodiles, leopards and pythons. Make sure to take a cruise in **St Lucia**, and look out for hippos, kingfishers, sea eagles, monitor lizards and cranes.



IMAGE: GETTY



"A game drive is all about game viewing, but it's also like playing a game because we don't know what we're going to find out there in the bush. The most important thing is to trust your guide. Before we take our guests out on safari, we do a vehicle orientation. We tell them they're not allowed to stand up: if we stand up, we break the shape of the vehicle and the animals might recognise us as humans, and they could be disturbed or attack out of fear".

Bens Marimane

TOP FIVE THINGS TO DO

1 End a day on safari with a traditional *braai* (barbecue) of beef, lamb, game meat, prawns and *tilapia*

2 Go in search of the Big Five at MalaMala

3 Spot the Marine Big Five from land and sea at Gansbaai and Hermanus

4 Look out for rare birds on a St Lucia river cruise in iSimangaliso

5 Take an evening game drive and watch the sun set below the thorn trees while enjoying a sundowner



"Here you can come out on the water at any time of year and see marine life. For southern right whales, peak season is October and November, but

they start arriving from the Antarctic in May and June, then leave in December. The great white sharks are here year round, but there's a higher density between May and September when the Cape fur seal pups make their way into the ocean."

Alison Towner

Morgans Bay

Scenic outdoors

WHERE

Garden Route, Panorama Route, Wild Coast

WHY

South Africa's natural beauty is legendary, and this itinerary offers a range of stunning vistas, unspoilt landscapes and gorgeous countryside

SELL IT

See the best of one of the most beautiful countries in the world

Five days

GARDEN ROUTE

There are lots of spots to stay in, so it's a good idea to decide which highlights a client will like best and design the trip around them. Fly into **Cape Town** and travel this 185-mile route stretching between the Eastern and Western Cape provinces. This UNESCO World Network of Biosphere Reserves is a hub of biodiversity, featuring estuaries, freshwater lakes, Blue Flag beaches and indigenous forests. The national treasures on the way include **Knysna's** idyllic lagoon, the golden sands of **Plettenberg Bay** and the serene **Nature's Valley**. Spring is the best time

to visit, with ideal temperatures and abundant plant life. Those

feeling brave can stop off at **Bloukrans Bridge** in the Tsitsikamma area to do the 709ft bungee jump — the tallest commercial bungee in the world.

Two days

PANORAMA ROUTE

Aptly named, the picturesque Panorama Route carves its way through thick forests and alongside the tumbling spray of **Lisbon Falls**. Admire **Bourke's**

Luck Potholes from the bridges arching over this natural wonder. The route includes the **Blyde River Canyon**, and further along, **God's Window** looks over the Drakensberg Escarpment. Try to arrange to be at Blyde River Canyon for the stunning sunrise.

Seven days

WILD COAST

Fly into **Port Elizabeth** and explore this coastal section of the Eastern Cape before flying out of **Durban**. This region of wild and rugged cliff-lined beaches, valleys, forests and undeveloped wilderness also stretches inland, covering rolling hills and beautiful landscapes.

Coffee Bay is one of the world's most remote and wild beaches. It's long been a popular surfing spot, particularly for beginners, because of the gentle gradient of its main beach. Take a day trip to the much-photographed **Hole in the Wall**, an amazing geological feature carved out of rock by the crashing of waves.

Morgans Bay is a pretty, tranquil resort near **East London**, surrounded by natural beauty. Sheer rock cliffs, covered in wild flowers, plunge down to the sea. Head for **Double Mouth** for fishing, and to search for chips of porcelain and beads from the 17th-century shipwreck of the *Santo Espirito*, a Portuguese vessel carrying Ming china and Carnelian beads that sank offshore.

Port St Johns is approached along a steaming river surrounded by jungle. The vibrant small town is known as the Jewel of the Wild Coast, and is an excellent place to experience Xhosa culture. Dense bush surrounds the town, and it doesn't take long to reach silent forests or secluded beaches.



IMAGE: GETTY





"In the winelands there's the option of a wine safari, which involves a drive through the estate in an open-top vehicle with a guide. You learn about the soil, the vines, and the flora and fauna too. And then there are cellar tours and chocolate tastings. There's something for everyone, from wine connoisseurs to nature enthusiasts, and even kids."

Andre Morgenthal

Wine & food

WHERE

Cape Winelands, Cape Town, Durban

WHY

Explore the gastronomic playground of South Africa

SELL IT

A chance to enjoy incredible food and wines in the most spectacular surroundings

Two to three days WINELANDS

The verdant regions in the Western Cape encompassing **Stellenbosch**, **Wellington** and **Franschhoek** offer some of the country's most majestic scenery and fine-dining restaurants.

The **Franschhoek Wine Valley** is renowned for its 300-year-old winemaking heritage. The full-day curated wine experience on the vintage double-decker **Franschhoek Wine Tram** and open-air tram-bus begins with an interactive lecture that delves into the unique aspects of South Africa's viticulture. Visitors can even dig their hands into the soil to understand the terroir.

