



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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A word from the acting CEO



Dear Industry Partner,

As South African Tourism, we are always looking for ways to better engage with our stakeholders, for the benefit of the sector.

As such, we are conducting a stakeholder engagement survey to get a sense of stakeholder satisfaction with our engagement efforts during the 2022/23 financial year. This will help us to get a view of areas of improvement, so we can do better, moving into the new financial year.

Please take a moment to fill out the survey, as it will be of great help to us. Last week we launched the 17th edition of Meetings Africa, our pan-African business events trade show. We have made some changes to the show, to ensure we keep it distinctly African and to ensure it serves its purpose for the buyers and the exhibitors. We hope you can join us at the Sandton Convention Centre from 27 February – 1 March 2023.

In this edition we also reflect on our successes at the International Tourism Trade Fair (Fitur) in Madrid. We are excited to be showcasing South Africa's offering to the global stage, and extending the invitation to the world to come to South Africa.

I wish you all a productive week.

Best regards,

Mzilikazi Themba Khumalo



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Meetings Africa Advances Africa's business events sector

In the build-up to the 17th edition of Meetings Africa, South African Tourism revealed this strategic show's new look at a media launch in Johannesburg on Thursday, 26 January.

The refreshed Meetings Africa look reflects an invigorated approach to unlocking Africa's opportunities through quality connections and as a result the theme for the 2023 edition is "Africa's success built on quality connections".

Meetings Africa, a gathering of Africa's various stakeholders in the Meeting Incentives Conferences/Conventions and Exhibitions (MICE) sector of the burgeoning tourism industry will be held at the Sandton Convention Centre, Johannesburg, South Africa, from 27 February to 1 March 2023. It is set to buzz with conversations while business deals are being clinched.

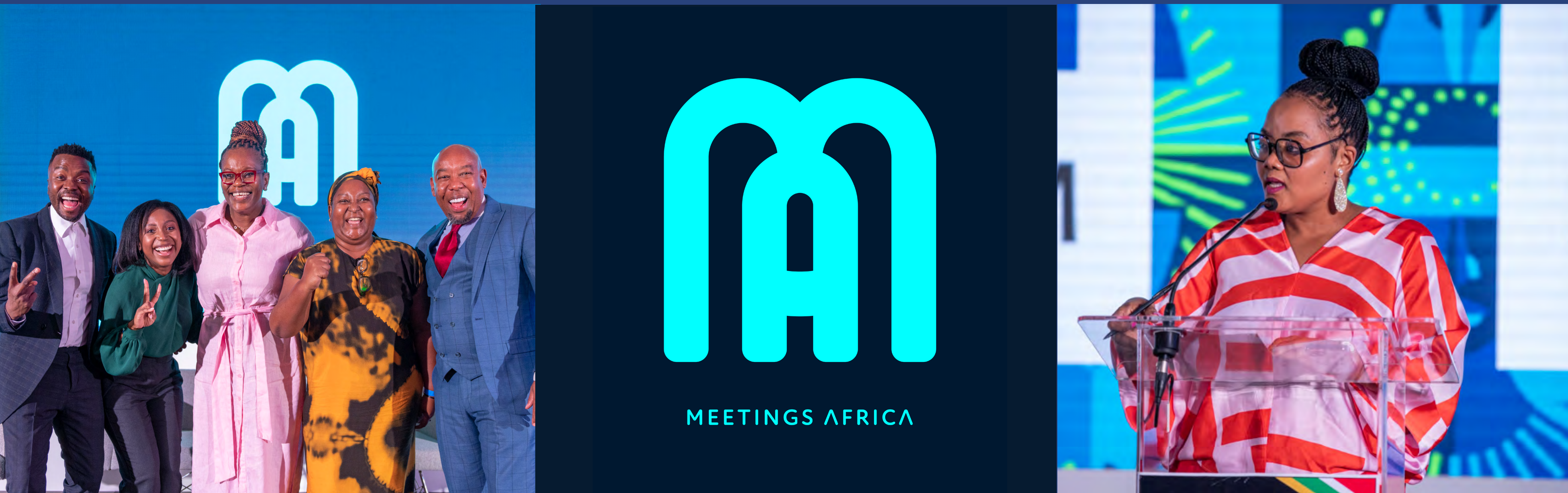
The show has grown over the past 16 years. Giving the show a new look is a step in the right direction to ensure that it continues to thrive.

Speaking at the media launch, South African Tourism Acting Chief Executive Officer, Themba Khumalo said: "The entire global tourism sector has been through a really rough time in the last two years due to the COVID-19 pandemic but we are back with a renewed energy and we are motivated to build and grow our sector to pre-pandemic levels and beyond. Meetings Africa aims to contribute to helping African business events players restart and grow. We want to create opportunities for Africa's business events sector so that we can all grow back more vital than ever before. "Our new look represents this new injection of energy and is an emphasis on the importance that we place on connections."

[Click here to see our vision for the invigorated 2023 Meetings Africa](#)



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SA Tourism returned home in triumph from Fitur 2023

South Africa's appearance at the Fitur Madrid (International Tourism Trade Fair) 2023 held at the Ifema trade fair centre of Madrid (Spain), which ended last week, was a triumph for Team South Africa.

