



SOUTH AFRICAN TOURISM

# TOURISM TUESDAYS

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#TourismTuesdays







Dear Industry Partner,

This morning, Statistics South Africa released the tourism figures for August 2022. I am so pleased that the sector's efforts towards recovery are yielding results which exceed our recovery expectations.

The numbers show that both domestic and international tourism are growing, with a total of 3.3 million international arrivals, year-to-date. Our domestic tourism sector is booming, showing growth which is way above pre-pandemic levels, with 21.3 million domestic trips taken thus far in 2022.

It is really encouraging that we are entering our summer season in such great shape, this can only stand us in good stead for our upcoming peak travel season.

I'd like to invite you, our valued trade partners in South Africa, to continue loading your deals onto the [\*\*Sho't Left Deals Dashboard\*\*](#) website, so that South Africans can access your products and experiences this summer. It is important that we demonstrate the diversity and affordability of products and experiences which are at our disposal, to encourage more and more people to travel.

In this issue of the newsletter we take a look at some of the key platforms South African Tourism has taken part in, over the last few weeks. We understand that it is critical for us to engage with stakeholders in the tourism value chain, to find opportunities to collaborate and to work towards encouraging the sector.

We participated in the World Routes trade show in Las Vegas, aimed at engaging airline stakeholders and decision makers to advocate for more airline routes into South Africa. Air access is a critical enabler to accessing the destination, so we must continue to find platforms that allow us to engage in this critical discussion.

Our Africa team also attended the Shanganai World Expo in Zimbabwe to showcase South Africa's best products and to strengthen intra-continental business partnerships across the African continent.

SA Tourism representatives are also currently attending the 5th Annual Africa Tourism Leadership Forum in Gaborone, Botswana to engage and strategise around increasing intra-Africa travel.

I wish you all a great and productive week.

Best regards  
Themba Khumalo



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# South Africa's tourism numbers rising ahead of the summer season

South Africa's tourism sector is heading into the peak summer season in good stead. This is according to data released by Statistics South Africa today, 25 October 2022, showing a significant increase in both international and domestic tourism numbers.

Year-to-date, South Africa has received a total of 3.3 million international arrivals. This signals a 165% increase compared to the same period in 2021, indicative of the sector's growth and recovery.

"Our tourism numbers continue to show a steady upward trajectory. We're excited to head into summer, which is our peak season, with such great performance and in high spirits as a sector. This is also a good indication that the work that our teams have been doing in the various markets has been effective and is paying off," says Mzikazi Themba Khumalo, South African Tourism's Acting Chief Executive Officer.

International arrivals into South Africa were over half a million, (555 832) in August 2022, a 199% increase when compared to August 2021. Month-to-month, there was a 10% growth in international arrivals, when compared to July 2022.

According to the Stats SA insights, holidaymakers constituted the majority of travellers into South Africa, during the month of August, followed by individuals travelling for business as well as students and tourists travelling for medical treatment.

Africa and Europe have consistently been the biggest sources of arrivals to South Africa, thus far, 2.5 million arrivals were from the continent, which represents a 75% share. Arrivals from Europe came second with a share of 15%.

From a domestic front, more and more South Africans are also heeding the call to explore their country. From January to August 2022, 21.3 million domestic trips were taken. This is a 140% increase compared to the same period in 2021. This is a significant growth of 92% over the 2019 pre-pandemic levels.

"Our domestic tourism sector is the cornerstone of our tourism sector, so we are pleased to see that domestic tourism is growing, not only in numbers but also in spend," continues Khumalo. Year-to-date, domestic spend has seen incredible growth of 190% over 2021 to reach R59.2 billion, with the average domestic tourist spending R2 781 per trip.

"Interestingly, the number of bed nights increased, meaning people are not only travelling but are spending more nights away from home. This shows that as South Africans we are surely inculcating a culture of travel amongst ourselves," concludes Khumalo.

Khumalo encouraged South Africans to check out Summer holiday deals on the Sho't Left website, to be able to book their festive season travel at affordable rates.



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# Destination South Africa shines at World Routes 2022

Airlift is a key enabler to bringing travellers to come and experience all the beauty that South Africa has to offer. As such, it was imperative that a team comprised of South African Tourism, Airports Company South Africa, Durban Direct and Cape Town Air Access showcase at World Routes 2022 in Las Vegas. World Routes is a premium route strategy development conference, bringing together over 200 delegates within the aviation and route development community, including route planners, tourism authorities, key airline stakeholders, and decision-makers.

In addition to a successful showcase, Cape Town Air Access was also named the winner of the destination category. Cape Town reached a year-to-date recovery of 65% with July reaching 87% of 2019 levels. Their collective efforts have also seen United and Delta Airlines ramp up their connectivity to Cape Town, which will result in 13 direct flights per week to and from the USA from January 2023. Virgin Atlantic will also resume flights from London to Cape Town starting in November.

