



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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#TourismTuesdays

Human Rights Edition

A word from the editor

Dear industry partner,

This past week the South African Tourism offices also received a visit from the newly appointed Minister of Tourism, Patricia de Lille. On her first visit to South African Tourism offices on Friday, 17 March. She was welcomed with warmth and cheer by staff.

This week's edition of Tourism Tuesdays commemorates an important day in our country - Human Rights Day. It goes without saying that history is an important component of our country's attractiveness as a tourist destination. In the true spirit of this day and in line with our domestic campaign, "It's Your Country, enjoy it" this week's edition features an article on how we unlock the domestic tourism market in order to make travel accessible to all South Africans.

As shown from insights and of course in feedback we receive when interacting with our trade partners and travellers - history, culture and heritage are important considerations when choosing to travel to a destination. Therefore, in this edition we showcase various museums and places of historical and political significance that make our country so attractive. Poignantly, our experience of the week is the Woman's Jail at Constitution Hill in Johannesburg. This is a powerful historical site that houses the highest court in the land.

As we mark this historic day, we would like to urge the South African tourism sector at large to continue in your efforts towards ensuring inclusivity that discriminates against no one whether it be citizens or visitors. As South Africans we have a difficult history but the magic of it all is that we have come this far, peacefully and together. We have been through some really devastating periods including the COVID-19 pandemic which also threatened our human right to movement. Let us continue to stand together in not only protecting our rights but in ensuring a sustainable tourism sector whose main aim is an inclusive economy and social cohesion. We invite all our partners and travellers from all over the world to come to South Africa to experience our many historical sites.

May you enjoy your Human Rights Day and may this be an enriching read for you as you reflect.

Have a great week.

The Tourism Tuesdays Team



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A Brief History of Human Rights Day

As South Africa celebrates Human Rights Day, the country reflects on a day defined by the horrific Sharpeville massacre.

March 21, 1960, began with demonstrations in the township of Sharpeville against the apartheid government's Pass Laws, which restricted the rights of the black people in the country.

On that day, 69 people died and 180 were wounded when police fired on a peaceful crowd that had gathered in protest against the Pass Laws. This day marked an affirmation by ordinary people, rising in unison to proclaim their rights.

March 21 has become an iconic date in our country's history that today we commemorate as Human Rights Day as a reminder of our rights.



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Exploring Historical sites on Human Rights Day

South Africa is rooted in a rich history, which has been instrumental in writing the course of the country. Many monuments and tourist attractions were born out of these historical events, ensuring that the history is not only captured, but celebrated.

As South Africa commemorates Human Rights Day, a day which changed the course of South Africa's history, bringing together South African citizens to reclaim their rights, we look at some South African monuments and tourism

#01 Robben Island, Cape Town

#02 Robert Sobukwe Memorial, Graaff-Reinet

#03 Archbishop Desmond Tutu statue, East London

#04 Heroes Park, East London

#05 Memorial to the Six Million, Johannesburg

#06 Mandela House, Soweto

#07 Bhisho Massacre Memorial, Bhisho

#08 Langa Memorial, Uitenhage

#09 Diggers Fountain, Kimberley

#10 Freedom Charter Monument, Kliptown

#11 Steve Biko statue, East London

#12 Hector Pieterse Memorial and Museum, Soweto



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#13 [Nkosi Albert Luthuli Statue, KwaDukuza](#)

#14 [Holocaust Centre, Cape Town](#)

#15 [Solomon Mahlangu statue, Mamelodi](#)

#16 [Slavery Emancipation Monument, Elim](#)

#17 [The Workers' Library and Museum, Johannesburg](#)

#18 [Mahatma Gandhi statue, Pietermaritzburg](#)

#19 [The Gallows, Pretoria Central Prison](#)

#20 [The Unknown Miner, Johannesburg](#)

#21 [The Apartheid Museum, Johannesburg](#)

#22 [Nelson Mandela Capture Site, Midlands](#)



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Keys to attracting local travellers to your tourism business

Easter is fast approaching, and while this season is known for pickled fish, hot cross buns and easter eggs, it is also the first peak travel season of the year in beautiful Mzansi.

During this time, South Africans tend to make their way back to their hometowns to reconnect and relax with friends and family. A lot of these hometowns have some of South Africa's most enchanting hidden gems presenting a significant opportunity for tourism businesses to tap into the peak travel season market and wow locals with amazing offerings.

Sho't Left is encouraging South Africans to explore the country and set their tables anywhere this Easter holiday and not feel restricted to their home dining tables. Tables are central to everything we do - whether you're in a meeting or simply having lunch at your desk. Tables bring people together and foster a sense of community and belonging. With over 500 small towns, Mzansi travellers have an endless catalogue of accessible and affordable unique locations and experiences to choose from to set their tables.

South Africans deserve to be rewarded with good experiences (even when it's close to home) and small-town tourist partners must make sure their offerings stand out. Below are ways tourism businesses can attract more local travellers this Easter holiday.

1. Create local packages

One of the most effective ways to attract local travellers and residents is to create packages that cater specifically to them. We all know that South Africans love a good deal and Sho't Left is known for those, this opens opportunities for businesses in small towns to load their deals for customers to find and explore. A top tip for small tourism businesses is to make sure their packages include discounted rates as well as unique experiences designed to appeal to consumers' interests and preferences. This could be anything from hot air ballooning to a township tour, an afternoon of wine tasting, or a quad-biking adventure through the fields – the land around you is your canvas and you are the artist.

