



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

JOIN THE CONVERSATION

#TourismTuesdays



www.southafrica.net



Dear Industry Partner,

I would like to wish each and every single one of you a happy Tourism Day. Annually, on 27 September, the World Tourism Organisation (UNWTO) celebrates World Tourism Day, a time to reflect on and celebrate the tourism sector's contribution to the global economy.

This year World Tourism Day is being celebrated under the theme 'rethinking tourism' which speaks directly to where the tourism sector finds itself, following the pandemic. This is a period for us to rethink and reimagine tourism in a way which will help the sector.

This past weekend we also celebrated Heritage Day, a period which recognises and celebrates the cultural wealth of our nation. Those of us who work within the tourism sector are particularly lucky, because we get to package our country's rich cultural heritage and showcase it in all its splendor, to the world.

This past weekend we also celebrated Heritage Day, a period which recognises and celebrates the cultural wealth of our nation. Our diverse cultures and heritage play a huge role in tourism. Travellers get to enjoy and experience authentic activities, our delicious food, our authentic and unique clothing, and music.

For domestic travelers, cultural heritage stimulates national pride in our nation's history. For international visitors, cultural heritage stimulates respect and understanding of other cultures and, as a consequence, promotes peace and understanding.

In this issue of Tourism Tuesdays, we celebrate both World Tourism Day, as well as Heritage Day and what they both represent to South Africa.

I would like to wish you all a great week ahead.

Regards,
Themba Khumalo
Acting CEO, South African Tourism



SOUTH AFRICAN TOURISM

**TOURISM
TUESDAYS**

Emirates increases weekly flights into SA

In a move to reaffirm its confidence in destination South Africa, Emirates Airlines is increasing its flying frequency into South Africa to 42 flights a week.

The airline will be expanding its schedule to and from Johannesburg with three daily flights from 1 March 2023. Cape Town will be served with double daily services starting from 1 February 2023. Emirates will also be adding two more flights to Durban, making it a daily operation from 1 December 2022. The reintroduction of the new flights between Dubai and South Africa's three gateways will bring Emirates' schedule to 42 weekly flights.

Emirates' flight EK 767 from Dubai to Johannesburg will operate with a Boeing 777 aircraft, complementing its double daily A380 operation. The flight will depart at 23h25, arriving at 05h35 the next day to Johannesburg. The return flight will depart Johannesburg at 22h20 and arrives in Dubai at 08h20 the next morning. The third daily flight from Johannesburg will help meet high demand with more than 300 available seats each way, and will offer additional flexibility for South African travellers with a new evening departure* for easier connectivity to Europe, the Americas, West Asia and Far East via Dubai.

Emirates' second daily service to Cape Town will depart Dubai at 09h10, landing at 16h45. It will then depart Cape Town at 13h25, arriving in Dubai at 01h10 the next day. With the double daily service to Cape Town, the airline will have restored its pre-pandemic schedule, supporting the city's tourism industry right during peak season arrivals by providing convenient connectivity from key source markets such as Europe, the Middle East, West Asia and Australasia.

As part of its longstanding commitment to support tourism recovery efforts in South Africa, Emirates and South African Tourism signed a Memorandum of Understanding earlier this year to jointly promote tourism and boost visitor arrivals to South Africa across the airline's network of over 130 passenger destinations.

The additional services to all three gateways will also benefit customers with more connecting choices to an array of domestic and regional cities across Southern Africa via Emirates' codeshare and interline partners including South African Airways, Airlink, FlySafair and Cemair. The unique connections and onward travel options are not offered by any other airline.



SOUTH AFRICAN TOURISM

**TOURISM
TUESDAYS**



South Africa welcomes media from the rest of the African continent

As part of South African Tourism's MegaFam, the African team kicked off the MegaFam by bringing over influential individuals from the rest of the African continent to come and experience all that the country has to offer.

South African Tourism recently launched its MegaFam, which aims to bring over 800 carefully selected influential people, to come and experience South Africa and reflect it back to their source markets.

The fam trip has brought travellers from various parts of the continent to South Africa to spend a week exploring the country's wide open spaces, lifestyle and culture as well as other experiences.

