



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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Dear Industry Partner,

Last week, Statistics South Africa released yet another set of pleasing tourism arrival numbers. I am really excited at the continued upward trajectory of the sector's recovery, which is testament of all of our combined efforts. According to the numbers, globally the sector is performing at 43% of pre-pandemic levels. International arrivals to South Africa reached 507 824 in July 2022.

Cumulatively, arrivals for the January – July of 2022 period surpassed the full year arrivals of 2021 by 23.8% to reach 2.8 million. The first seven months of 2022 saw domestic tourism reaching 18.5 million trips, 137.2% over the same period of 2021.

Worthy to note from the statistics, are forward bookings. Overall forward bookings to South Africa for January – July 2022 were up by 281,3%, compared to the same period of last year. This shows that people are looking forward to visiting South Africa and they are actually booking their travel already ahead of time.

As a sector, we can be collectively proud of this performance.

As South African Tourism, we are now fully in our planning stages for the 2023/24 financial year. We are in the process of crafting of our planning documents, crafting our plans and strategy to ensure that they are geared towards accelerating the sector's recovery.

These plans incorporate feedback and input from the sector, from our inaugural Planning Conference as well as the TBCSA Leadership Conference held recently.

I look forward to sharing these plans with you, once they are finalised.

I wish you all a productive week.

Regards,
Themba Khumalo



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South African Tourism lights up ten iconic South African sites

South Africa has a rich heritage that is revered the world over. In fact, tourists from across the world travel to South Africa to experience a piece of this heritage.

Ours, as a country, is to highlight these sights to further promote them to travellers, both local and international.

At the back of celebrating Heritage and Tourism Month, South African Tourism embarked on a campaign to light up some of South Africa's most iconic sights during the month of September, using laser beams.

Each spotlight explores the destination in terms of language, food, dress, culture, weather, the people, their norms and daily routines, and of course their tourist places and experiences in that area.

During the month of September, South African Tourism lit up the following identified iconic sites;

1. Vredefort Dome, Free State
2. Cradle of Humankind, Gauteng
3. Mapungubwe Cultural Landscape, Limpopo
4. The Castle of Good Hope, Western Cape
5. Pilgrim's Rest, Mpumalanga
6. Nelson Mandela Museum, Mthatha (Eastern Cape)



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tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



Mireille Wenger - MEC: Finance and Economic Opportunities, Western Cape

Highlights from World Tourism Day 2022

Dappled in Spring sunshine and to the sound of beating drums and pulsating energy, the Western Cape played host extraordinaire to the World Tourism Day celebration at the Ecology Lifestyle Farm, nestled in the Overberg last week Tuesday, 27 September. World Tourism Day was the culmination of the month's tourism activations across the country.

Ecology Lifestyle Farm is a black, female-owned enterprise that is affiliated to the Women in Tourism Western Cape Chapter.

Tourism Month is celebrated annually in September to highlight South Africa's diverse tourism offerings as well as the sector's significant contribution to the country's economy. Inspired by the United Nations World Tourism Organisation (UNWTO), World Tourism Day celebrations provide a platform for the South African sector to celebrate, reflect and commemorate its milestones in relation to the 2030 Sustainable Development Goals. This year's theme is, "Rethinking Tourism – Opportunities Await" and addresses the progress made in the pandemic aftermath and how policymakers and the tourism sector have been able to adapt and rethink tourism to ensure the sector becomes more resilient and is poised for growth.

Tourism Month also creates awareness about domestic tourism sector, the bedrock of the country's tourism. This period highlights the opportunities which can be seized by South Africans and it also aims to enthuse them to travel their country.

Ms Mireille Wenger, Western Cape MEC for Finance and Economic Opportunities said: "Tourism is a significant contributor to the economy and its full potential needs to be unlocked for recovery of the sector."



Botriver Marimba Band



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SA premiere of 'The Woman King'

South African Tourism Acting CEO, Themba Khumalo joined South Africa's crème de la crop in the entertainment industry who gathered to mark the local release of the internationally acclaimed film, 'The Woman King' on Wednesday evening, 28 September 2022.

