



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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#TourismTuesdays

A word from the editor

Dear industry partner,

This week's edition of Tourism Tuesdays, takes a look at the work that South African Tourism is doing in the various markets to promote the destination.

Team South Africa has just returned from ITB Berlin. Our showcase at this year's ITB was sealed off with a win last week when the South Africa stand was awarded one of the top three Best Exhibitor Awards (BEA) in the Africa category at a ceremony.

In continuing with our presence in international markets, South African Tourism has released the list of all the upcoming international platforms, in which South African Tourism will be participating during the 2023/24 financial year. In efforts towards ensuring a complete and inclusive recovery of the sector, we are inviting all South African tourism industry partners who wish to participate as stand sharers at these international tradeshows to apply for the shows they are interested to apply in. As such, enabling tourism partners to participate in global platforms to showcase their offerings to global audiences.

Thank you for subscribing to our newsletter.

Have a great week.

Tourism Tuesdays Team



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South African Tourism calls on the South African tourism industry to participate in international trade shows

South African Tourism is extending a call for applications to South African tourism industry partners who wish to participate as stand sharers at international tradeshows. Below is a list of all the upcoming international platforms, in which South African Tourism will be participating during the 2023/24 financial year. Please review and indicate your interest, by completing an applicable form/s to the show/s you wish to attend.

The platforms are as follows:

1. [Arabian Travel Market 2023 \(1 – 4 May 2023\)](#)
2. [IMEX Frankfurt 2023 \(23 – 25 May 2023\)](#)
3. [IMEX America 2023 \(17 – 19 October 2023\)](#)
4. [WTM London 2023 \(6 - 8 November 2023\)](#)
5. [IBTM World, Barcelona, Spain 2023 \(28 – 30 November 2023\)](#)
6. [FITUR, Madrid, Spain 2024 \(17 – 21 January 2024\)](#)
7. [ITB Berlin, Germany 2024 \(5 - 7 March 2024\)](#)

Please note that international shows have increased their participation costs, in line with the inflation rate in each country. In order to enable participation at the international trade shows, South African Tourism will continue, during the course of this year, to subsidise the participation fee for interested tourism industry businesses. This is part of South African Tourism's efforts towards ensuring a complete and inclusive recovery of the sector, by enabling tourism partners to participate in global platforms to showcase their offerings to global audiences.

Please note that participation is not guaranteed, all submissions will go through a selection process, prior to confirmation being granted. A confirmation letter will then be issued accordingly once you are approved. The deadline for submission is Friday, 31 March 2023. Please don't hesitate to contact us, should you have any questions regarding the above.

Contact Mmabatho Sikhakhane | Email: mmabathos@southafrica.net | Tel: +27 11 895 3000, [Click here to download application forms](#)



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South Africa wins stand award at ITB Berlin 2023

South Africa's showcase at this year's ITB Berlin has been sealed off with a win!

The South Africa stand at ITB Berlin received top recognition when it was awarded one of the top three Best Exhibitor Awards (BEA) in the Africa category at a ceremony held on Friday, 10 March.

Some of the contributing factors which saw the South Africa stand coming out tops and getting the nod from the ITB Berlin stand judges include; the variety of products and services represented on the stand, its artistic representation as well as a highly committed staff that worked with the ITB Berlin team in the build-up to the trade show.

"We are extremely pleased by this recognition. We come to ITB to do business with various partners in order to grow tourist arrivals to our country. How we show up is very important. Through our stand design, we communicated our bold position to everyone at ITB Berlin 2023, that as a country we are vibrant, alive, united and we have a variety of tourism offerings and experiences. Our presence at ITB is part of the work we are doing in contributing to the recovery of our tourism sector.

South Africa is geared up to cater for tourists' needs. Our stand represented this and more. We thank ITB for their recognition as this means a lot to our country and all the South Africans we represent in participating in this global platform," says Zinhle Nzama Acting Chief Convention Bureau Officer at South African Tourism.



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South African Tourism collaborates with the Royalty Soapie Awards

South African Tourism is excited to announce its strategic collaboration with the Royal Soapie Awards. This year's prestigious awards are special as they mark a momentous 6th-year milestone celebration in an industry that showcases and emphasises the importance of storytelling. The collaboration will see the 2024 edition of the awards feature categories from soapies from the continent.

The star-studded awards took place on Saturday 11 March 2023 The Galleria in Kramerville marking the growth of the award as they go continental. Winnie Ntshaba, founder, and CEO of the awards said "I'm proud to announce that SA Tourism will be part of the Royalty Soapie journey going forward as we open up the 2024 entries to productions in Africa. We are part of a global community and by opening some categories to our amazing continent, we will continue to honour excellence not just in South Africa but throughout Africa."

Speaking at the Awards, Mashoto Mokgethi HUB Head: South Africa said "we are part of a global community and South Africa is a beautiful canvas for storytelling. With its buzzing cities, picturesque landscapes, and dynamic arts scene, our borders are open, and we invite the creative community from the continent to come and create beautiful content and tell our unique stories. It is a pleasure and an honour for South African Tourism to continue with this journey into 2024 in support of the arts".



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SA Tourism welcomes the recent increase in arrival frequencies from Emirates Airlines to South Africa

In line with the Memorandum of Understanding (MoU) signed by Emirates and South African Tourism in May 2022, the entities have a series of activities planned in South Africa and Dubai.

Under the MoU, Emirates will explore opportunities to promote South Africa and encourage travellers to experience the abundance of attractions that the country has to offer across Emirates Airlines global network.

First on the agenda was a familiarisation trip that brought 12 agents from Saudi Arabia, Dubai, Abu Dhabi and other regions from the Middle East to South Africa courtesy of Emirates Airlines. While in the country last week, the group was hosted by South African Tourism and Newmark Hotel at the Qwabi Private Game Reserve in Limpopo for a Safari Experience.

Later in March, South African Tourism and Emirates Airlines will be doing destination training for frontline Emirates Airlines holiday staff members, followed by a consumer event where Emirates Airlines will invite key travelers to experience the sights and sounds of South Africa via a presentation. The presentations will take place in Dubai and are supported by the South African Consulate and the South African Business Chamber in Dubai (SABCO).

All of the events will support the work that SA Tourism and Emirates Airlines are doing to grow arrivals from the Middle East as we look to increase and promote tourism to South Africa from key markets across the Emirates Airlines network.



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Experience of the week: Prison Break Market, Johannesburg

If you are looking to 'break out' of the norm and enjoy a shopping experience that is quirky and offers unique, bespoke goodies and treats – all delivered with the efficiency of a shopping centre but none of the hassles and crowds, then the aptly named Prison Break Market is for you. Located in Glenferness, Midrand it offers artisanal foods, crafters, distillers, and all manner of arts and crafts. Look out for their monthly pop-up markets, themed events, and night market soirées. For business events, the entertainment hall provides space for private and public events.

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