



SOUTH AFRICAN TOURISM

# TOURISM TUESDAYS

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#TourismTuesdays





Dear industry partner

This week the spotlight is on the work we do through two of our business units; the South Africa National Convention Bureau (SANCB) and the Tourism Grading Council of South Africa (TGCSA).

These business units are critical to us fulfilling our mandate and helping us to continue making a meaningful contribution to the economy.

Over the past week, our SANCB team has been in the US in a bid to promote South Africa as a business events destination of choice for the US market. This is one of our top three source markets, so it is important for us to continue to engage stakeholders in this market.

In a bid to encourage and invite key business events stakeholders in Washington to come and host their future business events and incentive trips in South Africa, the team hosted a dinner with key stakeholders in Washington, and over the course of this week, the team will be representing the country at IMEX America. Taking place from 11 to 13 October 2022 at Mandalay Bay in Las Vegas.

With just under five months to go before the 17th edition of Meetings Africa, the team is also working hard to ensure the show delivers exceptional value for both buyers and exhibitors. We have conducted extensive consultations with the industry to get feedback on how we can improve the trade show.

We wrap up this week's edition by zooming into our grading system, looking at how the work that the TGCSA is doing for tourism products and how their work ties in with how SANCB can guarantee quality assurance to stakeholders that the team is inviting to bring their business events into the country.

Quality Assurance plays a critical role in the attractiveness of a product and destination for consumers abroad and domestically, as well as increasing the competitiveness of tourism products in the marketplace.

I wish you all a productive week.

Regards,  
Themba Khumalo



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## South African Tourism invites the world to host its business events in South Africa

Taking place from 11 to 13 October 2022 at Mandalay Bay in Las Vegas, IMEX America is one of the world's largest global trade exhibitions, and this year, South African Tourism is back at it on a larger scale after the show was impacted by the COVID-19 pandemic. IMEX America provides South Africa with a rare opportunity to communicate to the global community that we are indeed open for business with no travel or COVID-19 restrictions whatsoever.

“South Africa is geared up to host safe events with service excellence.” This is the message that South African Tourism is taking to IMEX America. With 20 South African exhibitors in attendance and showcasing a variety of quality-assured business events products, IMEX America promises to be a great networking platform for doing business and reassuring the global business events industry that South Africa's doors are indeed open for business.

[Please click here to read the press release](#)



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# SANCB engages top Washington DC clients

The South African National Convention Bureau, a business unit of South African Tourism is constantly working towards advancing the country's business events sector.

In a bid to encourage and invite key business events stakeholders in Washington to come and host their future business events and incentive trips in South Africa, the SANCB team hosted a dinner at the South African Embassy in Washington. The dinner was attended by 19 key stakeholders including executives from associations, academic institutions as well as destination management companies.

Her excellency, Ambassador Nomaindiya Mfeketo, South Africa's Ambassador to the United States lauded the work South African Tourism is doing to promote the destination, in the US market. She said the latest tourism numbers are a testament to the work being done in market.

Mfeketo also thanked the tourism value chain partners who continue to show confidence in destination South Africa.

"As an illustration of the confidence that the US airlines have in South Africa as a prime tourism market, both United Airlines and Delta have increased their flying frequency to South Africa. This is due to the increase in demand by US visitors wishing to travel to South Africa for business and leisure," said Mfeketo.

Acting Chief Convention Bureau Officer at South African Tourism, Zinhle Nzama, also used the opportunity to extend an invitation for the clients to attend Meetings Africa 2023, to come experience and explore the continent's business events offerings.



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## Key Improvements to Meetings Africa 2023

In an effort to continuously improve Meetings Africa and ensure that it meets the expectations of both the buyers and exhibitors, the South African National Convention Bureau (SANCB) is constantly soliciting feedback from key stakeholders.

As such, the Meetings Africa team is pleased to implement the following changes to enhance the 2023 edition of the show for exhibitors and buyers.

### 1. **Communication**

It is our commitment to improving our communications with all our delegates in a way that is informative, engaging and inviting. We aim to improve our timing and frequency of communications across all relevant channels. We also want to ensure that we build closer relationships with you as our valued exhibitors, buyers, media, partners and general stakeholders. We also aim to host briefing sessions leading up to Meetings Africa 2023 in order to ensure open and constant communication.

