



SOUTH AFRICAN TOURISM

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Dear Industry Partner,

Happy Women's Month to every woman reading this issue of Tourism Tuesdays.

In celebration of Women's Month, I am glad to have this platform to recognise and celebrate the amazing women who work tirelessly to contribute to the tourism value chain.

Our tourism sector has immense potential and its benefits reverberate across many other sectors, which is why it is a key sector for South Africa's economy. It has the potential to address the triple challenges of unemployment, poverty and inequality, through job creation. Apart from generating revenue, tourism provides economic opportunities for women and youth, supports the development of SMMEs and has the potential to foster social cohesion. Our role as the South Africa National Convention Bureau is to market South Africa as a preferred business events destination to host meetings, conventions, conferences and trade exhibitions of all sizes.

Business events are a key economic driver. Events and conferences help to capture attention and promote attractions and are a big driver of the knowledge economy. Through events and conferences, South Africa not only attracts tourists but also investors.

Part of the work we do, which I am passionate about is providing market access and a platform to promising, upcoming players in the tourism sector. As such, to kick off Women's Month, we shine the spotlight on the CEO of Zimasa Travel, Khosi Tyobeka, a trailblazer who is always looking for ways to improve her business.

Her company provides tailor-made travel solutions; from planning to the execution of any travel or conference needs. This award-winning entrepreneur's flair for business runs in her family. When she was growing up, her mother operated a food business in their small village in the North West province.

In closing, I'd like to wish every woman a happy Women's Month, let us continue to inspire each other to become the best we can be in all aspects of our lives.

"Every woman's success should be an inspiration to another. We're strongest when we cheer each other on." Serena Williams.

Have a great week!

Regards

Amanda Kotze-Nhlapo, Chief Convention Bureau Officer



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Celebrating Women in Tourism

ZIMASA Travel CEO : Khosi Tyobeka



Khosi Tyobeka has built her business around making travelling easy and accessible. Her company, Zimasa Travel, provides tailor-made travel solutions; from planning to the execution of travel or conference needs. The award winning entrepreneur’s flair for business runs in her family. When she was growing up her mother operated a food business in their small village in the North West Province .

Tyobeka sees South Africa as the perfect tourism destination, with plenty of sights, sounds, colourful textures and cultures. The team at Zimasa Travel creates unique packages that enable all tourists to fully explore everything that South Africa has to offer. The company offers tailor-made individual and group tour packages for fun seekers and curious wanderers alike. The company works closely with seasoned service providers to ensure a comfortable, safe and exciting travel experience.

Since starting the company in 2016, Tyobeka has put her heart and soul into solidifying Zimasa Travel on the tourism business map. Her efforts have subsequently yielded several accolades from various tourism industry bodies. In 2018 Zimasa Travel was lauded at the prestigious Lilizela Awards, winning the Provincial ETEYA & MEC Special Award. The winning streak continued in 2020, when Tyobeka’s foray into entrepreneurship was capped with a nod as the finalist of the Standard Bank Top Women Award for Top Gender Empowered Company and Young Female Entrepreneur Category.

Tyobeka is a trailblazer who is always looking for ways to improve her business. At the height of the COVID-19 pandemic, Zimasa Travel and three others in the North West were selected for the Enpact Tourism Recovery Programme – an initiative funded by the German government to assist businesses with training, mentorship and financial support.

Tyobeka used the opportunity to realign the company’s strategies through staff training and upskilling. The company reinvested the funds from the recovery fund to restart its activities. In the face of the challenges brought about by the pandemic, Zimasa Travel has found creative solutions to stay in business and attract new travellers. As part of the company’s recovery, Tyobeka is also focusing on getting more South Africans to travel in their country. She is taking advantage of platforms like Sho’t Left to maximise the company’s exposure by selling to leisure travellers. Under her leadership, Zimasa Travel has also found novel ways to use the media to educate and advise on travel, to ensure that the company is foremost on the minds of those seeking to travel with flair.

With all the success she has achieved in her career in tourism, Tyobeka has not forgotten her humble upbringing. She continues to be a beacon of hope to young girls in her village, always encouraging them to work hard and to follow their dreams.



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International arrivals on a steady increase

Data released by Statistics South Africa on Wednesday, 27 July has shown a 122% year-on-year increase in arrivals, when compared with April 2021. During the month of May, South Africa received 407,262 international visitors.

