



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

JOIN THE CONVERSATION

#TourismTuesdays



Dear Industry Partner

I'd like to start by thanking you for your overwhelming response to our first edition of Tourism Tuesdays, released last week on 5 July. Your warm and positive reception of Tourism Tuesdays is encouraging us as South African Tourism to keep delivering the newsletter to you on a weekly basis. Your feedback and interaction with this newsletter also signals the spirit of collaboration, which is critical to our recovery.

In this week's edition, we focus on our United Kingdom (UK) Hub and the work that they are doing to position destination South Africa to the UK market.

The UK has been, for many years, a critical market for us and it continues to be, even in the post pandemic environment. In the first four months of 2022 alone, South Africa received 94 257 arrivals from the UK, making it one of our biggest markets.

In this edition, we also invite industry partners as well as SMMEs to join South African Tourism and become stand sharers at some of our international trade shows. This is an opportunity for us to showcase South Africa's best products and experiences on international world stages.

Please also remember to send us any updates which you would like to share with the sector.

Regards
TK



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Media Lunch with South African celebrity chef, Lorna Maseko

The South African Tourism office in the UK has been working on some exciting projects over the past couple of months, in an effort to continue flying the South African flag high. Below is an update on some of the key projects that the team has been working on.



The South African Tourism team, journalists and celebrity chef Lorna Maseko at Vivat Bacchus in London

As part of the local *Live Our South Africa* campaign in the UK, South African Tourism’s UK hub hosted a media lunch at Vivat Bacchus in London Bridge on Thursday, June 16 (which marks Youth Day commemoration in South Africa) to celebrate the nation’s rich culture and cuisine, to promote tourism to South Africa, and to introduce celebrity South African chef, Lorna Maseko.

Guests included writers and influencers from some of the UK’s leading publications, including The Times, The Telegraph, Prima, National Geographic Traveller, BBC Good Food and TTG. Journalists enjoyed delicious South African wine paired with specialties including grilled boerewors with chakalaka, lamb Cape Malay curry and malva pudding.

About Lorna Maseko

Lorna Maseko is a South African chef, media personality and former ballet dancer. She was born and raised in the Johannesburg township of Alexandra. Dance was her primary profession until around the age of 25, after this, she began her career in television, appearing on programmes such as: Afro Showbiz News, The Weekender, South African So You Think You Can Dance, I Love South Africa, Zaziwa and MasterChef South Africa.

Lorna also hosted the 2016 cooking reality series, Top Chef SA, and landed her own series The Hostess with Lorna Maseko on SABC 3 the following year.

Lorna’s love for food as well as her unique take on local dishes and fusion recipes has rocketed her to fame and allowed her to share her local tastes with the rest of the world through her cookbook, Celebrate. She is also part of Global Citizen’s Chef Manifesto, which is an initiative through the Global Citizen programme to extinguish world hunger by the year 2030, through sustainable food practices.



Centre - Lorna Maseko (celebrity chef) and Kgomo Ramoetha (Acting Hub Head UK & Ireland, South African Tourism)

Left & Right - Journalists enjoyed delicious South African food and wine



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Spotlight on South Africa at Experience Africa in London



The South African Tourism team at Experience Africa. L-R: Kgomothea Ramothea (Acting Hub Head UK & Ireland), Rachel Lewis (Campaigns & Partnerships Manager), Ana Candido (Marketing & Communications Officer)

Wild Routes Africa

Wild Routes Africa is based in KwaZulu-Natal and they focus on travellers who are looking for immersive and sustainable experiences. These experiences range from day tours with specialist guides to multi-day overland tours. Their latest project, The WanderBUS, connects South Africa's most popular routes in a fun and affordable way, and is a great alternative to flying.

www.wildroutesafrica.com

Experience Africa by ATTA (African Tourism and Travel Association), took place at the Kia Oval in London from 22 to 24 June 2022. The event is a premiere platform for uniting African suppliers with buyers from the UK, and showcases a wide range of inspiring travel products and experiences across the continent.

South African Tourism sponsored an engaging seminar on 22nd June, where a panel of three operators spoke about what they have to offer which is different and unique for holidaymakers to South Africa.

Quintin Smith - Bikes & Wines

Bikes & Wines runs guided walking and bicycle wine tours where you can explore the Cape's Winelands and enjoy some of the finest local wine tastings and food pairings that the Western Cape Winelands has to offer. As well as mountain bikes, they also offer e-bikes, which means that the whole family can participate. www.bikesnwines.com

Ingram Casey – Escape & Explore

Escape & Explore offers unforgettable tours covering one to five days of genuine, once-in-a-lifetime, off-the-beaten-track adventures. Choose from their award-winning Cape Town private day tours or their wildlife and adventure experiences further afield.

