



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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#TourismTuesdays

Foreword

Dear Industry Stakeholder

All roads lead to Meetings Africa this week. We are very excited to be hosting the 2023 edition of Meetings Africa where we will host the world to come and experience the best of the continent's business events industry.

Earlier this month, we unveiled the show's new logo as well as positioning, which has been well received. Meetings Africa will take place under the theme "Africa's success built on quality connections".

This year, Meetings Africa has introduced a few new features to ensure we enhance the experience of the buyers, exhibitors, media as well as all delegates.

These features are not only geared towards accelerating the sector's recovery, but they are also meant to enhance knowledge sharing and collaboration.

The new features to the show are as follows:

- The AIPC Summit
- BOMA talks
- Speed marketing sessions
- Airline pavilion
- Exhibitor to Buyer sessions
- Exhibitor-to-exhibitor sessions

We look forward to you experiencing these new features and returning features of the show.

Let us meet at Meetings Africa from 27 February – 1 March 2023 at the Sandton Convention Centre.

Best regards



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Remember to register for Media Accreditation - Meetings Africa 2023 are open

Johannesburg – Media Registrations for the 17th edition of Meetings Africa are still open. Members of the media are reminded to register for accreditation for Meetings Africa 2023, taking place from 28 February to 1 March 2023 at the Sandton Convention Centre in Johannesburg, South Africa.

The first five to register, before 24 February 2023 will receive a sustainability village voucher. At the Sustainability Village, South African businesses showcase and sell unique and locally produced goods usually made from recycled materials – thus promoting sustainable tourism and supporting local businesses. Stocked up with various authentic South African products, the Sustainability Village is a dynamic corporate gifting option for anyone attending the show.

At Meetings Africa, delegates are given vouchers that are redeemable for products at any of the stalls at the Sustainability Village. Delegates can also use cash to top up and buy more from the vendors at the Sustainability Village. The 17th edition of the show promises to be bigger and better, with enhancements across every area of the show.

The trade show promises to offer an array of exhibitors and buyers from across Africa and the world, an opportunity to meet as they partner and collaborate to continue building the continent's business events industry.

Registered and accredited media will gain access to the latest Meetings Africa news. Our PR team is dedicated to helping with all the information members of the media may need, including accompanying images, articles and relevant profiles.

The team is also available to secure the best interview opportunities, not only with Meetings Africa spokespeople, but also with guest speakers, exhibitors and visitors.

To register for media accreditation at the show, please visit our website www.meetingsafrica.co.za or contact:

For media queries, please contact:
Lesego Marimo
Email: mediaq@southafrica.net



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Meetings Africa pulling in the best of the globe's business events sector

This year, the show returns with a refreshed logo and positioning. This is to ensure that the show remains relevant and fit-for-purpose in the post-pandemic environment. Under the theme "Africa's Success built on quality connections" the show will connect Africa's premier business events products with a global network of the best business events buyers.

The flagship business events trade show of the South African National Conventions Bureau (SANCB), Meetings Africa 2023 has already surpassed its target of 350 exhibitors, as 352 exhibitors from 23 African countries have already been confirmed. Moreover, 340 international buyers from 57 countries have so far been confirmed, against the target of 350 buyers.

In 2019, Meetings Africa saw 338 exhibitors showcase their services and products to potential buyers; 102 exhibitors from 15 African countries joined their South African counterparts, with African countries such as Namibia, Zambia, Tanzania, and Mauritius being newly represented. There were 462 hosted buyers from 65 countries accepted to attend, surpassing the previous year's (2018) total of 392.

Meetings Africa has seen significant growth and expansion over the past few years, with each edition of the show surpassing the previous one in terms of attendance and diversity. One of the standout aspects of Meetings Africa 2023 is the addition of seven new African countries exhibiting. These include Angola, Gabon, Nigeria, Ivory Coast, Senegal, South Sudan, and Togo. This is a testament to the growing importance of the African market in the events and tourism industry, for the world. These new exhibitors bring a wealth of new knowledge, experiences, and offerings to the show. The inclusion of these countries adds even more diversity to an already rich and dynamic show, and the industry is eager to see the impact they will have on Meetings Africa 2023.

