



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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#TourismTuesdays



Dear Industry Partner,

I'd like to wish all our tourism partners a Happy Women's Month. This is a very important period for women in South Africa, as it celebrates the contributions women have made and continue to make to make this country what it is today.

I take great pride to be a woman in South Africa because this means I follow in the footsteps of the great women who have paved the way for women of my generation. Moreover, I am proud to be a woman working within a sector, which celebrates and opens doors for women from all walks of life.

As the Chief Financial Officer at South African Tourism I must acknowledge the role the organisation plays in answering the call of the National Development Plan, Vision 2030, in driving transformation and delivering tangible results in empowering women and the youth.

As a young woman, I am passionate about transforming both these categories and one of my goals is to help elevate emerging entrepreneurs and small, medium and micro enterprises and women in the tourism sector. They too deserve every opportunity to share in the economic pie.

The sector, as highlighted in the NDP, is ideally placed to build a transformed and democratic economy. Bearing this in mind, let us make sure we in the tourism sector do all we can to help eliminate poverty, despair and hunger across our country. There is no better time than during Women's Month to remind everyone, there is no tourism without women.

The COVID-19 pandemic stretched all of us beyond anything we could have imagined, but above all, it taught us how resilient we are as a sector. This is why I celebrate the women in tourism, for their resilience and everything they have overcome.

In this edition of Tourism Tuesdays, we look at the great work that the Tourism Grading Council is doing with a global benchmarking exercise, in order to review the grading criteria to ensure that South Africa stays on par with global standards. This will go a long way towards us providing quality experiences to our visitors from all over the world.

We also look at the work being done by the NCB on the Western Cape leg of their national roadshow, aimed at driving awareness of the SANCB's support services, the Bid Support Services and the National Association project.

I hope you enjoy this issue of Tourism Tuesdays and please remember, that this newsletter is a platform for sharing updates on all things tourism. It is for all of us and you are also welcome to share your updates or stories that you want to see featured in the newsletter. You can submit them to lesegom@southafrica.net.

"Where there is a woman, there is magic," Ntozakhe Shange.

Kind regards,

Nombulelo Guliwe, Chief Financial Officer



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TGCSA international benchmarking exercise to review grading criteria

The Tourism Grading of South Africa (TGCSA) commenced a global benchmarking exercise as part of a review of the current grading criteria, which was released in 2019.

The aim of the exercise is to visit countries that provide a classification grading system or similar services to South Africa, in order to continuously improve South Africa's grading system.

The benchmarking trip commenced with a visit to Malawi (Malawi Tourism Council), on 24 - 26 July, followed by Kenya (Tourism Regulatory Authority) on 27 - 29 July, and Rwanda (Rwanda Tourism Development) on 30 July – 3 August.

Operating as a business unit of South African Tourism, the TGCSA is the only officially recognised quality assurance body for tourism products in South Africa. 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 comparative information to be sought includes, but is not limited to, the following in order to give greater insights and understanding of the areas of potential improvement and adaptation accessible to the Tourism Grading Council of South Africa to improve service delivery:

- Legislation Governing the Quality Assurance Entity
- Entity Funding Mechanisms and Governance Structure
- Relationship between the Destination Marketing Organisation (DMO) and the Quality Assurance Entity
- Quality Assurance Entity Organisational Structure
- Assessor Employment and Remuneration Structure
- Sales and Business Development Mechanisms and Structures
- Membership Period and Assessment Frequency
- Membership Fee Cost Determination factors
- Voluntary vs Compulsory Membership
- Membership Retention Strategies and Value Offering (If Voluntary)
- Utilization, Cost, and Type of Insignia
- Control of Utilization of Insignia
- Quality Assurance Categories and Service Offerings
- Criteria Review Practice
- System Utilization and Demonstration
- Specific Focus on Home Sharing practices
- Degree of Incorporation of Online Guest Reviews into the Quality Assurance Systems
- Approach to Accreditation of Sustainable Tourism Practices and Universal Accessibility
- Enterprise Development Programme

The exercise included a site visit to quality assured products of each country visited, comparatively applying the in-country classification criteria and the Tourism Grading Council of South Africa's assessment criteria including the universal accessibility standards. The benchmarking activity aimed to evaluate the differences between classification criteria while taking into account changing consumer needs, safety and quality compliance, and the balance between "hard" product and "soft" service criteria because service ratings are an important aspect of customer satisfaction.

The exercise will continue benchmarking with other countries such as Scotland, New Zealand and Dubai.



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SANCB at SACCI congress

As a strategic partner and a patron of the Southern African Association for the Conference Industry (SAACI), the South African National Convention Bureau (SANCB) is proud to have been part of the 2022 annual SAACI Congress.

Held in Stellenbosch from 14 – 15 August, the Congress brought together the full events industry value chain to provide updates on the sector, provide insights and work towards making the business events industry a better one. The SANCB seized the opportunity at the congress, to:

- Provide an annual update on the performance of SA as a business events destination;
- Present updates on projects that the SANCB is currently executing and planned future projects; and
- Provide motivational content that will inspire the industry.

