



SOUTH AFRICAN TOURISM

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Foreword

South African Tourism would like to extend a warm welcome and send our heartfelt congratulations on to the newly appointed Minister of Tourism, Ms. Patricia de Lille.

As South African Tourism, we look forward to your leadership as we continue with our mandate of promoting and marketing South Africa as an attractive leisure and business events destination. We believe that your leadership and vision will help to drive the tourism sector forward and position South Africa as a top global destination.

Once again, congratulations on your appointment, Minister de Lille, we look forward to a productive and fruitful collaboration with you.

From all of us at South African Tourism



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Journey in the Footsteps of a Music Legend

As part of localising the global brand campaign, the US office continues to leverage great South African stories which hold resonance in our market. The life journey of the late and iconic jazz musician Hugh Masekela is one such story. His musical career started in South Africa and flourished in the USA, where his record “Grazing in the Grass” topped the Billboard chart at #1! In collaboration with the Hugh Masekela Heritage Foundation, the team created a feature that showcases his family and friends telling the stories of their time with the jazz legend, while highlighting his influence on their exploration of the great land that is South Africa.

Using Masekela’s life and times as a touchstone, the amusing, and often touching story, invites curious and invested readers to explore the multifaceted appeal of Durban, Mpumalanga, Mthatha, and Cape Town, with a call to action to make South Africa their next vacation destination. The paid post appears as part of nytimes.com, which has 85 million unique monthly visitors. The SA Tourism campaign will deliver 11.1 million impressions, supported by traffic driving content and Live Again! themed branded creative that will appear in the art and travel sections.

[You can read the full editorial here.](#)



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Association of Black Travel Professionals #VisitSouthAfrica

Following a series of successful webinar trainings, the SA Tourism North America team supported a limited hosting of the leadership team of the Association of Black Travel Professionals, along with 20 member agents, for a nine-day Familiarisation trip (FAM trip).

Highlights included touring Soweto with Antoinette Sithole, the sister of Hector Pieterse, visiting Robben Island and Table Mountain in Cape Town, enjoying a wine tour in Stellenbosch, and getting up close and personal with the Big 5 in Pilanesberg National Park & Game Reserve.

The agents left energized and excited about selling South Africa to their clients.

Founded in 2020, the Association of Black Travel Professionals (ABTP) was established with a goal to be the premier organization focused on the development, growth and certification of Black Travel Professionals. They currently have a community of over 500 agents (and growing); 79% of members are currently selling Middle East, Africa, Asia.



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Mini South Africa Travel Museum in the city of Dali

On 19 February 2023, the South African Tourism China office launched a “Mini South Africa Travel Museum” in the city of Dali, in the southwest province of Yunnan. Roy and Sue, an influencer couple, co-hosted the event at their newly established travel museum. The event was live-streamed on Mafengwo’s (MFW) online platform, one of China’s leading online travel platforms, which provides travel guides, user-generated reviews, and travel-related services such as flight and hotel bookings.

Many key opinion leaders (KOLs) from China attended the event. They listened to the South African travel experiences of Roy and Sue, who focused on displaying South African-themed travel memorials and elements of South African style. This was followed by a panel-sharing discussion that focused on the importance of South Africa’s repositioning as a culturally diverse and sustainable tourism destination. Guests were treated to South African food and wine, including “pap & vleis”, and wine. The event generated more than 265,000 views during the live stream and many more on the platforms of the influential Key Opinion Leaders that were present.

The museum courtyard, the entrance field in front of the museum, the coffee shop, the attic and other spaces were themed with powerful images and exhibits of South Africa. The exhibits included South African-style décor, travel souvenirs, animal replica models from South Africa and travel stories about South Africa.



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Start your Engines, South Africa hosts two Motorsport events, in one weekend

Motorsport fans had an adrenaline-filled motorsport extravaganza when the iconic Kyalami 9-Hour returned to South Africa and Cape Town played host to the first-ever AAB FIA Formula E World Championship race.

Cape Town was the scene of a very proud moment for South Africa as 25,983 people gathered to witness the first-ever street race in the country. Looking at the screens that showed the numerous camera angles that captured a sunny, buzzing, and logistically superb race, we are sure that the many viewers across South Africa and abroad concluded that Cape Town was fit for purpose. The riveting race was broadcast to 156 countries around the world, a spectacular advert for South Africa and Cape Town as the street race exhibited the city in all its glory. From an economic impact perspective, it is estimated that the Formula E has contributed over 2 billion Rand to the economy of Cape Town.

The week started off at the Africa Green Economies Summit (AGES) at the Century City Convention. The AGES connected people and organizations to each other, the Summit brought the global investor community, project owners, and business executives focused on green transport, renewable energy, and clean technologies, together with African governments, cities, and policymakers to pave the way for an inclusive green economy and a sustainable future.

