



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

JOIN THE CONVERSATION

#TourismTuesdays





Dear Industry Partner,

I'd like to start off by thanking my EXCO colleagues who took over this platform throughout the month of August, to celebrate women in the tourism sector, during Women's Month.

September is an exceptionally exciting month, not only because it is the start of spring in South Africa, but because it is Tourism Month. This past weekend, the Minister of Tourism, Lindiwe Sisulu officially launched Tourism Month in the Western Cape; a month dedicated to celebrating domestic tourism which is the bedrock for driving sustainable growth into the future.

During this month, the United Nations World Tourism Organisation also celebrates World Tourism Day, on 27 September.

Yesterday, 5 September also marked the start of Sho't Left Travel Week, the Great South African Sale. This is a week when South Africans get to buy a variety of travel deals at a discounted rate.

I would like to thank all our trade partners who have made Sho't Left Travel Week possible, thank you for partnering with us to make travel affordable and accessible to all South Africans.

Please log onto the Sho't Left website <https://www.shotleft.co.za/> to get your travel deals, and go out and explore your country.

I'd like to wish you all a productive week.

Kind Regards,
Themba Khumalo



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Minister Sisulu Launches Tourism Month

Minister of Tourism, Lindiwe Sisulu, officially launched Tourism Month 2022. Held at the !Kwa ttu, San cultural village, on the West Coast, the launch took place on 4 September and brought together key tourism and media stakeholders.

Tourism Month is in line with South Africa's vision to ignite inclusive economic growth, sustainable job creation and transformation which, are all critical for the industry. Tourism month is a time that the tourism industry places a focused approach on domestic tourism, engaging and collaborating as the greater tourism sector to grow domestic tourism.

Tourism Month is celebrated in the same month that the UN World Tourism Organisation celebrates World Tourism Day, which falls on September 27 each year. The theme for this year is '**Rethinking Tourism**', compelling the sector to reimagine itself, following the pandemic.

Minister Sisulu said this year's theme is appropriate when one considers the hardships that the sector has recently faced. "This theme is fitting, as the world over, the tourism sector is being reimaged, following the devastating impact of the COVID-19 pandemic. This theme is also symbolic because as a sector, the pandemic required us to step back, relook the industry as we know it, and ultimately, see how we should rebuild it," said Sisulu.

Annually, Tourism Month celebrations are held in a different province, to make a contribution to the local economy of the host province. This year Tourism Month is hosted by the Western Cape.

Sisulu emphasised just how significant Tourism Month is, particularly this year. "This year's Tourism Month celebrations are incredibly special because we are recognising how far we have come as a sector, in spite of everything we have been through in the last few years. Furthermore, looking at our sector's great performance for the first half of the year, we have all the reason to celebrate," said Sisulu.

Mireille Wenger, MEC of Finance and Economic Opportunities in the Western Cape said it is an honour for the province to be the host of Tourism Month. She also encouraged South Africans to go out there and explore their country.

"I encourage south Africans, in whichever provinces they are to support the tourism and hospitality sector, which has been through a very tough time.

If we all get out there, not only will tourism recover to pre-pandemic levels but it can far exceed them. And, at the end of the day, this will help boost our economy and create many more jobs for residents in the Western Cape, and across the whole of South Africa," she said.



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Take a Sho't Left Mzansi – Travel Week

Want to explore the country, but not sure where to start?

Want to take a holiday, but think you can't afford it?

Tourism isn't only for overseas visitors: take a Sho't Left and see just how beautiful your country is ...

The Great South African Sale! Sho't Left Travel Week began yesterday, 5 September, and runs until 11 September. This is your opportunity to travel your country on discounted rates.

Sho't Left Travel Week aims to promote a culture of local holiday travel, targeting ordinary South Africans and their families who have a desire to see more of the country but don't know where to go.

Sho't Left Travel Week allows you to experience everything South Africa has to offer; beautiful people and beautiful places. From majestic rivers to sun-soaked beaches, from breath-taking mountains to valleys and views that will leave you speechless.

From gritty wildlife to vibey nightlife there's literally nothing you can't experience. So, get out there, take a trip and have some fun.

Visit <https://www.shotleft.co.za/> and book your deals



**THE GREAT SOUTH AFRICAN SALE
IS HERE 5-11 SEPTEMBER
GET UP TO 50% OFF
ON TRAVEL DEALS**

#TravelWiseMzansi



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Tourism Performance

South Africa's tourism sector showed great recovery in the first half of the year.

The total arrivals for January – June 2022 were 2,285,746. This was a 147% increase from January – June of the previous year. This means January – June 2022 represented 45% of 2019 and 55% below 2019 levels.

The biggest market in terms of absolute numbers was the African Land markets; these markets had a 109% increase in arrivals compared to the same period in 2021. The Africa Land markets brought in 1,634,244 arrivals.

Arrivals from the Americas increased by 331% and represented 128,991 arrivals. Europe had the most considerable percentage increase in arrivals of 563%. The total number of European arrivals from January – June 2022 was 356,352.

African Land arrivals still account for the bulk of arrivals to South Africa.

Europe is the second biggest region for arrivals this year, followed by the Americas.

Between January and June 2022, 15,2 million domestic trips were taken. This is a major win for the tourism sector, as this is higher than pre-pandemic levels, indicating that South Africa's domestic tourism sector also experienced the revenge travel trend.

Furthermore, the share of holiday trips has increased by 23,8% compared with the same period in 2021.

Additionally, the average spend per trip has increased by 28,6% meaning South Africans saved their travel money during lockdown travel restrictions to take that one trip they have been looking forward to for two years. On average South Africans spent R 2,850 on their domestic trips.