Another highlight of this year's show is the return of Seychelles as an exhibitor, following a long absence from the trade show. Their presence this year demonstrates Meetings Africa's standing as a critical trade show to the events and tourism industry, and we can't wait to see what they have in store. Speaking on returning to the show, Tourism Seychelles' Christine Vel says their mission is "to be able to network and make new contacts which will help with future promotion of destination Seychelles."

"We look forward to meeting buyers from all over the world and have a chance to present our destination and how we work with incentive groups" says Vel.



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Visitor's guide to Meetings Africa and Sandton, Johannesburg

Brimming with economic verve, home to an array of global industries and shining as the hotbed of business and cultural ideas, Johannesburg is, no doubt, the engine of Africa.

Zinhle Nzama, Acting Chief Convention Bureau Officer at the South African National Convention Bureau (SANCB), says Sandton has been the natural home for Meetings Africa, as the city presents the continent's business events aspirations. "Hosting Meetings Africa in Sandton is a statement. It says that while we are part of a global billion-dollar business events industry, we have ambitions of being among the best destinations in the world."

The Sandton Convention Centre itself is the financial hub's centrepiece. It offers easy access to over 5,000 hotel rooms all within close distance, is adjacent to the country's top shopping and entertainment complexes and provides nearly 11,000 secure parking bays.

"We have thousands of delegates returning to Meetings Africa each year. They are attracted to the energy emanating from not only the continent, but also the city," said Nzama.

Navigating Sandton is a breeze, but for first-time visitors, it can be a little daunting. But don't worry, the people of Sandton have a knack of making you feel at home.

To get you started on your journey through Sandton, we have put together a little guide to help you navigate your way while you're here for Meetings Africa.



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Getting to Sandton

Getting to Sandton is easy. The Gautrain connects directly from OR Tambo International Airport to the Gautrain Station, in Sandton. The station is a mere 700-metres from the Sandton Convention Centre. The Gautrain schedule is up to date and quite extensive. Be sure to take a close look at the train schedule .

There are two options when paying for a ride. You can either purchase a Gautrain card which you would need to top up or you can use your bank's contactless card. You may use your contactless bank card to travel on Gautrain, trains, buses and parking included.

If you are staying at accommodation outside of Sandton, it would be advisable to catch an Uber ride from the Gautrain Station in Sandton. The Gautrain bus is also a convenient option if you are not in too much of a rush. Consult the Gautrain bus schedule. Download your preferred bus route here.

Accommodation

The Southern Sun hotels in the Sandton precinct have partnered with Meetings Africa and are the accredited accommodation providers for the duration of Meetings Africa.

Cuisine and entertainment

Sandton boasts some of the finest dining on the continent, all within walking distance of the Sandton Convention Centre. Find a restaurant which suits your tastes here.

For art lovers, the Keyes Art Mile Precinct makes for the perfect and serene break, after a day of activities at the Meetings Africa trade show. Situated just seven kilometres away from the Sandton Convention Centre, one can explore art from some of South Africa and the world's – leading artists.



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Anchored by heavyweight galleries Everard Read and Circa, the precinct has become an ecosystem of creativity. A design studio, highly conceptual eateries such as Marble and Momo Kuro, designer accessory outlet Okapi and the exclusive entrepreneurial Mesh Club make up the precinct's tenants.

To quell the shopper's itch, Sandton City is right there. With all sorts of local and international brands, the mall can easily brag about offering the world's best and trendiest products under one roof.

Your safety is our priority

South African Tourism is committed to providing a safe Meetings Africa 2023 to all delegates. As South Africa's destination marketing organisation, we have put in place protocols that aim to keep all South Africans and visitors to the country as safe as possible.