Meanwhile, Kyalami hosted the second round of the intercontinental GT Challenge. With over 200 competitors participating in the thrilling line-up of support races over the three-day racing extravaganza. The K9H featured the cream of the crop of GT race drivers, including a current South African international champion and a variety of manufacturers. The 9 Hour continues to be the premier event on the South African motorsport calendar, and a top-rated stop on the international tour. The event, which now offers greater family-orientated, motoring enthusiasts and industry-related activities, featured a wide variety of entertainment and networking opportunities for corporates, manufacturers, and the public. The main event was contested by over 20 top international and local GT3 and GT4 race teams, all battling for overall and class victories in the 9-hour endurance race. The Kyalami 9-Hour race, with the addition of the Kyalami 9-Hour MotorFest, is certainly evolving into one of the most diverse motoring-orientated festivals in South Africa

Both motorsport events took place on the 23 to 25 February 2023 with both main races on the 25 February, and another showcase of South Africa's ability to host Mega events simultaneously.



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Celebrating a Successful Meetings Africa



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South African Tourism set to accelerate growth at ITB 2023

Global travel is growing; travellers are back to exploring the world and South Africa is ready to welcome them!

Now more than ever, sustainable travel is a fast-growing trend. With its diverse range of unique tourism experiences including breath-taking scenery, safari, history, and cultural experiences as well as quality-assured accommodation establishments, South Africa is well poised to cater for various traveller needs.

South African Tourism, the national tourism agency responsible for the marketing of South Africa as a preferred tourist destination, will once again be participating at the Internationale Tourismus-Börse (ITB) in Berlin, Germany which will take place from 7 to 9 March 2023. Taking as its slogan 'OPEN FOR CHANGE', ITB Berlin is ready to host a live comeback, after three years of pandemic-related trade fair restrictions.

"We come to ITB 2023 as a powerful team armed with a wide variety of products and experiences and these will certainly go a long way in improving South Africa's brand appeal and of course contribute to getting more travellers to book to come visit South Africa," says Deputy Minister of Tourism, Fish Mahlalela.

"At a time when the world is fully plugged back in to travel, after the COVID-19 pandemic, more people are looking for wide open spaces, travelling more responsibly and making a positive impact to contribute to the preservation of our planet. Through our Live Again campaign, we will use the incredible ITB platform to show that South Africa does indeed offer this and more," says South African Tourism, Chief Operations Officer, Nomasonto Ndlovu.



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Continued...

Joining the South Africa delegation, led by Honourable Deputy Minister of Tourism, Fish Mahlalela are 45 tourism products and services including small tourism businesses and emerging entrepreneurs from across nine provinces, representing the unique and culturally diverse South African tourism offering. These Small Medium and Micro Enterprises (SMME)s will also showcase their proudly South African offerings to top decision-makers and experts attending ITB from various parts of the world.

“The last few years have been tough for global travel and tourism, but we survived through it and now that we can all travel freely again, South Africa is going to ITB to place the country top of mind for all travellers. As ‘Team South Africa’, we go to ITB as a formidable collective that is passionate about marketing our country and finding the best partners that will ensure that we optimally and efficiently position our country as the best tourism destination in the world,” adds Ndlovu.

Engagements for ‘Team South Africa’ at ITB 2023 include a media panel discussion on the first day of the trade show – Tuesday, 7 March. The focus of this press conference is a showcase of South Africa’s products and experiences as well as highlighting South Africa’s sustainable and responsible tourism products. This will be followed by a trade and media roundtable event on the second day of the show on Wednesday, 8 March at 11h00. The focus of this discussion will be South Africa’s attractiveness for tourism investment. There will also be media and trade networking events throughout the duration of ITB 2023.

“Europe is a key region for us. We are looking forward to reconnecting with our long-standing partners while also forging new connections at this year’s ITB. We value all the work that our key partners do in helping package and promote South Africa. We continue with our message to the world that we are indeed open for business and ready to welcome tourists from all over the world,” concludes Ndlovu.

South Africa will be exhibiting at Hall number 21b at stand 210 at ITB Berlin, 7 to 9 March 2023.

Between January and December 2022 period increased by 152/6.9% to reach close to 5.7 million arrivals when compared to the same period in 2021. Arrivals in December 2022 alone were 677 838. The total number of arrivals from Europe in this period of 2022 was 900 703.



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Experience of the week: Zuurberg Mountain Village

Zuurberg Mountain Village is an exclusive mountain top hotel, set in 160 hectares of indigenous vegetation with breath-taking views of the famous Addo Elephant National Park. A mere one hour's drive from Gqeberha, Zuurberg offers guests nature, wildlife and tranquillity in the most majestic African setting.

They have extensive manicured gardens, a wellness spa, a restaurant, a bar, a swimming pool, tennis courts, and hiking trails. They also offer game drives, horse trails and an amazing wedding venue.

The rooms offer guests the comfort and space to relax and unwind. The cottages are arranged so that guests can enjoy both the spectacular mountain and valley views.

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