



SOUTH AFRICAN TOURISM

# TOURISM TUESDAYS

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Dear Industry Partner

As we are nearing the end of Women's Month, I am honoured to have this platform to celebrate the incredible women of this country and especially, the women who make the tourism industry the tremendous success it is today.

Women's Month is critical, not only because of its historical significance, but also for carving a trajectory for this country that centres on women, their development, and prospects for growth. It is for this reason that I am proud to be a leader in the tourism industry, a sector that pays a special focus to the development of women and youth.

I always say that my entry in to the tourism sector was quite serendipitous, and I am grateful for the opportunities the industry has offered me as an individual, but also for the opportunities it has afforded me to make a meaningful contribution to the lives of others, particularly women.

As the newly appointed Chief Operations Officer of South African Tourism, I am excited to have joined the organisation at such a critical time, when we are essentially reimagining the sector, following the COVID-19 pandemic. Amongst other focus areas, my role aims to ensure market access in the industry to marginalised groups such as women and youth. This is critical as the tourism industry is a large contributor to job creation and to the country's GDP. Opening the sector up to new entrants also elevates our value proposition for our travellers, by allowing us to offer many diverse products and experiences.

I have always been passionate about education and ensuring that as an industry, we produce work-ready individuals. One of the programmes we run as South African Tourism is the Work Integrated Learning Programme which we have been running with tourism management students at the University of Johannesburg. We plan, in the near future, to extend this programme to include other educational institutions for us to ensure that we provide tourism students with the requisite experience, to not only complete their qualifications, but to also prepare them for the working environment.

I would once again like to wish our industry partners a Happy Women's Month, and I would like to encourage us to continue working through the challenges, supporting and propelling each other to be better.

"I always believed that one woman's success can only help another woman's success," Gloria Vanderbilt.

Regards,  
Nomasonto Ndlovu, Chief Operations Officer.



SOUTH AFRICAN TOURISM

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## World Tourism Day & Tourism Month Celebrations

September is Tourism Month, with 27 September being World Tourism Day. Tourism Month is a period when the tourism sector draws a focus on the importance and the contribution that the tourism sector makes to the South African economy.

The theme for this year's World Tourism Day, as per the United Nations World Tourism Organisation, is *rethinking tourism*, highlighting the shift towards tourism being recognised as a crucial pillar of development. This theme is also fitting, as the world is reimagining tourism, following the COVID-19 pandemic.

The Minister of Tourism, Ms. Lindiwe Sisulu, will officially launch Tourism Month on 4 September, with the Western Cape as the host province. Please keep a look out on Tourism Tuesdays, for Tourism Month celebrations.

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TUESDAYS**



## Woman in tourism: Wendy B Mpendulo



Founder & Managing Director of Miente Manufacturing

The growth of the global wellness movement has created demand for healthy snacks such as tree nuts, seeds and dried fruit. Over the years, global demand for tree nuts has grown quite considerably, making it a lucrative business. This global demand for almond, macadamia, cashew and other tree nuts has created a thriving business for Pretoria-based Miente Manufacturing. Owner, Wendy Mpendulo, has positioned the business to sell nut-products and other snacks to local and international customers.

The self-made entrepreneur finally found her business niche in 2016 after several attempts in the competitive local catering business space. With the help of an incubator, Mpendulo was able to get Miente Manufacturing off the ground. Since then, their products have the stamp of approval from the South African Bureau of Standards, which has made it easier for the company to export globally.

The concept behind Miente Manufacturing is to produce healthy and filling snacks that can be bought on the go. South Africa is the world's largest producer and exporter of macadamia nuts. The country also produces pecan, and on a smaller scale, walnut, almond, cashew, hazelnut, pistachios, and peanuts. Locally produced nuts are mainly exported to high-income countries that have high consumption of these products.

Mpendulo's decision to change her business focus from being consumption-oriented to being production-centered has helped her empower local communities where she sources her produce. South Africa's nut production industry taps into the earth in order to produce the tree nuts, while ensuring that the local ecology and environment is not harmed. The tree nut industry also tells the story of South Africa's culinary heritage and local history. With each packet of macadamia or peanuts or any of the products from the Miente range, consumers get a taste of the local culture and folklore. From the landscapes of Limpopo and Mpumalanga, to the Eastern Cape where the tree nut farms are situated, the South African story and beauty is fully explored.

The onset of the COVID-19 pandemic has brought about new opportunities for Mpendulo and the team at Miente Manufacturing. Their snacks and tree nut products have attracted new clients and opportunities for the business, in line with the further growth of the global wellness movement. During the pandemic there has been greater demand for healthy eating and snacking alternatives. As part of their product offering, Miente Manufacturing also sells different types of blended, caramelised, and nuts coated with different flavours. The snacks can be consumed in their natural form or incorporated into various recipes.