Part of the trip included the iconic Delicious Festival, which brings together music and food.

Feedback from some of the hosted media:

Kabelo Dipholo

It's the fifth day of the nine-day trip courtesy of South African Tourism (SAT), and so far the experience has been epic. Lodged at the heart of Sandton at Maslow Hotel since Friday, the fun rose with every tick-tick of the clock. The first stop was at Chaf Pozi in Soweto for an authentic experience of what Msanzi's popular Kasi has to offer.

Daredevils from a group of journos from SADC countries took turns to bungee jump and SCAD free fall from the iconic Soweto twin towers.

The highlight of the trip was without a doubt the two day DSTV Delicious Festival headlined by Nigerian superstar Burna Boy, American Grammy award winner Baby Face and singer/songwriter Angie Stone. The Kyalami Grand Prix Circuit became alive for two days as thousands of tourists and locals converged for a splendid and blinding eargasm!

Jacqueline Mahugu

I attended the DSTV Delicious International Food and Music Festival for the first time this year and it was incredible! It blew the very high expectations I had out of the water and still feels like a dream.

The music was pure adrenaline, from the performances by Burna Boy, Babyface, Angie Stone, Major League DJz and all the dance DJs, who were all so unbelievably good.

It was a great opportunity to sample many different varieties of South African cuisine and it did not disappoint. The food was amazing! The ambience? Out of this world.

I'm already looking forward to the next one and I'm literally going to start the countdown the day the dates are announced. Thank you for an amazing experience and for the warm reception, South Africa. I cannot wait to be back. Special thanks to South African Tourism for the invite. I feel like the luckiest person on earth for having been here.



SOUTH AFRICAN TOURISM

**TOURISM
TUESDAYS**



SOUTH AFRICAN TOURISM



Celebrating South Africa's rich heritage



TOURISM
TUESDAYS

#TourismTuesdays

www.southafrica.net

Aviation supply and its impact on Brazilian arrivals

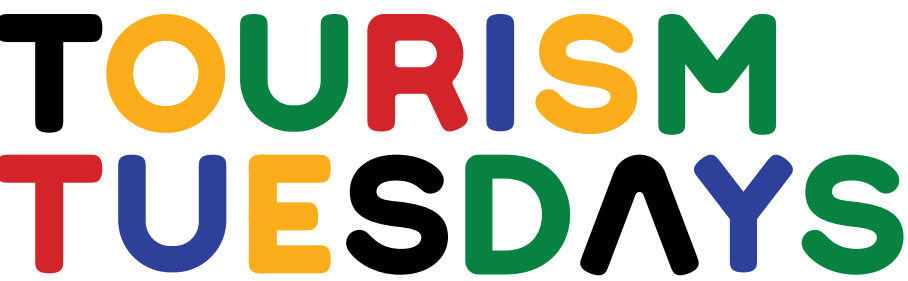
The correlation between airlift and recovery

Demand is increasing across all of South Africa’s priority markets and as expected, the recovery of markets with air access is greater than that of markets without. On average, recovery to 2019 levels is 10% greater among the markets with direct air access (48.2%) compared to the recovery of markets that must rely on connections to get to South Africa (37.4%), indicating that the airlift markets are driving the recovery. Overall recovery in 2022 for South Africa as a destination thus far is 45% on the 2019 levels¹.

Brazil, which is one of South Africa’s key priority markets, slows down significantly (at just 17%) compared to other markets, and this is driven by a need for airlift for this route and to meet demand. In 2022, Brazil has been quickly recovering its pre-pandemic traffic figures, according to Forward Keys². In the first six months, the country had 44.7 million passengers, a 77.5% recovery compared to the traffic figures in 2019, when it had 57.6 million travellers. Brazilian tourists to Australia have remained very low, with year-to-date arrivals at just 28.2% of the arrivals in the same period of 2019. Direct air routes do not connect Brazil and Australia. However, Brazil’s top three most resilient markets are Portugal (+40%), Spain (+4%), and the USA (-6%), with reported growth versus pre-pandemic times. Portugal is connected to Brazil with 76 flights per week has enjoyed significant positive growth and has not only recovered but is up 40% above 2019 levels. Spain is a neighbouring destination serviced by in-direct routes and sees a lower rate of growth, up just 4% above 2019 levels.