Delegates at the launch of the SANCB in 2012 signed a pledge committing to assisting South Africa to achieve targets set out for the business events industry.

Participants at this year's SAACI Congress were given the opportunity to take the updated pledge, which reflects the business events' ambitions for the near future.

MEET SOUTH AFRICA

Arrive Intrigued. Leave Inspired.

I, pledge... Unconditional commitment, alongside every industry role player, to focus all my efforts on the successful recovery of our business events industry. To work towards our national strategy, to increase the number of business events in South Africa, including the realisation of 21 million arrivals by 2030. And to seek to become a leader that transforms our industry through our collective effort to rebuild through job creation and skills development, ultimately ensuring success is shared by all. To elevate the standards of professionalism well beyond the expected norm. And to find ways to galvanise businesses and delegates who attend events in our country looking for inspiration, offering remarkable experiences, unique to the South African warmth and spirit. To always endeavour to infuse my own uniqueness into an industry reliant on diversity for future success. Standing proud and tall to be part of an industry that will recover to win as one nation.

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SA Tourism USA roadshow

Bolstered by record North American arrivals, SA Tourism officials look to shore up stakeholder confidence

Building on the enthusiastic response from the recent report that the US was South Africa's top source market for overseas travel in 2021, top executives from South African Tourism launched a week-long series of Global Advocacy Engagements visiting Los Angeles, Las Vegas and New York City to help build on that momentum with trade, media and stakeholders in this important market.

While in Los Angeles meeting with the South African Consulate-General, media and stakeholders, acting CEO, Themba Khumalo, shared that arrivals figures for 2022 continue to inspire optimism, with 76,994 Americans having already visited South Africa as of May 2022. US arrivals have shown an impressive increase of 391% year-on-year, representing 53% of arrivals in the same period in 2019.

The delegation then joined Virtuoso Travel Week in Las Vegas to engage in one-on-one appointments with travel advisors, tour operators and media representatives to share destination updates, including the organisation's *Live Again* campaign. This new campaign positions South Africa as the ultimate destination to re-awaken, re-energise, and re-ignite travellers' mind, body, and spirit, leaving them totally transformed.

In the wake of major announcements of new connectivity to South Africa, COO, Nomasonto Ndlovu met with the South African Consulate-General, South African Ambassador to the United Nations, tour operators, media and stakeholders including executives from both United Airlines and Delta Air Lines in New York City.

These meetings continued the destination's initiatives to strengthen relationships with its airline partners. Ndlovu commented that, "connectivity is the lifeline of any destination's tourism efforts, and we are excited by the increased connections both United and Delta are bringing to South Africa. With this new connectivity and our ongoing marketing efforts in North America, the future for destination South looks bright."

As the week-long programme ended, Jerry Mpufane, President North America Hub reiterated the destination's enduring invitation to North American travellers noting that, "our beautiful country is open and ready to welcome them with our uniquely South African brand of warmth and hospitality."



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South African National Convention Bureau Roadshow

The South African National Convention Bureau (SANCB) has just concluded the third leg of its national stakeholder roadshow in the Western Cape. The roadshow started with the Southern African Association for the Conference Industry's (SAACI) 2022 Congress hosted in Stellenbosch from 14 – 15 August.

The two academic workshops took place at Stellenbosch University on 18 August and the University of Cape Town on 19 August. These engagements aim to drive awareness of the SANCB's support services, the Bid Support Services and the National Association project. The leads generated through these engagements are converted into bidding opportunities for the destination and ultimately converted into secured pieces of business for the destination.

The target audience for these academic workshops includes academics, faculty deans and academic administrators in the faculties of law, agricultural, and natural sciences, affiliated with various international or regional associations. The SANCB's mandate is to market South Africa as a business events destination and has several support services available to academic institutions, associations and NGOs that wish to bid for regional and international conferences.

The unit has already hosted in the past two months' engagements at Nelson Mandela University, University of Johannesburg, and North West University and planning is underway for other academic institutions in other provinces.



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Product of the week: Polka.dot.coco



Fashion plays an integral part in any country's cultural expression, and South Africa's iconic styles are no different.

This week's featured product is [polka.dot.coco](https://www.polka.dot.coco), a unique South African brand based on the South Coast of Durban. They specialise in handcrafted accessories using locally sourced material mainly using Shweshwe material. Their products are treasured worldwide.

They have a wide range of well-selected fabric and make great accessories to suit every style. Owned and run by a sister duo "Nelly" and "Zi" Zama, the brand is mostly known for its handcrafted accessories.

Their product offering ranges from gifting, wedding accessories, office wear accessories, street-inspired accessories, accessories for photoshoots, entertainers, students, corporate gifts and they stock for retail stores as well.

If it's accessories you are after then polka.dot.coco has got you covered!

About the founders

Two sisters are inspired by fashion and Africanism. Nelly and Zi handcraft all of their products in Umzinto, south



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