For example, a wildlife lodge could offer a package with a guided bush walk, a local cooking class, and a visit to a nearby cultural village. Since South Africans travel with family during the Easter break, having a family package that includes fun activities for the kids and adults without breaking the bank is a great way to attract local visitors.



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2. Partner with local businesses

Partnering with other local businesses to attract local travellers and residents to your tourist business can be a beneficial business move. This could include restaurants, craft markets, and other tourist attractions in the area. Teamwork makes the dream work, so find partners that connect and have a hometown appeal for more comprehensive and attractive offerings for visitors by working together. For example, a winery could partner with a local restaurant to offer a wine and food pairing experience.

3. Showcase local culture

Small towns are usually rooted in culture and tradition, and many local travellers and residents are looking for authentic experiences that showcase the culture and traditions of the area. Tourism partners can incorporate local culture into their offerings. This could include traditional dances, music, art, and visits to local cultural sites and museums.

4. Engage with the local community

Another way your tourist business can attract more local travellers and residents is by engaging with the local community. This could include hiring staff from the local area, sourcing products and services from local businesses, and supporting local charities and initiatives. You can build trust and loyalty among local travellers and residents by demonstrating your commitment to their home.

5. Market your packages

This is a critical tip. Make sure travellers know about your deals, discounts, and packages. Upload packages to tourism platforms such as www.shotleft.co.za and advertise them on social media to raise awareness. And don't forget to engage with your potential visitors on social media, because that is the ultimate word of mouth in a digital world.



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Take a “Seat at the table”

The South African Tourism South Africa Hub is running the annual Easter Campaign, called Seat at the table. This campaign aims to inspire South Africans to set their table anywhere in Mzansi in Easter. This year, we have extended an invitation to the West Africa hub ‘inviting’ them to join us at the Seat at the table. The execution of this initiative enables South African tourism to showcase the welcoming nature of South Africans as well as the variety of ‘Seat at the table’ holiday experiences available in South Africa. The West Africa hub is also leveraging on the initiative through content creators to deliver its Easter campaign. The content creators from West Africa and their South African counterparts will be embarking on an exciting journey that covers the Gauteng and Eastern Cape provinces whilst showcasing the variety of tourist experiences locals and West Africans can enjoy in Mzansi!

Tables are a central part of family and community. They symbolise the idea of sharing and belonging, especially over family holidays like Easter.

This year we want to build on this campaign by showcasing to South Africans all experiences that they can have in the country this Easter. We want to drive South Africans to enjoy their Easter differently, outside their tables at home. We also want to showcase hidden gems within the country and the different experiences that can be enjoyed affordably.

This campaign will also include an activation at Wild Coast Sun in the Eastern Cape. The activation will be streamed live on @shotleft platforms (Facebook and Youtube) showcasing South Africa’s diverse Provinces and also our culture through music and food.

Be sure to catch the live stream on 26 March at 3pm. This stream will include music from TBO, Young Stunna, Kholeka, LKG, Trompies and Sphe&Naves.



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Experience of the week: Constitution Hill

Constitution Hill in Braamfontein, Johannesburg houses the highest court in the land – the Constitutional Court. But the history of the precinct is marred by pain and suffering. Before being transformed into the court, the hill housed The Fort. It was a notorious prison, with sections for “natives”, women, and awaiting trial prisoners. It housed common criminals together with ordinary citizens who were only guilty of breaking unfair apartheid laws.

“The prison complex of the Fort has impacted deeply on hundreds of thousands of ordinary South Africans’ lives as it was essentially a transitory prison where prisoners were held until they were sentenced before being transferred to serve their prison terms elsewhere,” reads the Constitutional Hill website.

It was chosen as the home of the Constitutional Court in the mid-1990s. Other sections of the old prison have also been transformed into memorial centres and museums, including the Women’s Gaol, Number Four, and the Old Fort.



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The Women's Jail

Red-bricked walls and well-kempt flowerbeds greet visitors to the Women's Jail at Constitution Hill. Inside, a central atrium that catches shafts of light through its high windows makes for a setting that is almost peaceful, were it not for the prison bars all around. Of all the buildings in the precinct – even more so than the Old Fort's deceptive exterior – the architecture of the Women's Jail belies its internal abuse.

In 1910, eight years after the black men's prison was established, a women's jail was built in close proximity to the Old Fort and Number Four. The prison housed both black and white inmates, though separately. Its inmates were common law prisoners – such as the infamous Daisy de Melker who was accused of murdering two husbands and her son, but only convicted of the latter, a conviction that saw her hanged in 1932 – and political prisoners.

Many black women were arrested for brewing beer illegally and for transgressing pass laws, which made them vulnerable to arrest and divided families irrevocably. In 1958, a large number of the 2 000 women arrested for protesting against the pass laws were held at the Women's Jail. The State of Emergency in 1960 saw another influx of female prisoners, many of whom were arrested with their children, some of whom were still infants.

Open 9am to 5pm daily

Contact: +27 11 381 3100

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