World Routes 2022 took place from 16 – 18 October 2022 in Las Vegas.



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# Shanganai/Hlanganani World Tourism Expo

Shanganai/Hlanganani World Tourism Expo (SHWTE) is an annual tourism trade fair organised by the Zimbabwe Tourism Authority (ZTA). It showcased the widest variety of Africa's best tourism products. The expo took place from 13 – 15 October 2022.

South African Tourism exhibited at the expo in collaboration with Gauteng Tourism Authority, Limpopo Tourism Agency and the Mpumalanga Tourism and Parks Agency. The expo gave access to over 800 delegates from amongst other countries, Zimbabwe, Botswana, Zambia, Kenya, Germany, USA, and UK.

The event gives exhibitors the opportunity to strengthen strategic business partnerships with in-market outbound travel agents/airlines and establish new business partnerships with over 100 hosted buyers. In addition to the above, South African Tourism hosted a *sounds and taste of South Africa* pop-up activation during lunch hour which featured two of Zimbabwe's top radio DJs.

## FEEDBACK FROM GAUTENG TOURISM AUTHORITY

Shanganai was a brilliant platform for Gauteng. I believe the opportunity we had with the local radio stations made possible through South African Tourism's media partnerships, intensified our presence as a country and as a province, there was keen interest on the Gauteng and SA offering.

The pop-up activation hosted by South African Tourism added some sweetener to the tourism trade fair experience. South Africa is popularly known as the birthplace of Amapiano and having 2 of the most popular Zimbabwean DJs playing these sounds during lunch hour drew more visitors to our stand who showed a keen interest in South African culture, music and food. Our stand represented South Africa's vibrancy and diversity and subsequently it was nominated as one of the best country stands.

Mputle Dikobe: Trade & Marketing Manager: Destination Marketing

For more information on SA's Shanganai Tourism Trade Fair experience, contact Regional Trade Relations Manager: [Bontle Madiba](mailto:bontle@southafrica.net) (bontle@southafrica.net)



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## South African Tourism participates at the 5th Annual Africa Tourism Leadership Forum

The continent remains the driver for majority of arrivals into South Africa, as such, it was key for South African Tourism to join other continent thought leaders at the 5th annual Tourism Leadership Forum.

Currently taking place in Botswana until 26 October, the leadership forum brings together tourism thought leaders from over 30 countries to strategise on how to grow intra-Africa travel.

The forum aims to advance entrepreneurship, women and youth empowerment and recognise industry changemakers.



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# Be part of our Summer Campaign

Summer is finally upon us and we know that South Africans will be taking advantage of the great weather to go and explore their country.

We invite you, our valued trade partners in South Africa, to register and create your deals on our Sho't Left Deals Dashboard website and put your products and experiences on the map.

Simply log onto the Sho't Left Deals Dashboard website and load your deals. This is your opportunity to give Mzansi a change to make long lasting memories this summer.

**[Register and load your deals here](#)**

## REGISTER & LOAD YOUR DEALS

**GIMME  
SUMMER**  
**THAT SHO'T LEFT**  
**IT'S *your* COUNTRY**  
**ENJOY IT**

NOTHING'S MORE FUN THAN A  
**SHO'T LEFT**  
[www.shotleft.co.za](http://www.shotleft.co.za)

**#TravelWiseMzansi**

T&C's apply.



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# Experience of the week: Ghost Mountain Inn

At the foot of the legendary Ghost Mountain lies the privately-owned 4-Star Ghost Mountain Inn, a perfect setting to experience the allure of Africa in stylish comfort. This intimate and beautiful hotel is in the heart of South Africa's Zulu Kingdom and is the ideal location from which to explore the array of game and coastal reserves in Zululand and the Elephant Coast.

Here are the top 10 things to do at Ghost Mountain Inn:

1. Discover amazing wildlife in any one of the many surrounding Game Reserves
2. Rise early and enjoy the sunrise from the picturesque jetty in front of the hotel
3. View hippo and elephant swimming from the boat cruise on Lake Jozini
4. Visit a local Zulu homestead
5. Indulge in a pampering treatment at Ghost Mountain Spa, which uses organic African products
6. Take a walk amongst beauty, myth and history in a hike to the top of Ghost Mountain and enjoy the views
7. Relax by one of our swimming pools with a good book
8. Explore uMkhuze Game Reserve on foot
9. Enjoy a sundowner from the top of the Lebombo cliffs watching the sunset across the valley and mountains in the distance
10. Seek out some of the over 420 species of birds in this birding mecca



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