



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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#TourismTuesdays

A word from the acting CEO



Dear Industry Partner,

We are surely getting into the swing of things, with the first month of the year almost fully behind us.

At the end of this month, we look forward to receiving the annual tourism figures for 2022 to fully understand the sector's performance over the last 12 months. I am confident that our performance is indicative that we are well on our way to recovery.

In this edition of Tourism Tuesdays, we look at team South Africa's successes at Fitur in Madrid. We really used this platform to not only showcase the country's leisure offerings but to also send out an invitation for people to come and visit South Africa.

This week, we are launching the 2023 edition of our premier business events trade show, Meetings Africa. This launch is particularly special because we have a big announcement, we are revealing the show's new brand and repositioning and we really look forward to sharing it with you. Please look out for the reveal on our social media channels this week.

In this issue we also celebrate the return of the Makhelwane Festival, in Soweto. Besides the fact that this festival is incredibly fun, it is also geared towards ensuring sustainable business trade, inviting SMMEs to come and sell their goods to locals. The festival takes place this weekend, 27-29 January.

Have a great week.

Best regards,

Mzilikazi Themba Khumalo



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South Africa wins top accolade at World Culinary Awards

South African chefs and restaurateurs have been cooking up a storm and now the country has been crowned Africa's Best Culinary Destination for 2022. News broke from ONZE at Dubai Creek Golf & Yacht Club in the United Arab Emirates yesterday that South Africa has won in the 3rd Annual World Culinary Awards Ceremony.

World Culinary Awards™ is a global initiative that seeks to recognise and reward excellence in the culinary industry on a truly global scale.

“It is truly a great achievement by our finest chefs and restaurateurs to be crowned Africa's best food destination at the world culinary awards. This is extremely special. This recognition destination South Africa has received in the culinary space is testament that we have more than wildlife. We are also home to breath-taking landscapes and award-winning restaurants. We are simply a stunning destination that offers a wide variety of memorable experiences. I invite the world to come to South Africa to taste our wide variety of gastronomic delights and world-class cuisine” says South African Tourism GM: Global PR, Communications and Stakeholder Relations, Thandiwe Mathibela.

South Africa's alluring appeal saw the country ranked #16 globally in the recently released Tourism Sentiment Index® for the third quarter of 2022. As stated by the Index, the top contributors to South Africa's overall performance were: Wildlife Viewing (15%), Restaurants plus Dining (12%), and Festivals, Events and Concerts (10%).

Echoing the same sentiments is award-winning foodie Marina Appelbum who is the owner of two thriving eateries - Nikos and The Old Ducky French Café in Pineslopes in Fourways, Johannesburg.

“It comes as no surprise to me that South Africa has been awarded this culinary world recognition. There exists huge diversity and culinary skill in South Africa, and given this, our country may stand tall and proud,” she says.

“I am beyond excited to hear that South Africa has won this award. South Africa has distinctive indigenous foods, and spectacular places to enjoy these cuisines,” says South Africa's trailblazing gastronomist and public speaker, Miles Kubheka.

He added: “Congratulations to the whole of Mzansi (slang for South Africa) for being recognised as the top culinary destination on our continent. I invite the world to come to South Africa to taste some of our amazing cuisines and great wines!”



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Muco Guesthouse ready for Meetings Africa Debut

It's all systems go for Meetings Africa 2023 and exhibitors and buyers alike are counting down to the big day when they'll have the opportunity to network and collaborate toward unlocking the continent's success. One of those is Johannesburg-based, Muco Guesthouse, which will be exhibiting its product for the first time at this gathering.

Muco Guesthouse Director, Alice Rubeya Quilliard, says she's excited because Meetings Africa will present her with an opportunity to build the necessary relations and market her guesthouse.

"I would like to meet new clients - individuals, corporates and tourists - to build up a good database. I strongly believe that it will boost our business," she says excitedly.

What can light up your face better than being greeted and welcomed in the language you know? Well, at Muco multilingualism comes as part of the package, starting with the guest house's name. Muco is a Kinyarwanda word for light and Quilliard says her establishment wants to light up its guests' stay in the same manner.

"Our staff speaks English, French, Swahili, Kirundi (Kinyarwanda), and Zulu," she says.

