



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

JOIN THE CONVERSATION

#TourismTuesdays



Take advantage of the local travel boom

Summer is upon us and South African Tourism through the domestic tourism campaign Sho't Left is promoting the 'Gimme Summer' Sho't Left campaign to offer South Africans affordable and accessible travel deals. The campaign is set to run throughout the summer season, and all tourism industry members are encouraged to upload their deals to leverage on the travel excitement South Africans are having during this period. According to [Google](#), more South Africans are searching for domestic travel destinations.

It is clear that South Africa is experiencing the “[revenge travel](#)” trend, a global phenomenon where travellers are consuming tourism to make up for lost time during the pandemic and are rediscovering that local is indeed lekker. In the first half of 2022, South Africans planned 15.2 million [local trips](#), exceeding the 7.1 million trips in the same period in 2021 and interestingly surpassing the 2019 pre-covid levels. This represents an average of 2.7 million overnight trips have been taken during January to August 2022.

'Gimmer Summer' Sho't Left aims to maximise value and empower the local tourism industry to unleash the best of what they have to offer, a variety of the value-for-money deals and packages. In the first 8 months of 2022, 5.3 million holiday trips were taken in South Africa and this figure is expected to increase as South Africans venture out and take trips to coastal provinces to experience some of our blue flag beaches.

South Africans want to enjoy a wide range of tranquil game parks and scenic mountains to make lasting memories with their loved ones. Tourism businesses are encouraged to use the deals platform (www.deals.southafrica.net) to increase traffic to their respective websites, optimising exposure and sales that is offered by the platform.

According to Mashoto Mokgethi, Head of Domestic Travel for South African Tourism, below are things tourism businesses should know about uploading deals on the Sho't Left platform:

- Tourism businesses can upload deals and packages from tourist attractions and activities, accommodation establishments, airlines, and car rentals
- Registration is free
- There is no limit to how many deals can be registered
- To be part of the 'Gimme Summer' campaign, deals can be added, edited and even removed at any time from the platform.

“South Africans are eager to travel and summer is the best time to do it. Give them a reason to book,” says Mokgethi. Visit <https://deals.southafrica.net> and register for Gimme Summer Shot Left campaign today.



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SAA launches Vic Falls route

SAA has announced the schedules for its new regional route, Victoria Falls, and Mauritius and Harare, both of which have added more frequencies. The airline says this is the second phase of its restart operations, which started thirteen months ago, in September 2021.

The flights to Vic Falls operate six days a week, every day except for Saturday, and commence on December 1.

- SA 0040 departs JNB at 10h50 and arrives in VFA at 12h55.
- SA 0041 departs VFA at 13h10 and arrives in JNB at 14h50.
- From December 15, the Mauritius schedule will have daily operations.
- SA 0190 will depart JNB at 09h45 and arrive in MRU at 15h45.
- SA 0191 will depart MRU at 16h35 and arrive in JNB at 18h55.

Frequencies between Johannesburg and Harare have also increased, with the addition of three extra services every week, with effect from December 1. The extra frequencies are SA 0024, departing JNB at 20h10 and arriving in HRE at 21h45 on Tuesdays, Thursdays, and Sundays, and SA 0025, departing HRE at 07h20 and arriving in JNB at 09h00 on Mondays, Wednesdays, and Fridays.

The airline says in the coming weeks it will add more routes to its growing network. What is expected is the addition of three more regional routes, from Johannesburg to Lilongwe, Blantyre, and Windhoek. Additionally, the airline has already announced its intention to increase frequencies before Christmas from Johannesburg to Cape Town and Durban as well as Johannesburg to Accra, Lusaka, and Kinshasa.



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Joy as Jazz Returns to Power Gauteng Festive Summer

The annual **Joy of Jazz** festival is back with a bang following 2-year pause induced by the Covid-19 pandemic. Regarded as the most authentic jazz festival in South Africa. In its 23rd year now, the Joy of Jazz has been at the apex of international jazz entertainment and the most prestigious arena for live musical excellence and a landmark occasion for musicians to display their performance skills.

Over the years, the festival has hosted the world's most exceptionally gifted jazz practitioners, from swing and bebop grandmasters to the hottest of Afro-jazz and avant-garde. It has brought the world to the Mother-Continent and serenaded thousands with authentic sounds, created global family environment and cemented the golden province of Gauteng's standing at the Home of Jazz.