This brings the year-to-date arrivals to 1.9 million. Africa Land markets have been the driver of arrivals into South Africa for the period January - May 2022, contributing 1 336 478 arrivals.

This was followed by Europe, collectively accounting for 319 045 arrivals. This is a 608.5% increase from the same period in 2021 when many countries in Europe still had travel restrictions and others had placed South Africa on red lists.

Over 96 533 travellers arrived from the Americas and 66 992 of arrivals came from Africa Air markets. Asia, Australasia and the Middle East contributed to 63 895 of arrivals during this period.

Prior to the COVID-19 pandemic, Zimbabwe was South Africa's largest arrivals market followed by Mozambique and Lesotho. However, in 2021, Mozambique overtook Zimbabwe to become the largest arrivals market.

During this period, the UK, Germany, and the USA have remained the top 3 overseas markets and the only non-African markets in the top 10 arrivals markets.

South African Tourism Acting CEO, Themba Khumalo said that although May arrivals dipped slightly from April, South Africa continues to show a steady recovery.

"In the latter part of 2021, the world started to open up a little more and we started to see an increase in arrivals. As things stand, arrivals in 2022 have more than doubled from the same period in 2021 and the outlook is positive for the rest of the year," says Khumalo.

According to Forward Keys, global arrivals in 2022, based on the forward bookings are expected to grow 87% from 2021.

The increase in numbers can be attributed to the following:

- Pent up demand due to travel restrictions during the pandemic
- Tourists are looking for value for money and thanks to the exchange rate SA is seen as value for money by some markets
- South Africa's commendable management of the pandemic – which illustrates the country's ability to take care of its citizens, visitors and tourists alike
- On 30 March 2022, the country scrapped PCR testing as a requirement for vaccinated travellers arriving in SA
- South Africa was finally taken off various countries' red list and many travel restrictions relaxed

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TGCSA Provincial Quality Assurance & General Managers Workshop 2022

The Tourism Grading Council of South Africa (TGCSA), a business unit, of South African Tourism, is running quality assurance and capacity-building workshops to create awareness of the importance of Quality Assurance in promoting the recovery and the development of the tourism sector.

Best known as the custodians of tourism quality assurance and service excellence, TGCSA is mandated to promote the star grading of establishments to ensure that South Africa remains a destination of choice that achieves the highest level of quality assurance, promotes optimal value for money and gives ‘customer expectation’ the focus it requires.

The objectives of the workshops is to re-educate tourism trade on the value of quality assurance as a key pillar of tourism recovery and encourage tourism establishments to grade through the use of available incentive programmes and the benefits thereof to properties. The workshops also present the South Africa Welcome- and trade capacitation programmes, ensuring that all relevant stakeholders on the various tourism value chain touch points understand the value of the visitor and enhance their experience by promoting service excellence within their businesses.

The workshops are a continuation from 2021 and are targeted at all graded and non-graded tourism accommodation and conferencing establishments.

To successfully execute, TGCSA is working closely with local and provincial government entities in each province to ensure that the programme is jam-packed with valuable information that will assist tourism business owners to grow their businesses.

The programme includes the following presentations from various business units within South African Tourism:

1. How to grade – the importance of grading, the process and benefits
2. Universal Accessibility Awareness – encouraging more establishments to be universally accessible
3. Illegal Advertising – process of how to submit complaints for graded and non-graded properties
4. Speed Marketing – marketing access opportunities provided through the Speed Marketing Sessions
5. Domestic Campaign – educating products on how to participate in the Sho’t Left campaigns that provide marketing value to all tourism products
6. Welcome Training and Capacity Building Programme– enhance the tourist experience at accommodation establishments



If you would like to find out more about the Quality Assurance workshops in your province, please contact Victor Sethwana via email on victor@tourismgrading.co.za to book your space for the next session.