Muco has got two guest houses situated on the same street and both offer the same service and same facilities. Its decor is a mixture of vintage and African classics using natural materials.

With the guest house being just 25 minutes away from O.R Tambo International Airport and 35 minutes away from Lanseria International Airport, it's well situated for easier access to the business meeting venues of Johannesburg.

Muco Guest House offers business facilities, such as a small office to work from with an internet ADSL cable to backup wifi.

And Muco's hopes for Meetings Africa? Quilliard explains:

"I would like to tell the buyers that we are here to stay, we are one of the best guest houses in terms of service, amenities offered, position, security, affordability etc. South Africa is still one of the best countries to visit, South Africa has got lots to offer".



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Meetings Africa Partners with provinces to showcase South Africa

Pre and Post Tours are a distinctive feature at Meetings Africa's for our hosted buyers and media.

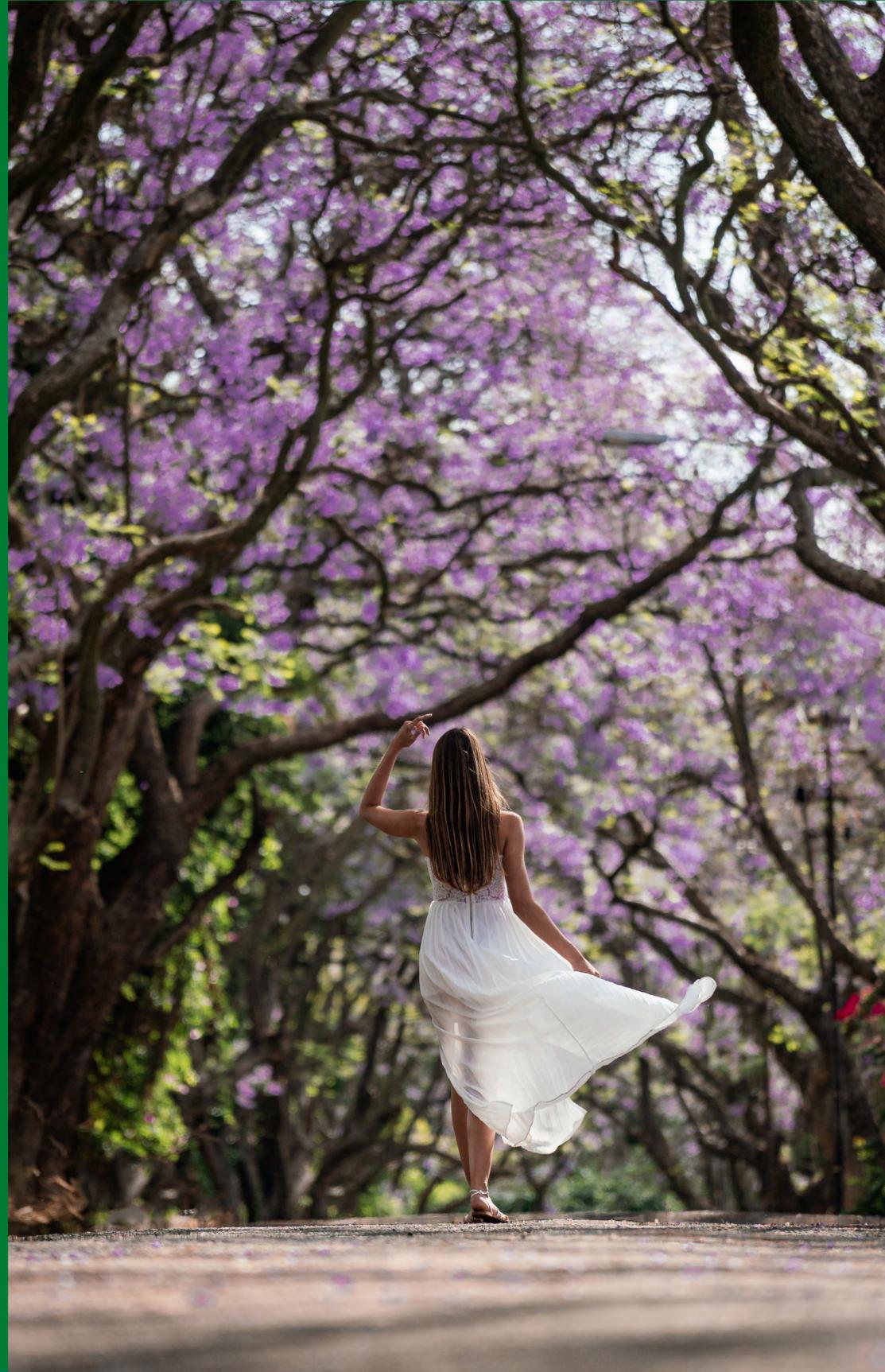
This is one of the key strategic avenues taken by Meetings Africa to profile South Africa's business events facilities, professional services, innovation, and technical capabilities on offer. The tours also showcase the destination's leisure offering that can enhance the business event experience.