SOUTH AFRICAN TOURISM



Aviation supply and its impact on Brazilian arrivals cont.

The importance of the Brazilian market to South Africa and its underperformance in 2022

Following the COVID-19 pandemic, the recovery of arrivals from Brazil has been muted compared to other markets with direct air access. Pre-pandemic, Brazil contributed 77 261 arrivals in 2019 (0.8%) of all arrivals and was among the top 10 overseas markets. However, in 2022 Brazil is trailing behind as number 21 in the overseas market and so far contributing just 0.2% of arrivals. Before the pandemic (2019), Brazil contributed R1 billion in tourism spend, 1.2% of total tourist revenue in South Africa at the time³. Spend from Brazilian tourists in the first half of 2022 was R157.4 million, this is just 0.7% of the total spend by tourists in 2022; in 2019, Brazil's first half spend was 1.3% of total spend in South Africa in the first half of the year.

The profile of tourists from Brazil has changed in 2022, with 66% of the arrivals being leisure tourists, 39% being Visiting Friends and Relatives (VFR) tourists, and 27% for holidays. Pre-pandemic, this profile was inverted, with the majority of the leisure tourists being holiday tourists (52%) compared to 9% VFR tourists. Two-thirds of Brazilian arrivals reside in Sao Paulo and equal numbers visit Gauteng and Western Cape – these have consistently been the most visited provinces over the years (pre-pandemic and in 2021 and 2022) followed by Mpumalanga and the Eastern Cape. Before the COVID-19 pandemic, Brazil was among the top five markets in terms of provincial visitation, with an average of 1.84a provinces visited, behind Argentina, Chile, Netherlands, and France. In 2022 thus far, the average number of provinces visited by Brazilian tourists has dropped to 1.36 provinces, and has fallen to number 14 in terms of provincial visitation.

The total outbound from Brazil is expected to be 6.5 million in 2022, of this 5.1 million are long-haul flights outbound to destinations at least six hours away by air⁴. Outbound to South Africa from Brazil is expected to be just 26 530 in 2022, this represents a market share of 0.52% of long-haul travel, down from a share of 0.89% in 2019, pre-pandemic.

Brazilians are generally not risk averse, and with easier access to South Africa, they would be among the leading growth markets. Alternate routes, popular with Brazilians for getting to South Africa, are through the Middle East (61% of bookings in 2022 thus far). However, TAAG, via Angola, is the third most used route; this airline announced an increase in Brazilian frequencies, which allows tourists to connect to Johannesburg or Cape Town⁵. This increase underlines the importance of Brazilian outbound and demand for travel to Africa and South Africa.

What the trade must do to sell South Africa

South Africa is perceived as a unique destination offering adventure, wildlife, and welcoming people as per the brand survey conducted by South African Tourism⁶. Brazilians can look forward to engaging in our events, eating out, nightlife, and interactions with locals. They enjoy beautiful scenery, natural attractions, and a variety of experiences including adventure, culture, and heritage. South Africa (as a destination brand and the trade as brand ambassadors) need to maintain a tone of fun, adventure, and socialising in its marketing messages to engage this market with attractive offers highlighting nightlife, local cuisine, and a diversity of attractions and activities, which provide opportunities to meet new people and engage with locals⁷. Brazilian tourists are interested in wildlife (they engage in short stay/same-day safari experiences); however, focus more on understanding other cultures.

The difference an airline makes

The ratio between seats and arrivals in the period when LATAM serviced the route was on average 48 arrivals to every 100 seats available, the ratio over the past decade was 36 arrivals to every 100 seats available. Should LATAM return to the route, the potential arrivals would depend on the number of flights and the aircraft configuration⁸.