Fitur is the global meeting point for tourism professionals and the leading trade fair for inbound and outbound markets in Latin America.

As as one of the year's first appointments, bringing together diverse tourism professionals worldwide to showcase their wares during an important booking cycle in the Europe Tourism value chain.

The 2023 fair was attended by over 600 exhibitors and official representatives from 70 countries (including tourism ministers from 21 countries).

"FITUR 2023 was a resounding success and a platform where we once again showcased South Africa's unique experiences and readiness to welcome visitors from across the globe," said the South African Tourism (SAT) Regional General Manager (Europe) Ian Utermohlen.

"We conducted 25 high level meetings and discussions at the South African Tourism exhibition stand, with the intention of fostering meaningful relationships in the market. This saw us amongst others engage with Real Madrid and the Committee of Tourism Film Festivals on potential collaborative efforts in the Spanish & South African Markets".

[Please click here to read the full media release.](#)



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Request for your participation in SA Tourism stakeholder research

Mthente Research and Consulting Services have been commissioned by South African Tourism to conduct a stakeholder engagement survey for the 2022/23 FY period. The study aims to assess the satisfaction of stakeholders with initiatives by SA Tourism and so we invite you to participate in a short self-completed survey, which should take you 10-15 minutes. This survey link will close in the first week of February 2023, please complete the survey as soon as possible.

[Click here to access the survey](#)

Please note that your responses to the survey are confidential. Data collected will be utilised solely for the purpose of the study and will only be reported on in an aggregated manner. No names or any other identifying information will be used in the write-up of the report or disclosed to SA Tourism. Participation in this research is voluntary. Results will be used to improve SA Tourism's engagement with its valued stakeholders and your response to the survey is therefore key.

In the event that you prefer to complete the survey telephonically, a fieldworker will call you at your convenience or if you have any questions about this research, please feel free to contact the project managers from either SA Tourism or Mthente Research.

SA Tourism: Mbongeni K. Dhliwayo kaizerdm@southafrica.net
Mthente Research and Consulting Services: Ishreen Ismail ishreen@mthente.co.za



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Southern Spoor to showcase 7 luxury venues at Meetings Africa 2023

It's rare to find one stand with so much to choose from, and this is what Southern Spoor, an agency representing a wide range of meetings and conference venues, will bring to Meetings Africa 2023.

The agency will exhibit at Meetings Africa for the first time this year and will showcase no less than seven luxury accommodation and conference venues. Account Manager at Southern Spoor, Annemarie Lexow, is upbeat about Meetings Africa 2023.

"We want to observe the changes in the market, the new role players, market aggregators and gain additional exposure to new visitors. It is important to see what the market is looking for, what it's expecting and if it's ready to embrace new concepts," Lexow says.

Among the exhibitors is Black Eagle Hotel & Spa in Johannesburg, a boutique hotel that caters for corporate travellers, special events and conferencing. Its conferencing venues can accommodate up to 300 delegates. Then there's Fairway Hotel Spa & Golf Resort, offering a comprehensive range of venues, facilities and services. These range from a venue as intimate as the downstairs wine cellar, to venues as expansive as the Vista Deck, and as jovial as the Roundabout Bar.

One of the venues is Glenburn Lodge & Spa in the Cradle of Humankind World Heritage Site. With 14 conference rooms and three breakaway rooms, Glenburn can host conferences for up to 600 delegates. The largest venue, Glenkyle, can take up to 300 delegates at a time. Also in the Cradle of Humankind lies Kloofzicht Lodge & Spa, an ideal venue for upmarket conferences, special functions or product launches. Its eight conference rooms sit up to 120 delegates.

And then there's African Hills Safari Lodge & Spa in the Magaliesberg for a memorable big game experience, the unique-concept BlackBrick Hotel in Sandton that offers 70 apartment-style guest rooms across four categories, and Ivory Manor Boutique Hotel in Pretoria East – a five-star hotel with nine, individually decorated guestrooms.

Lexow urged buyers to get ready for an exciting Meetings Africa 2023 and to interact with the new products exhibiting at the show. "Many a buyer has attended Meetings Africa at least once before and instead of keeping to your comfort zone and reaching out to the products you know and are familiar with, challenge yourself and see what is new. Be curious...there is a world out there ready to experience out-of-the-ordinary, fresh and innovative concepts. Do not overlook a name or brand you do not know. Spend the time this year and explore the less familiar. You may just be pleasantly surprised," she said.



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Experience of the week: Babanango Valley Lodge

Babanango Valley Lodge is a nature lover's escape, nestled in the heart of the valley, where beautiful flora and fauna abound. The lodge overlooks the picturesque Nsubeni River Valley with glistening granite koppies, sandstone cliffs and quartzite ridges stretching into the far distance where the White Umfolozi River flows. Valley Lodge offers a truly unique bush experience, on a grassroots level, with a home-away-from-home feeling.

E-mail: reservations@babanango.co.za

Tel: +27 (0) 31 1000 362

<https://babanango.co.za/babanango-valley-lodge/>



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