Every year, South African Tourism partner with various stakeholders in the sector in putting together tours which affords buyers and media an opportunity to explore all nine of South Africa's provinces, in an effort to demonstrate the vast array of options available to Associations, Corporate and Trade buyers through authentic and immersive itineraries. These tours provide our hosted buyers with a view of potential options that are available to their respective delegates when they are planning their future meetings, conferences, incentive visits or exhibitions to be held in the region.

These tours are packaged in collaboration with all nine Provincial Tourism Authorities as well as participating Destination Management Companies and hotel groups.

The pre and post-tours play a critical role in building and developing connections between the hosted delegates and the business events product owners. In keeping with Meetings Africa's commitment to sustainable impact, the tours also enable the hosted media and hosted buyers an opportunity to connect more deeply with the destination.

These strategically customised tours equip hosted buyers with a lived-experience of South Africa, making it easier for them to promote the country's compelling offerings and place business after their visit.



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Return of the Makhelwane Festival: “Soweto through the eyes of the locals”, 27 – 29 January

The popular Makhelwane Festival is once again presented by the creatives at LoCrate Market with the aim of connecting neighbours and communities through local small and medium enterprises and entrepreneurs. “Makhelwane” is a Zulu term that refers to one’s neighbour, but in African culture, the term is deeper than that – it refers to a community.

It will run from January 27th at Thesis Lifestyle, 173 Machaba Dr, Mofolo Village, Soweto with business talks and a night market experience, and on the 27th & 28th the actual festival will take place at Poka Street in Orlando west. The opening event on January 27 introduces the festival and its partners and sponsors - Gauteng Tourism Authority, Joburg Tourism Company, and Jägermeister – and provides a road map of what to expect from the festival with beautiful live performances and a number of local DJs.

LoCrate (short for Local Creatives) was born out of the need for young black creatives to develop local platforms to assist them to grow sustainable business trade.

The festival is a subsidiary initiative for township products, where LoCrate aims to develop and drive township tourism; to further create sustainable platforms for young creatives and entrepreneurs across Gauteng. The festival looks beyond domestic tourism, but the idea is to encourage visitation from people outside of Gauteng and South Africa.

This year the festival will incorporate: a food carnival, music fest, arts and crafts, a movie screening, street dining and bubbly garden, exhibitions, entertainment for kids as well as a market run entirely by children and a series of business talks.

Makhelwane invites you to enjoy a “first-hand experience of Soweto.”

Visit www.makhelwanefest.co.za for tickets or buy at the venue. This is a # GPFestiveSummer-powered event in partnership with Gauteng Tourism and the City of Joburg



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Experience of the week: Kruger Shalati

The Train on the Bridge is a chic, unique stay option, offering the ultimate in bush experiences. The fixed train hotel is built on top of the Selati Bridge in Kruger National Park above the Sabie River, where the first visitors to the park once made their stopover before its roads were built.

Kruger Shalati boasts an impressive viewing deck complete with a beautiful overhanging pool. Set in tranquil surrounds with the Sabie River flowing below, it provides an unsurpassed combination of wildlife spotting and relaxation.

It offers 31 rooms, consisting of 24 Train Carriage Suites and 7 Bridge House Suites, all of which provide a deeply visceral experience, tailored for immersive comfort.

Call: +27 (0) 13 591 6000

Or email:

reservations@krugershalati.com or
info@krugershalati.com



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