In August, forward bookings increased by 328% (85,960). Between August to October, there was a 287% (187,667). For August to January 2023, there was a 227% (294,220) increase in bookings.



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Experience of the Week: Jabulani Nature Lodge

The Tourism Grading Council of South Africa recently awarded a 5 star premium grading certificate to Jabulani Nature Lodge, in Hoedspruit. This is one of only 19 properties in South Africa with 5 star premium grading.

Set within a Big Five private game reserve in the Greater Kruger National Park of South Africa, Jabulani's six suites and exclusive Zindoga Villa ensure a highly refined, personalised and intimate stay.

Jabulani is not your usual safari lodge. It has a story that has inspired the world.

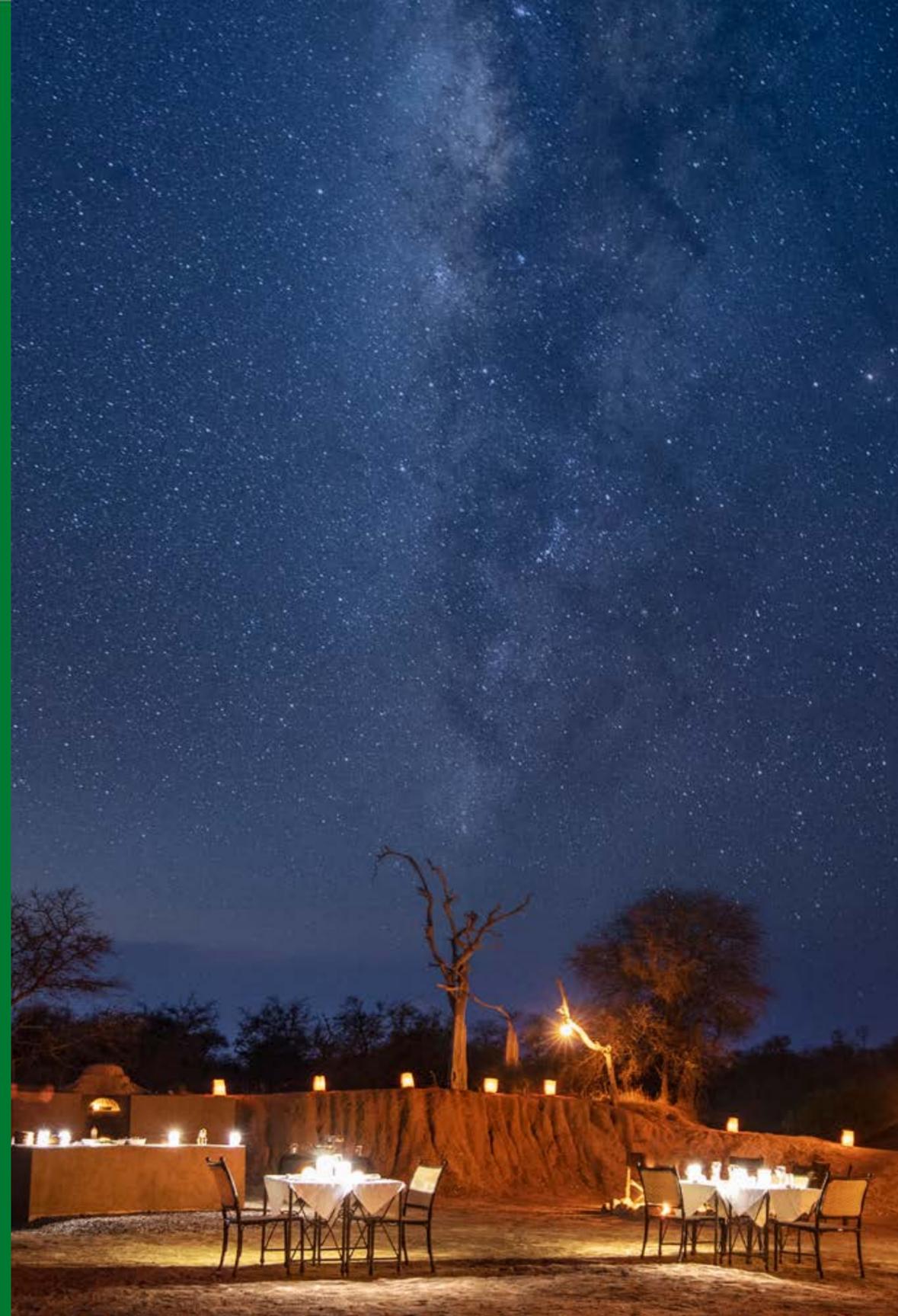
The lodge was built to help support and sustain a herd of rescued elephants, nearly twenty years ago, and has led to the establishment, by Adine Roode, Owner and MD, of South Africa's first dedicated elephant orphanage, alongside the Jabulani elephant homestead, called HERD ([Hoedspruit Elephant Rehabilitation & Development](#))

Today the Relais & Châteaux Jabulani lodge is a special marriage of conservation and hospitality, a place to meet magnificent wildlife, rest deeply, wine and dine under open skies, enjoy sundowners with elephants, and soulfully reconnect with nature and yourself.

Each spacious suite is discrete, luxurious and complimented by both a private deck and plunge pool.

Guests have the opportunity to learn about the elephant herd, spend time with the devoted elephant carers and hear their insightful stories about their life journeys with these precious animals, as well as watch the elephants during their midday swims, while they forage with their carers in the wilderness, or head home at sunset around the dam.

Jabulani focuses on giving guests a soulful experience of the wilderness through a homely yet indulgent safari, whether for couples or families wanting an experience that goes deeper and creates a positive impact in the lives of the people and wildlife on the ground.



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