



SOUTH AFRICAN TOURISM

# TOURISM TUESDAYS

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# South Africa excites the global tourism industry at WTM London 2022

The opening day (Monday 7 November) of South Africa’s participation at this year’s World Travel Market London saw great interest by the global tourism industry.

Returning to WTM after a two-year hiatus, the South Africa delegation, made up of twenty-five exhibitors including an impressive SMMEs presence, had a very busy day which is testament to people’s quest to live again.

“It’s very important to give SMMEs the opportunity to also be on the world stage. We have a strategy to make sure that our SMMEs get market access. So it’s something that is deliberate, it is a strategy and we want to continue bringing more of them to international shows,” she emphasized,” said the Chief Operating Officer of South African Tourism Nomasonto Ndlovu.

Describing the return of the destination to the WTM Platform as vibrant, Nomasonto said, “South African tourism is excited by the fact that there’s interest in the destination. Our stand exhibitors are busy which tells us that, there’s huge interest in South Africa as a travel destination and it also gives us confidence that, we’ll be able to recover from Covid.”

She added that “for us being here is, is to really bring a message to the world that South Africa is open for business. South Africa is open and we are ready to welcome travellers from all over the world”

At the end of Day 1 South African Tourism also hosted a networking session where delegates got to network and interact while enjoying South African food and wine while also listening to an impressive music mix of DJ, Sizwe Mathebula and saxophonist, Tosin Adeniyi, playing proudly South African music much to the joy of the delegates from all over the world,



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# Emirates airline announces more flights to South Africa at Luncheon with the Minister of Tourism

On Wednesday 3 November 2022, Mr. Badr Abbas, Senior Vice President of Commercial Operations for Emirates hosted a luncheon with the Minister of Tourism, Ms Lindiwe Sisulu, Nondumiso Maphazi, who is the chairperson board of South African Tourism, along with other key stakeholders to discuss progress on the Memorandum of Understanding (MoU) signed between South African Tourism and the international carrier, Emirates Airlines.

The MoU was signed in May 2022 on the side-lines of the Arabian Travel Market by Badr Abbas and South African Tourism. Under the MoU, Emirates will explore opportunities to promote South Africa and encourage travellers to experience the abundance of attractions that the country has to offer across its network of over 130 destinations.

Mr. Badr Abbas also announced additional services to Johannesburg, Cape Town, and Durban.

At the luncheon, he said “The ramp-up of our flights is part of our ongoing commitment to support South Africa’s economic and tourism recovery through enhanced connectivity across all of our gateways. Our ramp-up reaffirms South Africa’s strategic importance on our network and we’ve prioritised service expansion and rebuilding our capacity in this market to unlock further growth potential.”

He added that Johannesburg will have 3 daily flights from 1 March 2023, Cape Town will be served with 2 flights starting from 1 February, 2023, and Durban will have a daily flight to Durban from 1 December 2022.



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# South African Tourism Scores Big in India, Wins Two Awards in Consecutive Months

South Africa is successfully making its mark as one of the most sought-after international tourism destinations in India. Standing testament to this, South African Tourism India bagged back-to-back awards in the last two months in two distinct categories – wellness and MICE tourism. It won the Reader's Choice award as the 'Favourite Wellness Destination in Africa' at the GlobalSpa Awards 2022 held on 26 September 2022. It is noteworthy that South Africa was the only country from the African continent to be honoured with an accolade during this award ceremony. Following this, South Africa was also awarded the prestigious 'Best International MICE Destination' by Today's Traveller at their Silver Jubilee Celebrations held on 18th October 2022 in New Delhi.

With aggressive marketing and consumer campaigns running on-ground along with lucrative airfare deals, South Africa has risen higher up the consideration set of the Indian travellers looking for an adventurous, value-for-money destination. With quick 5-7 day visa turnarounds and improved accessibility, the tourism board is anticipating large footfalls from MICE and wellness travellers from India to South Africa.



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# Cultivating interest and driving awareness for destination South Africa on Tik Tok

Cultivating interest and driving awareness for destination South Africa on TikTok

## CONTEXT

Any chance she gets - Sho Madjozi will show pride in her culture – we've seen it in her music, dancing and style.

Her pride has gone as far as inspiring all kinds of people from all over the continent to take pride in their cultures. In addition, it has sparked interest in the Xibelani, a cultural attire associated with the XiTsonga people.

Using TikTok, South African Tourism (the CEL Africa business unit) collaborated with their Cultural Brand Ambassador, Sho Madjozi to create a dance challenge where she taught people more about the Xibelani, its significance, and its various dance moves.

She would then challenge TikTokers from across Sub-Saharan Africa, to share their Xibelani Moves while dancing to her latest track. The competition was open to the whole of Africa and winners not only won a trip to South Africa courtesy of SA Tourism, but they also starred in Sho Madjozi's new music video.

## THE GAME PLAN

South African Tourism inspired their audience to post their own dance videos using the hashtag #XibelaniMoves. Sho's new track and content would launch The Hashtag Challenge with a premium TopView placement, placing the brand at the top of the For You feed.