The wine routes of Stellenbosch are the largest and oldest in the country. They take in more than 200 wine and grape producers, divided into five sub-routes: **Greater Simonsberg**, **Bottelary Hills**, **Stellenbosch Valley**, **Stellenbosch Berg** and **Helderberg**, each with unique climates and wines. Stellenbosch is also home to many top restaurants, most of which are on wine estates. The town itself is the second-oldest in the country, with a youthful culture thanks to its university.

Five days CAPE TOWN

Check out **4Roomed eKasi Culture**, run by former *MasterChef South Africa* contestant Abigail Mbalo. This fine-dining establishment in **Khayelitsha** melds traditional township food with haute cuisine. Don't miss the slow-cooked *mleqwa* chicken.

Kloof Street in the city centre is a foodie hotspot, with one of the brightest gems being **Bombay Bicycle Club**. This Bollywood/bohemian-themed restaurant offers a



contemporary international menu as eclectic as its decor.

The **Neighbourgoods Market** is at the Old Biscuit Mill in Woodstock every Saturday. Sample fresh produce, hear live music and check out local crafts, while trying some of the best street food in the world.

Try to get a booking at the **Test Kitchen**, which made it on to the 2018 World's 50 Best Restaurants list. Chef Luke Dale-Roberts puts together hugely ambitious menus focused on innovation.

Two days DURBAN

Durban's cuisine reflects its rich history, with Indian, Zulu and European influences. The

Indian community's influence is apparent in Durban's most famous street food: half a loaf of bread filled with curry, known as bunny chow. The dish dates back to when migrant Indian workers worked in the cane fields in KwaZulu.

Craft drinks are on the rise in Durban. **That Brewing Company** was founded by pioneering craft brewers its bar is now housed in **S43** in the trendy **Station Drive** precinct. Check out **Distillery 031**, also at Station Drive, for craft spirits, including gin, vodka, rum and brandy. The bar is open on the first Thursday of each month for Station Drive First Thursdays, a late-night shopping, food, drink and creative event.



"This is a place where people can reconnect to themselves and nature; where kids can run wild.

Here you can go hiking, or hit our mountain biking trail. And the Orange River is the holy grail for sport fishing. This place is bigger than the imagination. For me, paradise isn't overseas. It's right here."

Siseko Yelani

Adventure is out there

WHERE

Green Kalahari, Drakensberg Mountains, North West

WHY

Adrenaline junkies and those who want to find thrills as they travel will love this itinerary

SELL IT

Zip along tree tops, canoe down a mighty river or soar in a hot air balloon: South Africa offers a huge selection of adventures all in one country

Four days

GREEN KALAHARI

The Green Kalahari is a playground for adventurers. Visitors can fly into **Upington** before taking a 90-minute drive to **Augrabies Falls National Park**. This area is great for activities including hiking, horse-riding and off-road driving. Mountain biking through the dramatic terrain is a must, and canoeing down the mighty **Orange River** is true bucket-list material.

Three days

DRAKENSBERG MOUNTAINS

Just arriving at the Drakensberg, the country's highest mountain range, is an adventure. These peaks scrape the sky and is a prime location for rock-climbing and abseiling. One of the best ways to take in the scenery is to zip along the tree tops on a canopy tour, and see the flora and fauna from a unique perspective. If more terrestrial activities are in order,

there's amazing quad biking and horse riding on offer.

Three days

NORTH WEST

The North West province is a hidden gem for adventure travel in South Africa. Visitors can drive there from **Johannesburg**, and soon find themselves sailing over the **Magaliesburg** in a hot-air balloon. The region also has some of the most thrilling zip-lining in the country, as well as parasailing and skydiving.



Bustling cities

WHERE

Johannesburg, Pretoria, Durban, Cape Town

WHY

For those who want some urban edge to their break, this itinerary showcases the art and heritage, vibrancy and diversity the cities of South Africa have to offer

SELL IT

A long-haul city break with culture, fun and beachside living — but no jet lag

Two days

DISCOVERING JOBURG

Johannesburg is Africa's most-visited city — it's an eclectic mix of nationalities, a vibrant city celebrated for its diversity. Look down on the city's streets from the 50th floor of the 732ft **Carlton Centre** — the continent's tallest skyscraper.

Experience life in **Soweto** — exploring one of the country's oldest townships is a great way of understanding the day-to-day life of South



IMAGE: PETE GODING



“The one thing you shouldn’t miss when you come to Johannesburg is Soweto. Despite past struggles, it’s a very progressive township, full of historical sights and activities and reignited life.”

Charles Ncube

myriad shopping, dining and entertainment venues — but also plenty of historical sights and museums. There’s the **Two Oceans Aquarium**, the 164ft **Wheel of Excellence** observation wheel, the **Robben Island Museum** and even some Cape fur seals who have made the Waterfront their home, around the **Clock Tower Precinct** and the quayside.

It’s also the location of the **Zeitz Museum of Contemporary African Art**, with more than 100 galleries are housed in the repurposed grain silo complex.

Take the cable-car up **Table Mountain** — or for a more strenuous trip, hike to the top of South Africa’s most iconic natural landmark with an experienced guide, then abseil down while enjoying the views.