Gauteng Tourism Authority (GTA) as the official destination marketing agency for the Gauteng City Region is once again playing a key role in leveraging this international platform as the world continues to recover from the devastating impact of the pandemic. Gauteng apart from being the largest contributor to the country's GDP is also the home to three sprawling metropolis of Ekurhuleni, Johannesburg, Tshwane and Sedibeng and the West Rand Regions. These spaces house over 15 million energetic and inspired populace with bustling zest and creative juices that builds the Gauteng Jazz Route and many other spaces and places to discover, explore and share.

It is from these multitudes and attitudes that shared Gauteng stories that makes up the destination are build and transported to the world. "At the GTA, we seek to position Gauteng as an all-round bleisure destination with the hosting of major quality business, sports, entertainment, lifestyle, and music at the center stage", explained CEO Sthembiso Dlamini

"With the sector recovering, the consistent hosting of quality events in our destination serve as a major ignition point for the visitor economy recovery. We strive to use these events and platform to reintroduce the destination offerings, repair the destination brand and drive increased visitation, tourism revenue and jobs in line with the GGT vision 2030," she continued.

Over 20 thousand jazz fans, enthusiasts and revelers are expected to descent on our shores from 25 – 26 November 2022 at the Sandton Convention Center for what promise to be a thrilling and uniting ultimate African experience. Apart from the diverse Musical GP line-up, the event affords attendees an opportunity to shop on the latest fashion trends building up to the festive season. It is a #GPLifestyle experience catering for all segments and budgets while enabling the province to drive its Stay Another Day Campaign out of hosted events.

Tickets are still available at computicket and for the first time this year there is the **Joy of Jazz** Lifestyle Expo with like brands and partners showcasing their offerings and building back together.



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Kenya, South Africa to begin mutual visa-free system in January

South African Tourism is delighted and welcomes the boost the sector received last Wednesday after the announcement by President Cyril Ramaphosa's office that South Africa has scrapped visa requirements for all Kenyans travelling to South Africa. This will go a long way in boosting the sector's ambitious efforts to improve tourism from the rest of the African continent.

Chief Operations Officer of South African Tourism, Nomasonto Ndlovu, welcomed the news. "Our relentless lobbying for visa-free travel between Kenya and South Africa has yielded such great results. This is a boon for intra-Africa travel, and we welcome the news of visa-free travel between Kenya and South Africa."

Speaking in Kenya, President Cyril Ramaphosa confirmed the removal of visa requirements for Kenyans travelling to South Africa, from January 2023 for a maximum of a 90- day stay, annually.

According to the joint communique, both Presidents of South Africa, Ramaphosa and President William Ruto of Kenya, agreed to this policy move to ease the movement of people between the two countries.

In 2019, the number of Kenyan visitors to South Africa increased by 3.9% to 30 329,

Between January and August 2022, 12 103 visitors from Kenya arrived in SA marking an increase of a whopping 201% when compared to the same period in 2021. This number is poised to increase with this development of visa-free travel.

She further remarked: "We are indeed open for business, and we invite visitors from Kenya to come journey with us and experience our hospitality, the warmth of our people, top restaurants, wildlife and pristine coastlines.



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Experience of the week: Witsieshoek Mountain Lodge

Witsieshoek Mountain Lodge is the best Responsible Tourism destination in the world.

And that's not just their opinion; it's what the international group of judges who evaluated the 2022 WTM Responsible Tourism Awards decided. Witsieshoek was chosen from the 26 finalists representing 21 countries having won Gold in the category "Local Economic Benefit" to get into the final group from which the judges selected the overall winner.

Situated at the spectacular Sentinel Peak, Witsieshoek Mountain Lodge offers peaceful and affordable Drakensberg Mountains Accommodation for families, hikers, large or small groups. Whatever your choice of accommodation, the mountain lodge boasts spectacular views on all sides and comfortable beds to welcome visitors home from a long day exploring the incredible and wild surrounding scenery of the Northern Drakensberg.

There are three kinds of accommodation available at the lodge: the cozy bungalows, the large Sentinel Rooms that look out onto the majestic Sentinel Peak, and a Backpacker's Cabin located just below the main reception area of the lodge that is perfect for backpackers on a budget.

Witsieshoek was about to be closed by its community owners, the Sesotho Batlokoa, when TFPD was awarded the concession to manage and market the property in 2011. Since re-opening in 2011, Witsieshoek has tracked the local economic benefit created by the Lodge and reported a Regional Economic Benefit of R77,7m over the past 12 years. 46% of the value, results from local procurement policies and practices. [Click here to read the full article](#)

Email: info@witsieshoek.co.za | Land-line: +27 (0)58 713 6361/2 | Cell phone or WhatsApp: +27 (0)82 609 8988

[Click here for more information about the lodge](#)



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