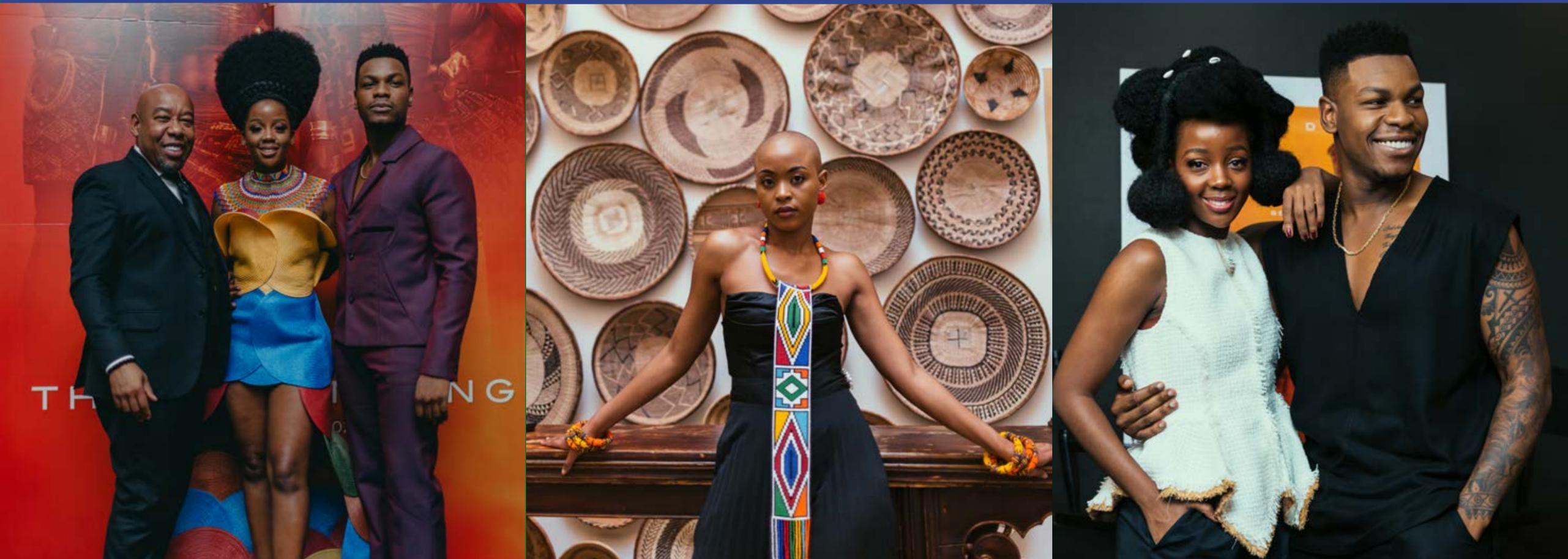
The movie, starring Hollywood heavyweight Viola Davis alongside one of South Africa's very own acting exports Thuso Mbedu, hit cinemas on Friday, 30 September and tells the story of the Agojie, the all-female warrior unit that protected the West African kingdom of Dahomey between the 17th and 19th centuries.

Thuso Mbedu was joined by male lead John Boyega and fellow cast member Sivuyile Ngesi at the special screening which took place at Ster Kinekor at Mall of Africa. South African Tourism Acting CEO welcomed all the guests in attendance at the theatre ahead of the screening of the movie and acknowledged the guest stars and extended his appreciation to the producers and makers of the movie for filming it on African soil. "What better way to tell the African story than to showcase its beautiful destination," said Themba Khumalo.

Local celebs at the event also included Miss Universe Lalela Mswane, Boity Thulo, Minnie Dlamini, actor Sipho Ndlovu, and former Miss SA Liesl Laurie, amongst others.



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Experience of the week: Skydive Jeffreys Bay

Put yourself at ease jumping with Skydive Jeffreys Bay professional crew from up to 11000 feet, above the scenic Jeffreys bay coastline.

Their instructors have a minimum of 2000 jumps under their belt and have a passion for sharing the experience of skydiving with first-timers. All that is required is that you are below 100kg, and are reasonably fit. You don't have to be an adrenaline junkie; their instructors will be able to put you at ease. Just follow the simple instructions and all that is left to do is have fun!

Up to 45 seconds freefall at 200kph, followed by a 5-minute parachute ride. As long as the conditions are good, you will have a chance to steer the parachute. Your instructor will take over for the landing and you can even land at the beach (if pre-arranged).

A once in a lifetime adventure that is definitely recommended to everyone in all walks of life!

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