Camps Bay, a suburb just 10 minutes from central Cape Town, is a beautiful place to enjoy the shore. At the foot of the **Twelve Apostles** mountain range, it has a village feel, with beachfront restaurants, hiking trails and soft white sands.

Two days DURBAN

The coastal city of Durban is defined by warm Indian Ocean currents, spicy Indian cuisine, and its tropical climate. Admire the city’s art deco buildings fringing the beachfront, and take a rickshaw ride along

the **Golden Mile**. This iconic stretch of beach is where the entire city seems to go after work. Families, couples, locals and tourists all walk along the promenade, relaxing and watching surfers on the waves.

The Indian community in Durban is the largest outside of India, which has a huge impact on the character of the city. **Victoria Street Market** is the embodiment of this, a blend of all things African and Indian. Set in a massive, ornate building, it’s possible to buy almost anything in the way of spices and food, as well as saris and arts and crafts.

Check out the quirky **Station Drive** precinct on a Sunday morning, a transformed industrial area, for craft beer, art installations, eclectic clothes shops and excellent coffee.

The lush **Durban Botanic Gardens** is Africa’s oldest surviving botanical gardens, and is home to some of the rarest plants in the world, as well as being a lovely place for a stroll.



“Durban really appeals to someone who wants to discover, who wants to peel back the layers of a city.”

Jonas Barausse

TOP FIVE THINGS TO DO

1 Find colour in the streets of Joburg on a graffiti walking tour with a local artist

2 Fill up at a meat-lover’s *shisa nyama* (barbecue) at Sakhumzi in Soweto for a taste of the real *kasi* (township)

3 Find art deco architectural gems on a guided walking tour of Durban’s South Beach, particularly along O.R Tambo Parade as well as Gillespie Street

4 Enjoy drinks on Cape Town’s vibey Long Street, with its eclectic selection of restaurants, bars, nightclubs and shops

5 Head out on a cycle ride from Cape Town along tree-lined farm roads through three of the region’s wine estates for wine tasting and lunch

Africans. Soweto is transcending its former reputation to become a vibrant neighbourhood full of history, culture and nightlife.

Take some time to visit **Maboneng**, a glittering example of urban regeneration done right. It’s home to markets, galleries and exciting nightlife.

Five days

CAPE TOWN, MOTHER CITY

Cape Town is a joy to explore. The **V&A Waterfront** is a good place to start, home to

NEED TO KNOW

Vital
info**Time Zone**

GMT+2.
A big plus is
no jet lag

**Currency**

The Rand
(ZAR) is
currently 18 to
the GBP

**Flight time**

11 hours to
Jo'burg with
British Airways

LANGUAGES

South Africa has 11 official languages. English is widely spoken throughout the country.

TIPPING

South Africa is similar to the UK, with 10-15% customary in restaurants and for tour guides.

HEALTH

Immunisations usually advised are diphtheria and hepatitis A. Other vaccines to consider are hepatitis B, rabies, tetanus and typhoid. If going to mountainous areas, care should be taken to avoid the ill effects of being at altitude. Avoid swimming in fresh water lakes and streams where Schistosomiasis is known to

be found — stick to the sea or chlorinated swimming pools.

BEST TIME TO VISIT

South Africa is a year-round destination with the climate varying all over the country. Summer runs from November to March, making the south west hot and dry with average temperatures of 23C, while the winter brings mild, dry temperatures to the tropical north east coast.

VISA INFORMATION

British citizens don't need to obtain a visa for stays of up to 90 days. However, checking entrance policies for passengers travelling with children under the age of 18 is advisable.

DRIVING

As in the UK, South Africans drive on the left-hand side of the road. Hiring a vehicle is one of the most affordable options for getting around and also one of the best ways to experience the nation's breathtaking scenery.

TRANSFERS

Pre-booked transfers offer a relaxing way of seeing the country.

TAXIS

Metered taxis are widely available throughout the country, especially in urban areas. Popular taxi apps — such as Uber — are a great way to get around cities.

MEET YOUR SOUTH AFRICA

WITH THE PEOPLE THAT
KNOW IT BEST



Cities



" WE JOKE THAT
DURBAN HAS
TWO SEASONS:
SUMMER AND
SUMMER. "

Jonas Barausse
The Urban Storyteller
Durban, KwaZulu-Natal

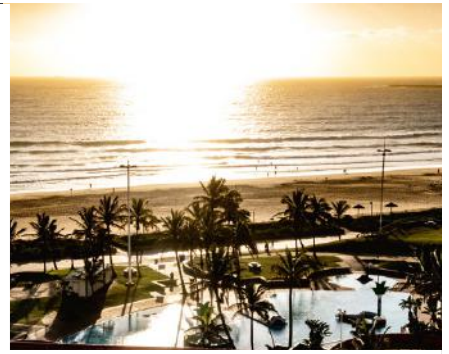


Would you and your team like training on South Africa?

Talk to us: tradeuk@southafrica.net



SOUTH AFRICAN TOURISM



SOUTH AFRICAN TOURISM



SOUTHAFRICA.NET/TRADEUK