



SOUTH AFRICAN TOURISM

# TOURISM TUESDAYS

JOIN THE CONVERSATION

#TourismTuesdays





Dear Industry Partner,

The Minister of Tourism, Ms Lindiwe Sisulu recently appointed a new South African Tourism Board. As the executive team, we are excited to work with the new Board to carry on making a meaningful contribution to the South African economy and to the lives of the people of our country.

Our Board is representative of South Africa's demographics and comprises of highly skilled individuals from various sectors, so I am confident that they will provide informed guidance to the work of the entity and the sector as we accelerate our efforts towards recovery.

This week we are also putting the final touches to our plans for showcasing at the World Travel Market (WTM) in London. This is a great opportunity for us to showcase South Africa as a leisure destination and all its various travel offerings.

As we do with all our strategic platforms, we will be taking with us 20 South African exhibitors, including tourism products and establishments, as well as provincial tourism authorities who will help us to spread the word of why South Africa remains an attractive, must-visit, tourism destination.

The South African delegation at WTM also includes SMMEs, as providing market access to as many tourism businesses as possible is part of our mandate.

We are confident that our participation at WTM will be successful and will yield an increased number of tourists arrivals to South Africa.

We are also excited to be entering the Summer season, which is our peak travel period. As a result we are here to provide you with all you need to plan your epic Sho't Left this festive season.

I wish you all a great and productive week.

Best regards  
Themba Khumalo



SOUTH AFRICAN TOURISM

**TOURISM  
TUESDAYS**

# South African Tourism welcomes the appointment of a new Board

Following the announcement by the Presidency, South African Tourism (SA Tourism) Acting Chief Executive Officer, Mzilikazi Themba Khumalo has welcomed the appointment of the new SA Tourism Board by the Minister of Tourism, Ms Lindiwe Sisulu.

Khumalo has lauded the appointment of the Board, as it will advance the recovery of the tourism sector and impact positively on the ideals of the National Development Plan, including, job creation, advancement of SMMEs, and market access for women and youth in tourism.

Sisulu said she is confident that the incoming Board is poised to oversee the entity in fulfilling its mandate of marketing South Africa as an attractive tourism destination.

“The tourism sector recovery is well underway and we are excited at the appointment of this new Board which comprises of highly skilled individuals from various sectors. Our industry is critical to the South African economy, as it contributes richly to the GDP and to the lives of the people of our country,” says Sisulu.

Khumalo thanked the outgoing Board for their diligent oversight of the entity and for ensuring governance, which is evidenced in South African Tourism receiving an unqualified audit in the previous financial year.

“Our efforts are geared towards restoring South African Tourism to its rightful position of sector leadership from both a domestic and international tourism perspective and the appointment of this new Board will only advance these efforts,” says Khumalo.

Chaired by Dr. Nondumiso Maphazi, the incoming Board is representative of South Africa’s demographics and comprises of highly skilled individuals from various professional backgrounds including; governance, marketing, financial services, strategic business leadership, tourism and the medical field.

The Board is comprised of the following members:

- Dr. Nondumiso Maphazi (Chairperson)
- Dr. Aubrey Mhlongo (Deputy Chairperson)
- Ms. Pretty Ntombela
- Ms. Nomahlubi Mazwai
- Mr. Odwa Mtati
- Mr. Ravi Nadesen
- Mr. Enver Duminy
- Ms. Nandipha Mzileni Mbulawa
- Mr. Mduduzi Zakwe
- Ms. Rosemary Anderson
- Ms. Lehlohonolo Rapodile
- Ms. Nonkqubela Silulwane

“As the South African Tourism executive team, we look forward to working with the incoming Board and we are confident that they have the requisite skills to propel not only South African Tourism, but also contribute towards the acceleration of the sector’s recovery,” concludes Khumalo.



**SOUTH AFRICAN TOURISM**

**TOURISM  
TUESDAYS**



# 5 reasons why you should take a Sho't Left this summer

It's that time of the year again when we all start making plans and putting in our "Dezemba" leave, for a well-deserved break. Here are five reasons to get you out the house this summer.

1. **Experience nature is at its finest**  
For the next few months, grey skies are officially a thing of the past. Flowers are in full bloom, so the scenery is lush and covered in blue skies. It doesn't take long to drive out of the city and find a whole new world of nature to explore. Enjoy the South African wild to the fullest by booking a safari getaway that will make you feel like you're one with nature. Or simply find a hiking or picnic spot within your own province to get out for the day or even a weekend.
2. **You're probably in need of a recharge**  
We can all agree that it's been quite an eventful year. You may be feeling drained from the many things going on this year, but that only means you are in serious need of a break. This is another reason why you should book a Sho't Left now for summer. Take the time to wind down and recharge the batteries.
3. **Ideal weather**  
Summer in South Africa is known for warm weather, warmer water, and late sunsets. Part of the joy of living in Africa is living under the African sun. It is a constant companion on our summer holidays, but don't forget to protect yourself with the right amount of sunscreen.