It is best to keep the following emergency telephone numbers saved on your mobile phone, should you need:

- Public ambulance: 10177
- Private ambulance (Netcare 911): 082 911
- South African Police Service: 10111

The following private medical facilities are within a 20-kilometre radius of Sandton:

i) Netcare Sunninghill Hospital
Cnr Nanyuki Dve & Witkoppen Rd
+27 11 806 1500

ii) Morningside Medi-clinic
Address: Cnr. Rivonia & Hill Rd, Morningside
+27 11 282 5000

iii) Netcare Rosebank
14 Sturdee Ave, Rosebank
+27 11 328 0500

Follow Meetings Africa on Twitter, Instagram and Facebook using #MeetingsAfrica2023 and #VisitSouthAfrica. To participate at Meetings Africa 2023, register at www.meetingsafrica.co.za and play your part in unlocking



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Meetings Africa: From advancing the MICE sector to busier African skies

Exciting news abounds for the aviation and business events sectors, as Meetings Africa 2023 promises to deliver a unique experience.

This prestigious tradeshow, dedicated to advancing the Meetings, Incentives, Conferences, and Events (MICE) sector in Africa, is introducing a new platform to boost efforts to improve connectivity across the continent. Meetings Africa will, for the first time this year, host an airline pavilion, which aims to fast track the sector's recovery, from an airlift perspective.

This new pavilion has been designed to allow airlines to engage and collaborate, a move expected to yield significant benefits for the industry, including improved operational efficiencies, better customer experience and innovation.

According to Zinhle Nzama, the Acting Chief Convention Bureau Officer at the South African National Convention Bureau (SANBC), the airline pavilion is an essential tool for the recovery of the tourism sector globally and, therefore, it is vital to use the Meetings Africa platform to advance the work of airlines and provide a platform for collaboration.

“We recognise the immense impact that Covid-19 had on businesses of all sizes, including those in the aviation sector. To support these enterprises and provide them with the market access they deserve, we have introduced this new feature – the airline pavilion. It aims to provide a platform for various airline businesses to showcase their offerings and connect with potential customers.

By providing exhibitors in airline pavilion with the same access to the show, including the diary system, we will level the playing field and offer a fair chance for all businesses to participate. This initiative is one of the many ways through which South African Tourism and the SANCB are assisting the sector towards full and inclusive recovery. We believe this pavilion will help pave the way for a brighter and more resilient future for the African airline industry,” Nzama said.



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Airlines showcasing at the pavilion are Airlink, Asky airlines, Air cote d'Ivoire, Ethiopian Airlines, Kenya Airways, Lam Mozambique, Fly Namibia, Eswatini Airlines and FlySafair. Other airlines showcasing at Meetings Africa are South African Airways, Cemair, RwandAir, Proflight and Air Mauritius.

Edwin Umejiaku, a West African aviation expert, expressed similar views to Nzama. He pointed out that the lack of flights, insufficient seating capacity, and limited frequencies have always been obstacles to air connectivity. However, with the pavilion, airlines will have a chance to come together and work collaboratively towards improving their capacities and increasing the number of flights to connect more African destinations by air. The proposed business models are expected to be win-win, ensuring seamless connectivity in and out of the continent.

This pavilion comes at an opportune time as the aviation sector gradually bounces back to pre-Covid-19 levels. It is also a platform that augurs well for South Africa's strategic focus of achieving 21 million tourists by 2030.

Nzama reiterated that South African Tourism is committed to forging new partnerships by offering a platform for airline partners to meet with the global business events community.

"Meetings Africa has set its sights on aiding African business events players in restarting and expanding their operations. The goal is to generate opportunities for Africa's business events sector, allowing for a resurgence that is more vibrant than ever before. Our new look represents this new injection of energy and underscores the importance we place on connections," Nzama explained.

Sustained efforts led by SA Tourism, industry players and government to increase airlift and connectivity to revive the tourism industry continue to bear fruit. The second half of 2022 saw significant developments when direct flights between South Africa and Belgium were announced in September. Two months later, a new non-stop airlift service between Washington DC and Cape Town was introduced.

The new route operated by United Airlines is set to increase the number of tourists from North America to South Africa, which is currently the second-largest overseas market for South Africa.

In addition to the new Washington DC route, the national carrier, South African Airways (SAA), retained all its historical route traffic rights and also introduced flights to Blantyre and Lilongwe in Malawi, Windhoek in Namibia, and Victoria Falls, in Zimbabwe, as well as increasing frequencies to other African destinations. The airline is also planning to launch its first post-restart intercontinental route this year.