See and experience Africa like a local with their team of highly-skilled and passionate adventure guides. They'll show you a side of Africa that regular tourists rarely get to see.

They are specialists in adventure, wine, art, food and culture that focus on exploring through storytelling.

www.escapeexplore.com



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South African Tourism calls on the South African tourism industry to participate in international trade shows

South African Tourism is extending the opportunity for industry partners to become stand sharers at international trade shows. These are the shows that South Africa will be participating in:



1. IMEX America 2022 (11 – 13 October 2022)

IMEX America, Las Vegas, billed as the largest trade show in North America for the meetings and events industry, brings together thousands of buyers, meeting planners and suppliers from every sector of the global meetings industry. According to IMEX Group, when you exhibit with IMEX you'll achieve significant Return on Investment. With their unique appointments system and access to buyers, you'll do many months' worth of business in just a few days.



2. WTM London 2022 (7 – 9 November 2022)

WTM London is the leading global event for the travel industry. It provides a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business under one roof. All sectors of the travel industry are represented including Tourist Boards, Airlines, Cruise, Hotels, Luxury Travel, Responsible Tourism and Travel Technology. WTM Means Business.



3. IBTM World, Barcelona, Spain 2022 (29 November – 01 December 2022)

IBTM World is scheduled to take place from 29th November – 01st December 2022 as a physical event. The show is expected to draw buyers and suppliers from 46+ countries, with 1,625 exhibitors on the trade show floor offering many opportunities for event professionals to meet through 40,000 pre-arranged appointment system with 1,625 qualified buyers.



4. FITUR, Madrid, Spain 2023 (19 – 23 January 2023)

FITUR, Madrid, Spain will see very busy days at the global tourism industry's leading business forum that will translate into hundreds of opportunities to make contacts, start projects and make agreements.



5. ITB Berlin, Germany 2023 (7 – 9 March 2023)

Experience the whole world of travel at ITB Berlin all in one location: Countries, cities and regions, tour operators, online booking portals and hotels, and many other service providers from over 180 countries present their products and services.

**To download the application forms
please click here to jump at this amazing
and unique opportunity.**



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Kwanda Voluntarism

‘Volunteering is an increasingly popular form of responsible tourism, otherwise known as voluntourism. In South Africa opportunities abound for those who wish to do good, while they enjoy the local sights and sounds.’

Kwanda Voluntarism is a volunteer travel company situated in the Eastern Cape province. Kwanda Voluntarism matches volunteers to projects for a deep immersion into the culture of the locals. As a volunteer, you will be placed into initiatives within high-need communities in the Eastern Cape. You will get an opportunity to connect with communities in the rural villages around East London and make a real difference - working together, learning from one another and transferring skills to empower people.

Through Kwanda Voluntarism, volunteers get to work and experience the South African rural lifestyle; interact with people in the community, learn their culture, lifestyle, and local language (isiXhosa), hear their stories, their hopes, dreams and fears, all while exploring.

As a volunteer, you will bring smiles to the faces of the children and make a difference.

The founder of Kwanda Voluntarism, Zoliswa Tuswa says “to work in a community is a unique experience.”

“We believe that after the programme volunteers will go home inspired, with a new awareness of what shapes our everyday life, and an inclination to make a difference.”

Kwanda Volutarism is the perfect place for those who like to travel with a purpose.

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Kwanda Tours

During their stay, visitors will get the opportunity to fully experience the Xhosa Culture and building cross-cultural understanding through cultural immersion, influencing positive social change, and promoting responsible tourism!

Xhosa Cultural Tour Experience Highlights:

- Village Tour
- Beadwork class, learn the skill
- Prepare lunch with your host
- Taste seven colours / African Soul Food
- This is a popular Traditional South African meal that is prepared on special occasions
- Duration (3-4 hour)
- Price: R 350 per person

Kwanda Homestay

Visitors will enjoy the hospitality of a local villager and get up close and personal even if it's for a 1-night stay.

In the evenings, visitors get to enjoy sitting around the fire while dinner is prepared and hear about Xhosa folklore and tales.

- Staying over on weekends is quite interesting
- Price: R450 per room
- Include dinner and breakfast
- Gospel tour and lunch (Sunday only) Highlights: Visit a local church and listen to African Gospel singing and dance the African way
- Duration (3-4 hour)
- Price: R 350 per person

BOOK NOW: +27 73 405 1810
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