

# TOURISM TUESDAYS

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#TourismTuesdays



SOUTH AFRICAN TOURISM







## Dear Industry Partner,

This week we reach a milestone with it marking exactly a month of Tourism Tuesdays. I'd like to once again thank you for the interest you have taken in this newsletter. Thank you for engaging it and for keeping our weekly appointment, every Tuesday.

This week we focus on our India hub, one of our top six source markets. We recently launched a campaign with our partner, Air Seychelles, which will offer return tickets on the Mumbai to Johannesburg route for only R8 000. Travel will be valid between 25 July 2022 and 31 January 2023. This is just one of the ways that we are marketing South Africa to the India market, but also making it easier for travellers from India to come to South Africa.

Last week saw South African Airways and Kenyan Airways sign a codeshare agreement, which will allow travellers to combine their flights and baggage on a single ticket, when travelling with these airlines. This agreement will result in ease of travel out of South Africa to other African destinations.

These moves are testament to the great strides the tourism sector is making towards recovery.

Next month we celebrate Women's Month, a period when we celebrate women and their invaluable contribution in various spheres. As such, I will be giving this platform to the amazing women who sit on the SA Tourism Exco, as follows;

- Chief Convention Bureau, Amanda Kotze-Nhlapo on 2 August
- Newly appointed Chief Quality Assurance Officer, Bronwen Auret on 16 August
- Chief Financial Officer, Nombulelo Guliwe on 23 August
- Our newly appointed Chief Operations Officer, Nomasonto Ndlovu will wrap up Women's month on 30 August

Have a great week!

Regards  
TK



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## Overseas visitors are already booking their December holiday trips to South Africa!

A report has shown that after over two years of limited travel, overseas visitors are already booking their December holiday trips to South Africa.

According to a report by Sojern, a provider of digital marketing solutions for the travel industry, international travellers are planning further in advance in 2022 in comparison to 2019. Sojern reports that just under 40% of international travellers coming to South Africa are booking their travel over 3 months in advance, as opposed to 2019.

As a result, international travellers are already planning their December 2022 holiday trips.

The report shows that 8% of travellers from Europe have already started planning their holiday trips to South Africa and a further 7% of travellers from other international regions have booked their trips.

Interestingly, domestic travellers are booking their travel much closer to their departure dates than they did pre-pandemic.

Here are some other insights into the report:

- Flight bookings are up. In May 2022, flight bookings were up 25% on 2021 levels.
- Some destinations are recovering faster than others: Destinations like Kimberley and Bloemfontein are up YoY, however, are still a long way off their 2019 booking and search volumes.
- Flight prices are volatile: COVID-19 caused a drastic drop in inbound flight prices, however, international fares into South Africa are now in fact higher than their 2019 levels.
- Domestic travel is still booming: 49.9% of flight bookings to South Africa originate in South Africa, demonstrating how crucially important domestic travel is. The UK is 2nd, at 9.3%, with the US ranking 3rd at 5.4%, followed by Germany (4%) and Zimbabwe (2.5%).

Please [click here](#) to view the full South African Travel Trends Report.



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## South African Tourism deepens value proposition for Indian travellers with exclusive deals in partnership with Air Seychelles

South African Tourism announced the launch of an exclusive India airfare campaign in partnership with Air Seychelles. The campaign will run for a month between 25 July to 25 August 2022, offering return tickets on the Mumbai to Johannesburg route for only INR 38,148 (ZAR 8,000). Travel will be valid between 25 July 2022 to 31 January 2023. Air Seychelles is also offering an additional 20% discount on the base fare for consumers who use the promo code 00G4S51T. At a time when fuel prices and air fares are rising, this value-driven offering by South African Tourism is expected to significantly support and encourage the rapidly growing Indian tourist footfalls to South Africa.

Through this targeted digital campaign, South African Tourism hopes to engage with millennials, double-income-no-kid households, and Indian families. The campaign will showcase the value-friendly propositions offered by South Africa, allowing travellers to splurge more on wellness and experiences by saving on air fares. This is an extension of the *More & More* campaign launched by South African Tourism earlier this year and will drive consumers to make their travel bookings with direct calls to action.

Earlier this year, South African Tourism outlined a strategic roadmap to garner 64% YoY increase in Indian visitors in 2022. With over 11,274 Indian visitors travelling to South Africa between January to April 2022 itself, we are well on track to surpass these targets.

Speaking about the partnership, Neliswa Nkani, Hub Head – Middle East, India and South East Asia, at South African Tourism said, “It has been heartwarming to see the Indian travel fraternity respond positively to and welcome the unique adventures, immersive experiences and only-in-South-Africa activities that we showcased via the *More & More* campaign. We are excited to launch this deal driven campaign in India and are confident that consumers and corporates will see immense value in these deals, as they continue to curate their South African adventures. The ticket price of INR 38,148 (ZAR 8,000) establishes South Africa as an affordable long-haul destination for Indian travellers. This rate is also available to the Indian travel trade on the Air Seychelles website.”

India is now the 6th largest international source market and is one of the top-3 focus markets for South African Tourism globally, given that Indian travellers are resilient and adventurous.



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- HOME
- MESSAGE FROM CEO
- OVERSEAS VISITORS READY FOR DEC IN SA
- AIRLIFT INTO SOUTH AFRICA
- BORDER MANAGEMENT
- EXPERIENCE OF THE WEEK

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# MORE & MORE

SIGHTS TO BEHOLD

Fly Mumbai - Johannesburg  
**₹ 38,148\***  
Use Code **00G4S51T** for an added **20% off** on base fare

**BOOK NOW**



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Border Management Security Bolstered

South African Tourism welcomes the recent deployment of the first cohort of the Border Management Authority (BMA) guards by the Department of Home Affairs.

This will provide much needed assistance to ensure seamless and hassle-free processing of all visitors coming in and out of our ports of entry.

The deployment of the guards at the Beitbridge port of entry in Limpopo is the first stage of a phased approach to the establishment of this Authority which will tighten border management by implementing an integrated and coordinated approach in the border management environment.

The BMA will be fully established on 01 April 2023 through the integration of five streams of functions performed by various government departments namely: Home Affairs; Forestry, Fisheries and Environment; Agriculture, Land Reform and Rural Development as well as Health. This includes access control functions conducted by members of the SA Police Service in the ports of entry.

When fully established, the BMA will play a pivotal role in further tackling border security challenges impacting on the country and its neighbours. This includes addressing issues of uncoordinated traveller processing, cross-border criminality, illegal crossings and undue delays in the facilitation of movement of goods and services. The BMA model will pave the way for the creation of smart border posts and systems and advance trade facilitation in the region.



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## Leeto Experience

Imagine a road trip, but a road trip in a vehicle that offers you 4-star amenities everywhere you go. Chauffeur driven Jeeps, sky camping, sleeping under the stars. Starting your journey again as the sun rises, boating, water-tubing, off-road excursions, village / kasi / urban experiences, wildlife experiences, outdoor dining experiences with a chef, all of this as a well-packaged nomadic adventure that promises to go beyond the ordinary.

Currently, Leeto Experiences are offered from Friday to Sunday in the North West province, Limpopo Province and the Free State Province, visiting small towns and participating in great off-road activities.

Not only is it a unique travel experience, but it also affords people the opportunity to strengthen their connections and family ties in the breath-taking outdoors that South Africa is famous for.

To see more, follow Leeto Experience on **Instagram** [@leetoexperience](https://www.instagram.com/leetoexperience)

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