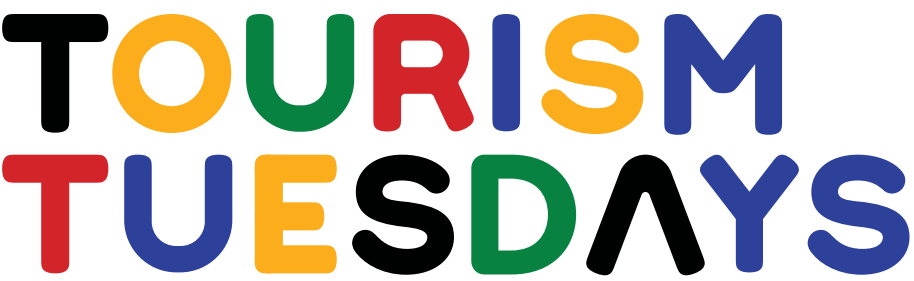


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The workshops kicked off in KwaZulu-Natal, Gauteng and Free State last year and between January and July 2022, the workshops have been hosted in Mpumalanga, Western Cape, Eastern Cape, Limpopo, Gauteng and Northern Cape in January 2022. The workshop covered two sessions in each province and each session covering two municipal areas within a province.

Upcoming Workshop Schedule:

DATE	PROVINCE	REGIONS	RSVP Link
GM’s Workshops 11 August 2022	Eastern Cape	Nelson Mandela Bay - Gqebeqa	Click here
16,17 and 18 August 2022	Northern Cape	Frances Baard DM - Kimberly John Taolo Gaetsewe DM - Kuruman ZF Mgcawu DM - Upington	Click here
20, 21 and 22 September 2022	Eastern Cape	Amathole District - East London Sarah Baartman - Jeffrey’s Bay & Grahamstown	Click here
GM’s Workshops 28 September 2022	KwaZulu - Natal	eThekwinini MM - UMhlanga	Click here





South Africa participates at Formula E - London

South African Tourism entered into a formal strategic partnership with E-Movement for the next three years. This partnership will provide us the opportunity to showcase to the world South Africa's readiness to host global events and welcome travellers to our destination.

Through the partnership with Formula E, a motorsport event held across 12 destinations in 5 continents, will see Cape Town will be the first Southern African city to host a Formula E race for the next five years. The first race will take place in February 2023 as part of Season 9.

The Formula E event has a projected 33 000 spectator base (based on previous races in similar sized cities), and for the Cape Town ePrix, 10 000 are projected to be international spectators spending more than 7 nights in South Africa, and another 10 000 are projected to be domestic spectators from outside of Cape Town. This will bring in an estimated R 2 billion in economic impact and more than R 500 million in media exposure.

Formula E has become a fast-growing motorsport event in terms of spectator audience and global TV audience being broadcast in more than 190 territories. The race is also televised globally to an estimated audience of 411 million viewers.

Through this partnership, the Season 8 race London ePrix took place this past weekend and SA Tourism had an activation stand to promote the Cape Town ePrix.

The event was broadcast on SABC and SuperSport over the weekend and the 60 seconds version of the *Live Again!* TVC was flighted during the race.



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Experience of the week

Monakaladi Gardens Wedding Function Venue and Homestead

Monakaladi Gardens is a rural-based function venue and accommodation establishment that opened in 2015. They offer venue facilities for conferences, weddings, and private events, as well as self-catering equipped accommodation cottages.

The Function Venue offers;

- Outdoor activities including Go Karts and team building games
- Weddings
- Meetings and conferences
- Matric farewells & school functions
- Baby showers & bridal showers
- Private functions
- Kiddies parties

They have experience in both international and local experiences, handling a wide variety of events, from conceptualizing the theme, menu planning and execution, to making your day the talk of the town.

They are in the process of expanding into the agritourism space and have started with a backyard homestead.

The backyard homestead offers; 20 edible trees, herbs, veggies, and fruit providing guests with a farm-to-table experience. Guests can get in touch with nature and experience the true essence of village and homestead life.

Visitors get to walk through the edible gardens, feed the chickens, harvest strawberries, and enjoy homemade lemon juice. No matter the season, there is always something exciting to do.

The backyard homestead also hosts a Boma with an outdoor fire pizza oven for guests to enjoy.

Other offerings;

- Accommodation
- Tented accommodation ideal for camping
- Tea garden
- Swimming pool

Visit www.monakaladi.co.za to find out more.

Address:

Monakaladi Gardens Wedding and Conference Venue
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Along Lichtenburg Road R503
Contact them on:
Phone: +27 18 011 3603 | +27 82 826 2943
Email: bookings@monakaladi.co.za



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