### 2. **Hosted Buyer Programme**

Our Hosted Buyer Programme is globally bench-marked, encompassing best practices across all tourism trade shows. The SANCB has partnered with a vetting agency that will assist us in ensuring that all hosted buyers are vetted in accordance with a set of criteria. For the first time at Meetings Africa 2023, exhibitors are now being given the opportunity to nominate and recommend potential buyers upon application, which may form part of the hosted buyer programme, subject to evaluation. We invite all exhibitors to form part of this integral process to ensure that we collectively work towards the desired quality of buyers for the exhibition.

### 3. **Online Diary System and Mobile App**

The Online diary and matchmaking system is a critical component that marks a successful trade show engagement between exhibitors and buyers. We are pleased to announce that the Meetings Africa team is working on digitising signatures for all diary meetings which marks the confirmation of meetings that have taken place onsite. We also intend to launch the Online Diary system earlier than in previous years enabling more time for both buyers and exhibitors to schedule meetings. Part of the new enhancements includes a single login across the website, online diary, and the official mobile app. This will allow for a faster, more seamless and more centralised engagement across all three platforms.



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#### 4. Pre & Post Show Tours

Meetings Africa is synonymous with collaboration with Provinces and Destination Marketing Companies (DMCs) in developing compelling hosting itineraries that are linked to the show, which successfully profile our destination offering. For 2023 our approach will include inclusive engagement with industry and the private sector to collaborate in developing Pre & Post show tour packages. This will enable exposure for new experience offerings for hosted buyers. We further encourage exhibitors to package special hot deals for the broader audience of Meetings Africa 2023 specifically.

#### 5. Events Programme and Networking Events

We aim to review the timing of networking sessions to ensure this does not impact the online diary meeting slots. The South Africa National Convention Bureau has heeded the call to facilitate more engagements and networking opportunities. We, therefore, aim to strategically design an events programme that will be more targeted at creating additional opportunities for exhibitors and buyers to engage. The Bonday structure will also comprise of active networking sessions between exhibitors and for first-time buyers, it will also include certain sessions to create value add for their participation. Youth will not be left behind, we are looking at ways of including educational programmes that will focus on the youth in order to ensure inclusive growth for the sector.

#### 6. Operations and Logistics

The Meetings Africa team remains at the pulse of the industry. We understand that the industry is still finding its feet and in the spirit of empowering industry participation, we have introduced a brand new Recovery Package for 2023. This will promote market access for all exhibitors and is a more cost-effective option for those looking to participate at the exhibition at an affordable price point. We have also re-evaluated the stand numbering system and synchronised it to the diary system, mitigating some of the issues experienced in 2022.

Visit our website for more updates and to register for Meetings Africa 2023!

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## Grading: an incentive for the tourism industry to professionalise

**The Tourism Grading Council of South Africa (TGCSA)** gives hospitality businesses a competitive advantage through a unique star-grading system that is reliable and credible. TGCSA is the only officially recognised quality assurance body for tourism products in South Africa. The Council has been in operation for over a decade, working with a mandate to maintain and increase the standards and quality of tourism services, facilities, and products in South Africa. Quality Assurance plays a critical role in the attractiveness of a product and destination for consumers abroad and domestically, as well as increasing the competitiveness of tourism products in the marketplace.

Our grading standards are subjected to triennial internationally benchmarking exercises to meet global standards. These are fine-tuned for all traveller preferences and enforced through accredited star-grading assessors.

As custodians of the tourism industry, we believe that as a country, we must do whatever is necessary to put tourism back on the optimal path to recovery, transformation and long-term sustainability.

**[Click here to read the full published article](#)**

For any queries regarding grading or quality assurance, please do not hesitate to contact the team at **[feedback@tourismgrading.co.za](mailto:feedback@tourismgrading.co.za)** or (011) 895 3110



TOURISM GRADING COUNCIL  
OF SOUTH AFRICA

*Quality in Tourism*



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## Experience of the week: Soweto Travel Shop

Soweto Travel Shop is a township based travel boutique.

The Shop offers cultural, historical, adventure, leisure and entertainment tours for aspirant and professional travel enthusiast. They provide a simplified travel planning service by employing a team of young travel experts who are knowledgeable in the travel industry and have an extensive customer-centric focus. They specialise in African countries and also offer vast tours to other continents.

Their services allow customers to have complete peace of mind when planning to travel, while traveling and after traveling. They source information, prepare costing based on your budget and compile a list of things while on your trip.

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