Assuming the same schedule as before the pandemic, with three flights a week on Airbus A350-900 with 7 120 seats per month on average on LATAM, the range of outcomes are placed between 2 492 (36%) and 3 417 (48%) of the seats available. This would represent between 38% and 53% of the average monthly arrivals in 2019. The re-introduction of LATAM is likely to contribute to a doubling or tripling of monthly arrivals and a two-fold or three-fold boost in recovery⁹.

The impact of an airline flying direct between South Africa and Brazil is expected to improve recovery of trade indicating that the route is vitally important in this price-sensitive market and is a major barrier for travellers according to the South African Tourism Brand Tracker. “Sao Paulo is a vitally important travel hub that opens the whole of South America to Africa and the world. Without this central point, travel to South Africa becomes logistically complicated and very expensive – especially for the Brazilian price-sensitive market. The GRU-JNB makes travel to South Africa not only more accessible but also more affordable. Without this route, we would also see the traditional holiday stay of 14 days, reduce to 10-12 days, due to an otherwise longer flight itinerary (without the direct flight). Pre-COVID, statistics show that Brazil favoured South Africa as their travel destination” says Ederval Carbonaro - Latin America Sales Manager at Africa by Design (an SA-based DMC). Similarly, travel time is a barrier for Brazilian travellers. “Having a direct flight is extremely important for our market. We face enormous resistance from travellers and travel agents regarding the flight time of the routes currently available through the Arab Emirates and also regarding the difficulties of connections in other countries in Africa.” As stated by Diego Carosini, Relationship Manager at São Paulo based TO Viagens & Cia.

This article was prepared by the South African Tourism Analytics and Insights team.



SOUTH AFRICAN TOURISM

TOURISM
TUESDAYS

Experience of the Week: Ecology Lifestyle Farm

Ecology Lifestyle Farm is a brand-new adventure that PaardenKloof Estate has embarked upon. Located in Bot River along the R43 towards Hermanus, it is a stone’s throw away from PaardenKloof Estate.

Ecology Lifestyle Farm also offers;

1. Ecology Restaurant & Venue

A fully licensed restaurant and events venue, set amongst wildlife and fynbos. This idyllic location is perfect for weddings, day conferences and other functions and the farm to table menu is worth exploring. Their menu has a variety of options available. They pride themselves in hearty serving sizes and farm style cooking! All their foods can be paired with the farm’s delicious prize-winning wines.

Ecology’s beautiful garden venue has massive glass doorways that open onto a lush well-maintained garden. Perfect for a lovely breakfast or lunch or functions. Guests can enjoy a meal amongst the indoor trees while experiencing a truly African lodge feel in the heart of the Overberg. The prominent fireplaces make for a cozy winter experience, while the massive red rock walls, (built with rock sourced directly from PaardenKloof Estate) keep the interior cool and comfortable in the warmer months.

2. Farm Shop & Nursery

Ecology has a boutique shop that offers spices, jams, preserves and dried fruits, olives, fresh-cut flowers, and craft beer. The shop also stocks an exclusive range of Ecology handcrafted Rooibos skincare products infused with varying essential oils. The Ecology nursery offers cultivated Protea and fynbos plants and fresh-cut flowers. Visitors can take a walk through the blooming buds or choose from a variety of potted plants, herbs and succulents to take home. They offer a Protea Décor service for events and weddings.

3. Paardenkloof Wine Lounge

Ecology Lifestyle has a lovely, warm tasting room where visitors can taste either Ecology or PaardenKloof wines. With vineyards that span across 23 hectares, PaardenKloof vineyards sit astride a breathtaking valley, where natural processes and hands-on care have produced some of the most incredible wines in the region.

4. Farmyard Animals

The farm is also family-friendly, with a bustling farmyard where children of all ages can interact with many of the farm animals at the end of the lawn, next to a beautiful play area. Some of the animals that you can look forward to meeting include; two friendly ponies, Jack and Jill, Ecology’s Pygmy goats and their little kids, a handful of bunnies, chickens and their pot-bellied pigs (the farm’s latest addition).

Restaurant & Wine Tasting:
Thur – Mon: 8:30am – 5pm
Tel: 028 284 9809, WhatsApp : 071 877 0497



SOUTH AFRICAN TOURISM

TOURISM
TUESDAYS