



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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#TourismTuesdays





Dear Industry Partner,

I'd like to start by wishing our industry partners a happy Women's Month. I am proud to be part of an industry that has so many trail-blazing, resilient women at its helm.

Having recently taken up the position of Chief Quality Assurance Officer at South African Tourism, I am excited to lead the Tourism Grading Council (TGCSA) to new heights and to lead quality assurance within destination South Africa.

One of the key projects that we are leading as the Grading Council, which is critical for the upliftment of women and youth within the tourism sector, is the Basic Quality Verification Program. This program aims to support small businesses that are trying to enter the sector, providing structured development to enable establishments that do not meet core grading requirements, as set out by the TGCSA.

Over time, this will see establishments develop their products and offerings to be in a position to achieve formal grading. I am very proud of the work we continue to do and to be afforded the opportunity to inspire the tourism value chain and drive the prosperity of our sector through sustainable business, people, and service. I would like to extend a hearty thank you to the incredible team of women at the helm of the industry grading. These are the ladies who work with me within the TGCSA. Thank you for your unwavering commitment to quality assurance and making sure our visitors have exceptional experiences.

Once again, I'd like to wish every woman in the tourism sector a Happy Women's Month and encourage you to continue to commit to this incredible sector, which has the transformational potential to better the lives of the people in our country.

"There is no limit to what we, as women, can accomplish." Michelle Obama.

Regards,

Bronwen Auret
Chief Quality Assurance Officer – Tourism Grading Council of South Africa, South African Tourism.



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SA Tourism hosts inaugural PlanCon

In a step to planning for the 2023/24 financial year, South African Tourism recently hosted its inaugural Planning Conference (PlanCon). Held from 1 – 5 August 2022, PlanCon brought together South African Tourism’s senior leadership teams, provincial tourism authorities, South African Tourism’s agency partners, the National Department of Tourism as well as industry partners, with the single view to collaborate and strategise to ensure the industry catapults to greater heights.

Sessions from PlanCon addressed amongst others, the following:

- Collaborating to increase arrivals to meet the target of 21 million arrivals by 2030
- Using data and insights to lead destination South Africa’s marketing efforts
- Areas of collaboration between the tourism sector, other government departments as well as other value chain partners

Some feedback from PlanCon attendees:

- “Great and informative”
- “Much needed”
- “Eye-opening”
- “Enlightening”

“We are proud of this inaugural PlanCon, and we look forward to many more where we can invite more stakeholders for robust discussions that can only benefit our tourism sector and contribute to growing our economy,” says South African Tourism Acting Chief Executive Officer, Themba Khumalo.



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TUESDAYS**



Sho't Left Travel Week: unlocking affordable and accessible travel experiences

It is that time again, when South Africans get to take advantage of the biggest travel sale of the year, Sho't Left Travel Week. In partnership with the Tourism Grading Council of South Africa and provincial tourism authorities, Sho't Left Travel Week will unlock the country to everyone who holds a valid ID, passport, or driver's license and invite them to explore all the beautiful sights the country has to offer. If you book your travel between 5 and 11 September, you can get up to 50% off on your next Sho't left, and travel anytime when you're able. Whether it is for a flight ticket, a bus ride, accommodation, or any of the vast leisure experiences in our country, Sho't Left Travel Week has it all.

Make sure you don't miss out on this great sale. Visit www.shotleft.co.za for these great deals from the 5th to 11th of September, and get ready to enjoy your country.

South African product owners can still join South African Tourism on this mission to grow our domestic market, by providing discounted travel offers to South Africans through this annual, ground-breaking Sho't Left Travel Week. South African Tourism is calling on you to come on board with special travel offers that will create excitement about travelling locally!

Please register on deals.southafrica.net by no later than 28 August 2022.