Nzama concluded by saying the advantages presented by the Meetings Africa airline pavilion are numerous, and additional routes would significantly benefit Africa's tourism, visitor numbers, and its economy.



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#GautengMeansBusiness with a bumper “SportingGP #MusicalGP and business events calendar

From #SportingGP, #MusicalGP, #GPLifestyle to #GautengMeansBusiness, Gauteng has a power-packed week ahead. Gauteng will host world-class quality events kicking off this Thursday starting with Kyalami 9H, Showbiz Entertainment Africa Conference, Kunye, and Africa’s biggest derby in Soweto. Meetings Africa, the continent’s premier business event Lekgotla will be hosted from 27 February to 1 March at Sandton Convention Centre.

Gauteng Tourism Authority seeks to position Gauteng as an all-around bleisure (business and leisure) destination with the hosting of a major quality business, sports entertainment, lifestyle, and musical events at the center stage. Events are key drivers of tourism recovery and economic growth in Gauteng. With the sector recovering, the consistent hosting of quality events in our destination serves as a major ignition point for the visitor economy rebound. We strive to use these events and platforms to reintroduce the destination offerings, repair the destination brand and drive increased visitation, tourism revenue, and job creation in line with the GGT vision 2030. In all these events, SMMEs’ beneficiation, visitors’ and residents’ safety, and enterprise and supplier development remain our top priorities. We are connecting with locals, regional, and overseas markets with these global platforms and the plan is to make these a 24/7 365 days experience.

For more information, visit www.gauteng.net/visitors-home/whats-on-gauteng/ and Visit Gauteng on Instagram and Twitter



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Three masterclasses in Shanghai, Chengdu and Shenzhen

During the last week, the SA Tourism China office hosted a series of masterclass events on South African lifestyle, food and adventure in the key cities of Shanghai, Chengdu and Shenzhen in the People's Republic of China. The masterclasses updated and engaged the Chinese trade now that China has opened its borders for the resumption of outbound group travel. South African Tourism showcased the best South Africa had to offer in the form of sustainable tourism, sports & lifestyle, food & wine, and outdoor & adventure.

The masterclasses incorporated different South African signature experiences such as outdoor, glamping, adventure, food and wine, sustainable travel and other elements into the fun activities. Guests interacted through immersive brand experiences and learned about updated destination information, SA Tourism's Trade Mini Program (Smart Content Portal) and new products through presentations by SA Tourism. In addition, the Chinese trade partners participated in fun activities such as cycling, food and wine tasting, and glamping, designed to make the Chinese tourism trade become South African master experts in sport, food and outdoors!

The subject matter experts led the class and introduced several cycling routes in SA for the Shanghai event. Guests also shared their fun leisure experiences related to cycling and SA.

For the Chengdu event, the subject matter experts led the class and introduced the best wine and food in SA. Guests shared their South African gastronomic experiences, from street food to fine dining.

For the Shenzhen event, the subject matter experts led the class and introduced several camping sites in SA. Guests also shared their fun leisure self-drive, outdoor, adventure and glamping experiences.



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Experience of the week: Cape Cadogan Boutique Hotel

MORE Family Collection's historic Cape Cadogan Boutique Hotel reopened to guests in December last year, following an extensive refurbishment that enhanced the many hallmarks that guests have come to love while introducing several fresh and fashionable new additions.

Located within the buzz of Cape Town's trendy Kloof Street Neighbourhood and consistently recognised in the Condé Nast Traveller Readers' Choice Awards, Cape Cadogan is effortlessly elegant and promises a 'stylish city stay' on the doorstep of many of the Mother City's top attractions like Table Mountain and the V&A Waterfront.

Built in the 1800s and with National Monument status, this charismatic boutique property now enters a new era with a modern upgrade that is sleek and sexy.

From luxurious fabrics and furnishings to a striking colour palette of emerald-green, touches of gold and classic black and white, this incarnation of Cape Cadogan is simultaneously elegant and edgy.



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