



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

JOIN THE CONVERSATION

#TourismTuesdays



A word from the Editor

Dear industry partner,

This week, all eyes are on the Asia Pacific and India hubs, as we take a close look at the work that they are doing to market South Africa to the world as a tourism destination.

The India office concluded another highly successful association with South Asia's leading travel show, SATTE 2023 last week. South African Tourism, along with 35 prominent exhibitors introduced innovative and one-of-a-kind destination offerings for Indian trade partners from across key regions such as Western Cape, KwaZulu-Natal, Gauteng, Limpopo and Eastern Cape aspiring fruitful partnerships. Catering to Indian traveller preferences, the carefully curated offerings showcased exceptional yet affordable accommodations, luxury experiences, offbeat activities, advanced MICE infrastructure as well as adventure, wildlife, and culinary activities.

The Asia Pacific hub, with the support of its Chinese counterparts, held its first offline event of 2023 to promote its "Reunite with South Africa and Welcome the 'New Life'" initiative, aiming to restore the flow of Chinese tourists after the reopening of travel to 20 countries on February 6. The event was attended by over 40 representatives from South Africa's tourism partners and media, including the South African Ambassador to China, Dr Siyabonga C. Cwele, and officials from South African Tourism.

In this issue, we acknowledge the youth who successfully completed the Food Safety Quality Assurers training programme and attained their National Certificate in Food Safety Quality Assurers. Proudly hosted by the Department of Tourism, this one-year programme entails 30% theory and 70% workplace experiential training.

We are also excited about the news that Emirates will add a third daily flight to Johannesburg from Dubai starting on March 1. This will see the airline increase its total frequency into South Africa to 42 weekly flights.

Happy Valentine's Day to you and your loved ones!



SOUTH AFRICAN TOURISM

**TOURISM
TUESDAYS**

South Africa witnesses over 200% surge in Indian travellers led by its recovery efforts

South African Tourism concluded another highly successful collaboration with South Asia's leading travel show, SATTE 2023 last week. South African Tourism showcased destination South Africa, and addressed members of the press at the 30th edition of the trade show, held at India Expo Mart, Greater Noida in Delhi NCR from 09th to 11th February 2023.

Owing to its robust recovery efforts and its aim to promote diverse, authentic destination offerings through the More&More campaign, South Africa emerged as one of the leading travel destinations for Indian travellers in 2022. Between January and December, South Africa received 55,506 Indian travellers which is a 214.3% increase when compared to the same period in 2021. This year, South African Tourism, aims to achieve a 72% increase over last year's target.

South African Tourism, along with 35 prominent exhibitors introduced innovative and one-of-a-kind destination offerings for Indian trade partners from across key regions such as Western Cape, KwaZulu-Natal, Gauteng, Limpopo and Eastern Cape aspiring fruitful partnerships. Catering to Indian traveller preferences, the carefully curated offerings showcased exceptional yet affordable accommodations, luxury experiences, offbeat activities, advanced MICE infrastructure as well as adventure, wildlife, and culinary activities.

Local SMMEs are the backbone of the South African economy and the annual trade show is aimed at providing a platform to display their extensive product portfolio. The exhibition enriched existing business deals between key buyers from India and South Africa as well as paved the way for the formation of many more meaningful partnerships in the near future.



SOUTH AFRICAN TOURISM



TOURISM
TUESDAYS



Reunite with South Africa and Welcome the 'New Life'

South Africa's tourism industry, with the support of its Chinese counterparts, has held its first offline event of 2023 to promote its "Reunite with South Africa and Welcome the 'New Life'" initiative, aiming to restore the flow of Chinese tourists after the reopening of travel to 20 countries on February 6. The event was attended by over 40 representatives from South Africa's tourism partners and media, including the South African Ambassador to China, Dr Siyabonga C. Cwele, and officials from South African Tourism. It celebrated the 25th anniversary of China-South Africa diplomatic relations and presented new digital tools, Air China's new direct flight from Beijing to Johannesburg, and South Africa's commitment to sustainable and responsible travel. South Africa is looking forward to welcoming Chinese travellers and plans to showcase the diversity of its land and sea safari experiences.

China has recently optimized its epidemic prevention and control policy. South Africa has been listed as one of the first destinations to resume outbound group tour, while South Africa, located at the southernmost tip of the continent, has also responded positively. On 9 February, the "Reunite with South Africa and Welcome the 'New Life'" promotion event hosted by South African Tourism was successfully held at the Beijing African Cultural Travel Center. South African Ambassador to China Dr. Siyabonga C. Cwele (Xie Shengwen), South African Minister Plenipotentiary to China Mr. Mogamat Mahdi Basadien, South African Embassy to China Economic Counsellor Mr. Gary James Smith (Shi Jiajie), South African Embassy first Secretary Ms. Mpume Mnguni, Chief Representative of South African Tourism Asia-Pacific Mr. Mansoor Mohamed, more than 40 tourism partners and media attended the event, including Ms. Zhang Yufei, Manager of Marketing and Public Relations at Singapore Airlines for China, and Ms. Cui Li, Vice President of Qyer.com attended this event.