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**TOURISM
TUESDAYS**

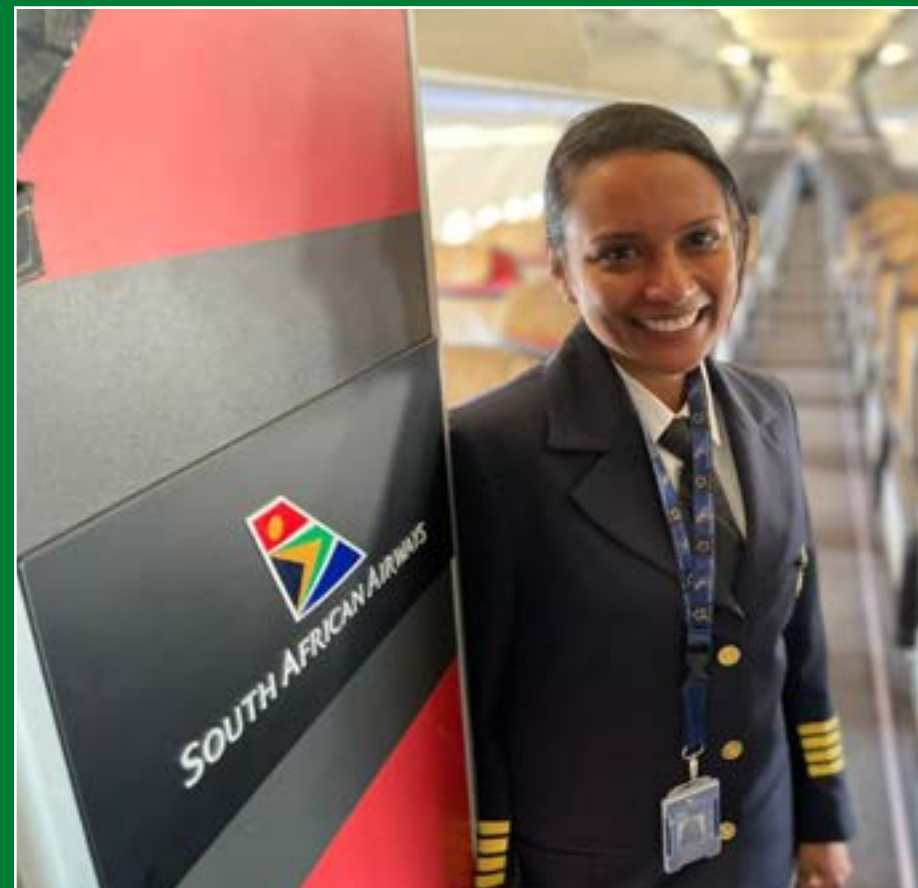
SAA all-female crew flights this women's month

In celebration of Women's Month, South African Airways (SAA) has implemented a campaign under the theme "Fly High #NdizaNtombazane," "Fly High Girl" to celebrate the immense contributions and success of women. Through this campaign, SAA will place three flights under women's complete command during August, to demonstrate its support for gender equality.

The all-female crew flights, both in the cockpit and cabin, will take charge of selected SAA's scheduled flight operations on 9 and 30 August 2022. The first of the flights took to the skies on 9 August.

Celebrations also include discounted fares for customers during August (on <https://www.flysaa.com/>) and an external competition where customers stand a chance to win a flight simulator experience with one of the airline's female pilots.

The next all-female flight has been planned for 30 August from Johannesburg on a route, to be announced.



Captain Anuka Pillay, 41, Female captain on the A320. She started at SAA in 2010 and has been flying for 19 years. She has an Industrial Engineering degree.



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**TOURISM
TUESDAYS**

Virtuoso Travel Week, Las Vegas

South African Tourism Acting CEO, Themba Khumalo and Chief Operations Officer, Nomasonto Ndlovu are in the United States this week to conduct a series of Global Advocacy Engagements alongside the US hub team.

Starting with trade, media and stakeholder engagements in Los Angeles, the delegation is also attending Virtuoso Travel Week in Las Vegas where they will meet with top travel advisors and trade media specialising in luxury and experiential travel.

The US is one of SA's top three overseas source market and is the fastest growing overseas market post the COVID-19 pandemic.

Look out for more details in next week's edition of Tourism Tuesdays on South Africa's participation at Virtuoso Travel Week as well as all the New York engagements with key members of trade and media in this important market.



Thandile Babalwa Sunduza, Consul General of South Africa in Los Angeles (second from left) captured together with the SA Tourism delegation who met with Entertainment Tonight host Kevin Frazier (center) during the Los Angeles global advocacy engagements.



SOUTH AFRICAN TOURISM



Experience of the week

Halaal Hopper caters to the needs of the Muslim traveller, and offers them the opportunity to explore a truly authentic experience of Islam in the Western Cape.

Halaal Hopper Tour activities provide travellers with authentic Cape Malay Cuisine and Culture, with highlights that include dining and cooking experiences with locals on the Cape Flats.

Meet the owner and founder Fayrouz

Born in the Western Cape of South Africa, Fayrouz began her professional career as a tour guide and during her successful 23-year career, she identified scarcity of Halaal catering and facilities for Muslim travellers, at the various Cape tourist attractions.



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TUESDAYS**