



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

JOIN THE CONVERSATION

#TourismTuesdays



Dear Industry Partner

It gives me great joy to introduce Tourism Tuesdays! This is our weekly South African Tourism newsletter, which you'll receive every Tuesday.

As the sector's recovery gains more and more momentum, it is critical that we continue to share information and collaborate to drive a stronger recovery of the sector.

We will ensure this newsletter is loaded with relevant industry content, and it will provide you with the following:

- Updates on South African Tourism's efforts to market destination South Africa
- Updates on the work of our shareholder in relation to destination marketing
- Profiling tourism products and experiences
- Updates from the tourism sector at large

I'd also like to invite you, our industry partners, to send your updates to feature in this newsletter. I look forward to working together for the advancement of the sector.

Regards
TK

'...It is critical that we continue to share information and collaborate...'



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Minister of Tourism, Lindiwe Sisulu, engages key UK decision makers

The tourism industry is well on its way to recovery and global business events are once again reigniting the sector. On the backdrop of the tenth edition of the Meetings Show in London, United Kingdom (UK), the Minister of Tourism, Lindiwe Sisulu, last week engaged with key tourism industry and government stakeholders.

“It is critical for us to use such opportunities to ensure that we position South Africa as both a business events and leisure destination, as well as to engage key decision makers in our sources markets such as the UK,” said Minister Sisulu.

Over and above participating at the Meetings Show with the aim to position South Africa’s business events brand, Minister Sisulu also used her visit to the UK to obtain market intelligence from key UK stakeholders.

Part of her engagements included a meeting with the South African All-Party Parliamentary Group (APPG) whose purpose is to foster mutually beneficial relationships between the UK and South Africa, in particular between the two parliaments, civil society, business and commerce, and arts and culture.

“If anything, the pandemic has taught us the importance of building relationships and collaborating, in order to advance our efforts in marketing South Africa as the foremost tourism destination,” says Sisulu.

Minister Sisulu also engaged with key mainstream and trade media in order to position destination South Africa.

“The United Kingdom has over the years remained a key market for South Africa and we are committed to investing in the market for greater partnerships in the future,” concluded Sisulu.

‘...If anything, the pandemic has taught us the importance of building relationships and collaborating...’



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Domestic Tourism shows strong recovery in first 4 months of 2022

The focus on domestic tourism by the tourism sector has resulted in domestic tourism showing positive recovery.

April 2022 recorded the highest number of domestic overnight trips compared to other months, since the start of 2022.

A total of 9.1 million overnight domestic tourism trips were taken in South Africa, in the first four months of 2022. This is a 125.3% increase compared to the same period in 2021.

Furthermore, a total of 2.2 million domestic holiday trips were taken between January and April 2022, a 281.1% increase compared to the same period in 2021. This is a significant increase, as this is up to pre-pandemic levels. There was a total of R27.9 billion spent on domestic overnight trips between January and April 2022, this is a 167.4% increase compared to the same period of 2021.

Domestic same day trips also increased by 80.0%, reaching 50.5 million in this period. The spend associated with same day trips was R46.2 billion citing a 70.2% increase over the first four months in 2021.

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THE WORKSHOP

ko kasi



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The Workshop ko kasi

The Workshop ko Kasi is an eco-tourism hub built with recycled and natural materials and offers experiences in culture, art, food, wellness camping retreats and creative office spaces for emerging entrepreneurs in the area.

The business has grown to become home to other small local businesses and artists and has been graced with visitors from different parts of South Africa and the world. It contributes towards solving the problem of unemployment in the small town of Kuruman by partnering with local artisans in the area to build products using either natural, recycled and non-biodegradable material such as tyres to build with in order to ensure the environment is taken care of.

The Workshop ko Kasi was founded by Mpho Molema as a result of the after-effects of exploring the small town of Kuruman and discovering that the hidden gems around the small town are limited - this led to Mpho hosting an event called “**Baagisani Pop Up Market**” to showcase local businesses and their craft.

Through this event, Mpho realised the potential for township and village tourism in the region. She had a dream of having a place where people regard artisans for what the term really means “A place where people make and build things with their hands”. Since then, The Workshop ko kasi has become a place where authenticity and social bonds truly matter, just as it did with the beginning of humanity. A place where people come together and embrace their unique cultures. A place where we understand that times have changed and it is time to create a new reality for the current generation and ones to come, a sustainable place. The Workshop ko Kasi operates on love and values/passions about the human culture and doing things differently to adapt to the ever-changing environmental, social and economic affairs in our communities.

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Key achievements of the WORKSHOP ko kasi include:

- Construction of three sustainable eco-buildings made out of natural and recycled material
- Winners and Finalists in two categories for the Lilizela Tourism Awards 2017, 2018, 2019 (provincial and national)
- Best Visitor Experience in Roots, Culture and Lifestyle
- Best Emerging Tourism Entrepreneur of the Year Award
- Participants in the Standard Bank and BMF Innovation and Invention Programme 2018
- New Economy Accelerator - part of the top 10 in the JTG District for reimagining rural economies for a green Africa
- Tourism Indaba 2017 and Africa's Travel Indaba 2018, 2019 Exhibition - largest travel show in Africa under the Hidden Gems pavilion
- Magical Kenya Travel Show 2017, Travel Expo 2018, Holiday Expo 2019 – participated in some of the fastest growing tourism and travel trade fair events and participated amongst big travel brands and other leading tourism businesses

Situated in a township village of Kuruman in Northern Cape Province, the Workshop ko Kasi is a trendy tourism attraction that merges old traditional culture and the current way of living to create a new reality and offer authentic Afrikan experiences.

The sanctuary houses:

- township café
- an African Eco spa
- cultural and nature tours
- a workshop where we create and produce
- and occasional events such as pop up markets, poetry and storytelling sessions

Contact the WORKSHOP ko kasi +27 81 289 2662



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Trade Engagement Sessions

South African Tourism, in partnership with the Tourism Business Council of South Africa (TBCSA), recently hosted a series of trade engagement sessions with the greater tourism industry and other stakeholders.

During the sessions, South African Tourism's various regional country offices and hub teams shared greater insights into the types of experiences that appeal to travellers from the various regions. The discussions also included plans for the regions, how to get involved and how to address barrier issues as the industry markets the country to increase tourism arrivals. The first and second sessions took place on Tuesday, 28 June with the Australasia and America markets. Japan, China and India took place on Wednesday, 29 June while Africa and the Domestic session took place on 30 June. Tourism partners and stakeholders are invited to join the last session with the Europe market on Wednesday, 13 July '22 | Time: 10h00 - 12h00.

[Click here to join Zoom Meeting](#)

Meeting ID: 364 842 8372

Passcode: 218355



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