SOUTH AFRICAN TOURISM

**TOURISM
TUESDAYS**

Food safety quality assurer boosts for Gauteng tourism sector

The Department of Tourism held a graduation ceremony on 7 February 2023, to acknowledge youth who successfully completed the Food Safety Quality Assurers training programme. The Deputy Minister of Tourism, Fish Mahlalela warmly welcomed the new cohort of 108 graduates that will populate the talent pool of this scarce skill in the tourism value chain.

“As government, our approach to the skills revolution is to assist the youth to upskill and future-proof themselves in the light of the fast-changing work environment. Through our training programmes, we are able to contribute to mitigating the impact of the triple challenges of poverty, unemployment and inequality,” said Deputy Minister Mahlalela.

The Department’s one-year programme entails 30% theory and 70% workplace experiential training. Graduates receive a National Certificate in Food Safety Quality Assurers, NQF level 4 (116 credits) accredited by FoodBev SETA and CATHSSETA, helping to kick-start their career in the sector.

In terms of skills development and the certificate, 33-year old Nelisiwe Tshabangu from Sunnyside in Tshwane said: “There are lots of hospitality opportunities in the country and I know with this certificate, I will be able to be employed.”

The 34-year old Nompumelelo Mahlangu from Kiblerpark in Johannesburg stated: “I have been in the hospitality industry for fifteen years without the relevant qualification. This programme has helped me, because I will now have a certificate to compete in the job market.”

“According to a UNICEF report, governments and businesses are being urged to address global skills gap and decrease youth unemployment. I therefore call upon our youth to seriously take up all available opportunities being provided by government as quick fixes and short-cuts to economic empowerment, concluded Deputy Minister Mahlalela.

For additional information on the Departmental skills development programmes:

Call Centre
Landline: 0860 868 747
Email: callcentre@tourism.gov.za



SOUTH AFRICAN TOURISM

**TOURISM
TUESDAYS**

Emirates rolls out more JNB flights

Emirates will add a third daily flight to Johannesburg from Dubai starting on March 1. The existing two daily flights, both currently operated by Airbus A380s, will downsize to a Boeing 777-300ER.

“This will increase our total frequency into South Africa to 42 weekly flights,” said Emirates Regional Manager, Afzal Parambil.

The upcoming schedule for March is as follows:

Johannesburg to Dubai

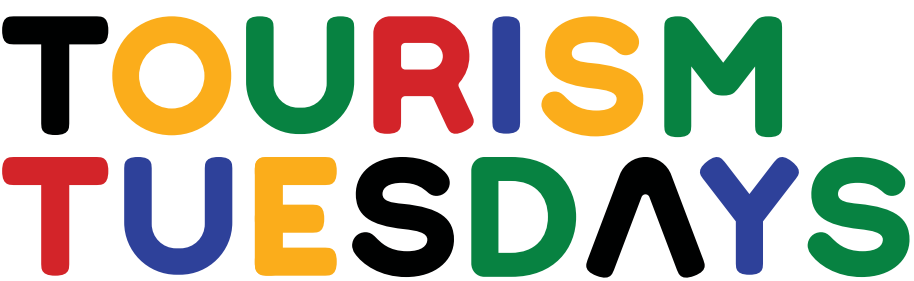
Flight	Departure	Arrival	Aircraft
EK 762	12h55	23h15	B777-300ER
EK 764	18h50	05h05 +1	A380
EK 766	22h20	08h20 +1	B777-300ER

Dubai to Johannesburg

Flight	Departure	Arrival	Aircraft
EK 761	04h40	10h55	B777-300ER
EK 763	10h10	16h35	A380
EK 765	14h40	20h50	B777-300ER



SOUTH AFRICAN TOURISM



Experience of the week: Lush Private Lodge

Lush is a Lupini family-owned and managed boutique private game lodge, set within the Black Rhino Reserve of the greater Pilanesberg National Park and run on Italian hospitality, offering luxury accommodation, dining, and safari experiences.

Lush guarantees you authentic safari adventures to write home about. Exclusive traversing in Black Rhino Reserve and the Pilanesberg's Wilderness Area offers the opportunity to explore an untouched environment.

Activities include

- Game drives, with scenic stops for refreshments – offered by the lodge, on the traditional twice-daily basis
- Guided morning bush walks bring you closer to nature.
- Hot-air balloon flights* give you a different perspective on the herds
- Golf* at the nearby championship Gary Player and Lost City golf courses, set in parkland and bushveld, respectively

(0)66 479 5639

reservations@lushprivatelodge.co.za

<https://www.lushprivatelodge.co.za/>



SOUTH AFRICAN TOURISM



**TOURISM
TUESDAYS**