The official Branded Hashtag Challenge page was curated with the best user-generated content from Sho Madjozi and African TikTok dance creators using the official campaign hashtag and music.

As the #XibelaniMoves hashtag grew in popularity, TikTok users were inspired to post their own interpretations, creating a trend.

South African Tourism achieved cost-effective reach and awareness using auction In-Feed Ads for the duration of the campaign period.

[Click here to view the competition video.](#)



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## THE RESULTS

South African Tourism’s exciting and unique campaign was extremely successful in hitting its objectives.

There were a whopping +83.8M video views in 6 days, on the back of a total of +6.3M video engagements. To add a cherry on top the campaign gained 65 608 total User Generated Content Videos or entries, from a total of 25 398 unique creators. The standard Advert garnered 4.4 million impressions, with a total of 189 000 engagements and an unbelievable 116 000 clicks within 24 hours. TikTok dance creators from across Africa were used to launch the challenge organically along with Sho, and these content pieces were promoted using TikTok’s Infeed auction platform.

TikTok proved its reputation as the ultimate destination for short-form creative content by hosting South African Tourism’s #XibelaniMoves campaign.

The HTC and Standard Ads campaign outperformed all expectations, and confirmed TikTok’s ability to guarantee real engagement, awareness and reach.

To date the branded hashtag, #XibelaniMoves, has received 261.4 million views.

The top six (6) finalists from Kenya and Namibia and four (4) TikTok Dance creators joined 62 media and influencers from across Africa for the South African MegaFam – an eight day trip experiencing the best of the Gauteng and Eastern Cape Provinces from 22 to 30 September 2022.



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**83.8M\***

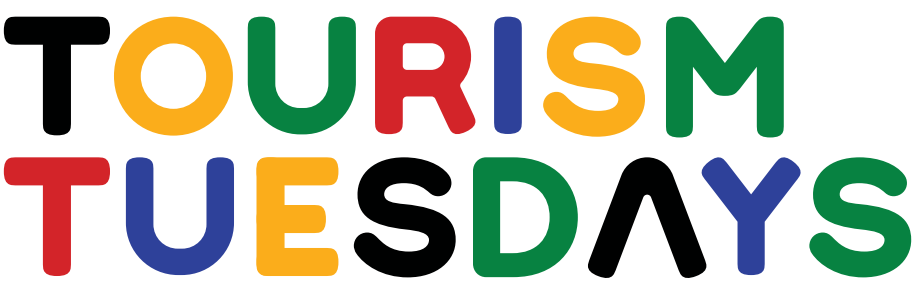
Total Video Views on HTC UGC

**4.4M\***

Impressions

**6.3M\***

Total Engagements



# A Farewell to Caroline Edge

The Tourism Grading Council of South Africa (TGCSA) would like to bid farewell to Caroline Edge who was one of the first accredited Assessors to join the TGCSA at its inception and has announced her retirement from an illustrious career spanning over 20 years with effect from the end of October 2022.

As one of a group of 50 Accredited Assessors who operate countrywide, Caroline has been an epitome of commitment to excellence and of “putting the stars where they belong” throughout her years of unparalleled work ethic, commitment and dedication.

Based in the Western Cape, her uncompromising commitment to quality excellence coupled with her bubbly character has brought in some of the country’s most outstanding properties into the grading system. These include our prestigious premium status establishments such as the Leeu Estates, Birkenhead House, Ellerman House, the Silo Hotel and a number of other distinguished properties such as the Cape Town International Convention Centre (CTICC).

Throughout her career, she has travelled the length and breadth of the Western Cape assisting some of the establishments to reach the highest levels of quality assurance standards.

Caroline says: “My trips have taken me to some of the most exquisite locations, be it in the bush, on the coast or in the Winelands. I am especially proud of seeing my properties improve and grow over the years into the stunning places they are today”.

For her dedication and hard work, Caroline received many prestigious Awards from the TGCSA such as, among others, “Recognition Award for Meeting Targets”, “Recognition Award for Outstanding Service to Quality Assured Establishments”, “The Chairman’s Award” and many other awards as voted for by her peers and establishment owners.

Due to the demands of her job as an Assessor, which required her to travel almost every week, and just a few years shy of her 80th birthday, Caroline decided it was time to dedicate her time to her family.

The TGCSA team would like to wish Caroline a well-deserved rest and to thank her for being such an exemplary partner throughout the years.



TOURISM GRADING COUNCIL  
OF SOUTH AFRICA  
*Quality in Tourism*



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# Experience of the week: Cape Recife Lighthouse and Coastal Marine Safari

Explore a whole new world of wonder. This new safari activity will expose you to a wealth of coastal fauna and flora, including whales, dolphins, penguins and other birdlife, as well as myriad residents of intertidal zones and dune systems. Whether an early breakfast excursion or a sundowner bush & beach safari, the discoveries and photographic opportunities in the golden hours are endless. A highly experienced guide will educate visitors on fascinating aspects of the interconnected marine and terrestrial ecosystems that make this destination unique.

Visit the Cape Recife Light House website: <http://caperecife.com/>



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