SOUTH AFRICAN TOURISM



**TOURISM  
TUESDAYS**



# 5 reasons why you should take a Sho't Left this summer

4. **Many events to choose from**  
Whether you're a foodie or a music lover, there's an event to cater to every need. Homecoming Africa and Corona Sunsets Festival are just some examples of exciting events to attend this summer. This is the first "fully open" December since the pandemic, so don't miss out, go eat your favourite food or see your favourite artists perform at these amazing local events.
5. **Create lasting memories**  
Now is the time to reconnect and create memories with your friends and family with a much needed 'get together' over the holidays. Check us out! This road to discover Mzansi and create memories gets even more interesting when we create content that will bring excitement to all those who follow us on our social platforms. Taking a Sho't Left gives us the opportunity to show all those who matter where they would rather be instead of where they are now #GimmeSummerShotleft.

Visit <https://shotleft.co.za/> for amazing summer deals and discounts.



SOUTH AFRICAN TOURISM



**TOURISM  
TUESDAYS**



# South African Tourism goes to WTM London to woo tourists

World Travel Market (WTM) London has been long known as a meeting place for the global travel trade - responsible for reconnecting, rebuilding and innovating the industry. Now in its 43rd year, WTM London continues to invite tens of thousands of senior industry professionals, government ministers and international press to embark on the ExCeL London exhibition space every November to network and grow. This year the show takes place from 7-9 November

This comes hot on the heels of successful marketing expeditions to IMEX America, the largest trade show for the MICE industry, and recently at IGTM, the International Golf Travel Market in Italy, all within the last few weeks.

“Our key message for destination South Africa is that we are open. We have witnessed many airline partners resume direct flights to South Africa. We are ready to welcome everyone to come explore and experience our country,” said Acting Chief Executive Officer, Mzilikazi Themba Khumalo.

The South African delegation attending WTM comprises 20 exhibitors representing a variety of tourism products and establishments as well as provincial tourism authorities. Joining these exhibitors will be strategically selected SMMEs who will also get an opportunity to showcase their products and experiences.

“South Africa offers value-for-money, unique experiences, beautiful scenery and coastlines and is a leader in responsible and sustainable tourism. Over the last year or so, we have seen new and innovative products from our various South African product owners in a bid to gear up to receive travellers from across the globe,” adds Khumalo.

Global trade platforms such as WTM London gather the best of global buyers and exhibitors to network, connect and transact. This provides an important platform for innovation. With a jam-packed schedule, team South Africa will use WTM to also showcase South Africa’s lifestyle and cultural offerings.

In addition to this, Khumalo reaffirmed that, through various in-market campaigns and trade relations, the SA Tourism teams are working hard in all source markets to entice international tourists back to our shores to increase both the direct spend and arrivals numbers and ultimately contribute to inclusive economic growth.

Between January and August 2022, South Africa received a total of 3.3 million international arrivals. This signals a 165% increase compared to the same period in 2021.



SOUTH AFRICAN TOURISM

**TOURISM  
TUESDAYS**



# SA Tourism partners with BCX Supersport Shoot Out

The 2022 edition of the BCX Supersport Shootout – in its 19th year – heralded a move to yet another world-class venue in Fancourt, situated on the scenic Garden Route.

Leaders in business and sport came together for a weekend of fun, networking, camaraderie, competition and fund-raising, as the event went through the R30 million barrier in funds raised for its deserving beneficiaries.

As South African Tourism we led an initiative on Thursday morning at Fancourt. A selection of Fancourt caddies spent the morning in an educational workshop hosted by Sadiq Dindar from SA Tourism and Tyler Chislett from the BCX SuperSport Shootout.

The aim of the workshop was to educate the caddies on the many tourism opportunities in the surrounding area and to empower them with this knowledge so that they may engage with visiting golfers from both South Africa and abroad and promote South Africa as a preferred travel destination.



SOUTH AFRICAN TOURISM

**TOURISM  
TUESDAYS**



# Experience of the week: The Pods at Mount Camdeboo Private Game Reserve

Situated in a secluded part on the Camdeboo Plains you will find two eco-friendly PODS that blend in seamlessly with the natural landscape, providing every comfort while leaving a light environmental footprint.

The PODS are unfenced, offering guests a unique opportunity to be fully immersed in nature. The PODS include a luxurious Queen beds that looks out onto the Camdeboo Plains, en-suite bathroom, kitchenette and hot tub – the perfect escape for couples, honeymooners and wildlife lovers.

The PODS are available for booking as an add-on experience when booking your stay at Mount Camdeboo Private Game Reserve.

Read up more about [Mount Camdeboo Private Game Reserve](#) here



SOUTH AFRICAN TOURISM



**TOURISM  
TUESDAYS**