SOUTH AFRICAN TOURISM

**TOURISM  
TUESDAYS**





## Speed Marketing Sessions

South African Tourism through its business unit, Tourism Grading Council of South Africa, continues to create a platform for new and existing tourism products to showcase themselves to local and international tour operators, with the aim of building a quality visitor experience through Virtual Speed Marketing sessions.

Speed Marketing is a market access platform created to provide tourism businesses an opportunity to interact and forge business relationships between products and buyers like tour operators and DMCs who are either already packaging and selling the destination or have shown interest in doing so.

The Visitor Experience team is hosting ten local buyers, over four days, to explore and experience the tourism products and experiences first hand.

In collaboration with the uMlalazi and uMhlathuze Municipalities, the Speed Marketing sessions will take the ten local tour operators on an adventure with an exciting and jam-packed itinerary. The itinerary is tailor-made for the group to meet with amazing product owners who are SMMEs and based in VTSDs (villages, towns and small dorpiess) to enjoy **ACTIVE ADVENTURE, NATURE & CULTURAL** experiences in KwaZulu-Natal.

South Africa has many unexplored hidden gems especially in Villages, Small Towns and Dorpiess and these experiential Speed Marketing sessions provide both the tour operator and product owners an opportunity to enjoy unique and authentic tourism experiences found in and around these VTSDs.



SOUTH AFRICAN TOURISM

**TOURISM  
TUESDAYS**



## Table Mountain Ariel cableway is open for adventure!

The Table Mountain Ariel Cableway officially re-opened on Sunday, 28 August 2022!

The cableway was shutdown on 25 July last year to allow for the maintenance of the Cableway's upper and lower stations and the cabins. In addition to ensuring safety on the cableway, the maintenance reduces technical delays and allows it to run optimally.

They are back and open to business during the following operating times::

Trading time: 08:30-17:00  
Last Car Up at 16:00  
Last Car Down at 17:00

Tickets are available at the lower and upper stations as well as via the TMACC website at <https://tablemountain.net/>



SOUTH AFRICAN TOURISM

**TOURISM  
TUESDAYS**



# US Global Advocacy Engagements: Rugby Sevens

Over the weekend, the South African Tourism North America Hub team wrapped up their series of recent US Global Advocacy engagements by joining the South African Consulate General in Los Angeles for a consumer activation at the grand finale of the HSBC World Rugby Sevens Series 2022.

Colourful PA announcements with Live Again! themes directed fans to the South Africa promotional booth at the Fan Festival where the team promoted the destination's variety of experiences and value for money proposition with an emphasis on travel now. SA Tourism's Live Again! brand advert, alongside a promo video for the upcoming Rugby World Cup Sevens (which will be held in Cape Town in September), was broadcast on the stadium's jumbotron throughout the weekend with 30 000 fans in attendance.

Lastly, the North America team conducted a meet and greet with the Blitzboks, who made us all proud as they brought home silver in this year's HSBC World Rugby Sevens Series (finishing second in overall points only to Australia). The discussions included the importance of leveraging influential platforms and voices (including those in sport) to build consumer confidence in South Africa as a preferred leisure tourism and business events destination.



SOUTH AFRICAN TOURISM



TOURISM  
TUESDAYS





SOUTH AFRICAN TOURISM

## Experience of the week

!Khwa ttu is a San culture and education centre based on an 850-hectare nature reserve, 70 kilometres north of Cape Town. !Khwa ttu offers a unique experience introducing visitors to the world of the San (in the past called Bushmen) and gives guests the opportunity to eat, sleep and shop. The Centre is housed within a series of lovingly restored old West Coast farm buildings, whilst the surrounding area teems with an abundance of birdlife, game, fynbos and stunning views over the Atlantic Ocean and Table Mountain.

!Khwa ttu is a thriving tourism destination, boasting a busy restaurant, stylish guest houses, open air tented camps, thrilling mountain bike trails, and a shop selling hand-crafted gifts found nowhere else. San guides lead unique tours for visitors, fulfilling !Khwa ttu's mission to enable San to reclaim and share their heritage in their own way.

The San are descendants of an ancient hunter-gathering people, who have encountered dispossession of their territories, discrimination and poverty. Yet, !Khwa ttu is not a monument to suffering or misery. It is a living celebration of past and present San culture and is an uplifting and inspirational experience.

**TOURISM  
TUESDAYS**