

# TOURISM TUESDAYS

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#TourismTuesdays



SOUTH AFRICAN TOURISM





# Foreword

Dear Industry Partner,

This afternoon, South African Tourism launched the 2023 edition of Africa's Travel Indaba. We are so excited to once again descend upon Durban in Kwa Zulu-Natal, bringing together the continent's best products and services with the sole aim of advancing the continent.

The show takes place from 9-11 May 2023, at the Inkosi Albert Luthuli International Convention Centre, with BONDay preceding the show on 8 May. We are looking forward to hosting the world to Africa's Travel Indaba.

This edition of Tourism Tuesdays also looks at some of the work the South African Tourism Australia team is doing to promote South Africa as a preferred tourist destination in that market.

In celebration of the Easter holidays, the domestic tourism team has rolled out their #SeatAtTheTable campaign, encouraging South Africans to travel this Easter. Keep a lookout on the Sho't Left social media pages to see the many ways you can enjoy Easter differently this year.

In wrapping up Human Rights Month, the Apartheid Museum is this week's experience of the week.

We wish you all a productive week.

Regards

The Tourism Tuesdays Team



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AUSTRALIA TEAM UPDATE

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# SA Tourism Launches the 2023 edition of Africa's Travel Indaba

This afternoon, South African Tourism in partnership with Tourism KwaZulu-Natal and the City of Durban launched the 2023 edition of Africa's Travel Indaba.

Africa's Travel Indaba will see the continent's best tourism products and experiences showcased to the world.

The show takes place from 9-11 May, with BONDday on 8 May 2023 at the Inkosi Albert Luthuli International Convention Center in Durban



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# Highlights from SA Tourism's Australia Team

There is no better way to describe South Africa than “Exceptional”. It’s a quality evident not only in the grand experiences, but also in the hidden gems that truly reveal the character of our destination – and an insider’s knowledge is invaluable to discovering these. And most exceptional of all, are our people.

With this insight in mind, the Australia team has launched “**Exceptional South Africa**” a collaboration with global multimedia storytelling platform Exceptional ALIEN offering access to South Africa’s most exceptional places and experiences through the lens of ten prominent people and their “Travel Playbooks” – a personal curation of their travel recommendations.

The ten inspiring individuals consists of a mix of local South Africans and those who are simply South Africa devotees – include:

- **Mick Fanning** – legendary surfer and entrepreneur
- **Ndaba Mandela** – author, advocate and grandson of Nelson Mandela
- **Uncle Waffles** – DJ and amapiano sensation
- **Tendai “Beast” Mtawarira** – iconic Springbok player and Rugby World Cup winner
- **Loyiso Gola** – South Africa’s stand-up comedy star
- **Kevin Richardson** – wildlife conservationist “The Lion Whisperer”
- **Zola Nene** – award-winning cookbook author and judge of MasterChef South Africa
- **Gulshan Khan** – acclaimed photographer and National Geographic explorer
- **Tanika Hoffman** – professional surfer and Billabong ambassador
- **Ntsiki Biyela** – South Africa’s first black female winemaker

All share actionable travel inspiration - whether travellers are looking for expert recommendations on where to eat and drink; locals’ insight into the best nightlife; guidance on how to travel ethically with wildlife; where to catch the greatest waves - or simply where to catch a glimpse of one of the personalities hanging out at their favourite locals.

About Exceptional ALIEN

Exceptional ALIEN is a storytelling platform for actionable travel inspiration. Travel stories and trusted recommendations of exceptional creators are shared via multimedia and a global network of exceptional talent. The purpose of the platform is to inspire people to see the world through diverse perspectives.

Download the Exceptional ALIEN app in iOS or Android for daily Travel Playbooks from the global creative community. > [Apple link](#), [Android link](#)



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# EXCEPTIONAL ALIEN



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# Set your table anywhere in Mzansi

Easter is Mzansi's first big annual holiday and Sho't Left's objective is to inspire South Africans to take more day and leisure trips this season by showcasing a variety of affordable, desired experiences in a clear and accessible manner.

#SeatAtTheTable is a Sho't Left campaign to give South Africans an opportunity to share their Easter experiences from anywhere in the country. Sho't Left encourages South Africans to set their tables anywhere in South Africa to create unforgettable memories and something other than their usual family home Easter lunch.

Tables are central to everything we do, especially during the Easter period.

#SeatAtTheTable is a campaign that is aimed to encourage South Africans to get out of their comfort zone, celebrate their own country, and explore new destinations by taking advantage of affordable day travel deals and even sightseeing. The campaign inspires South Africans to set their table anywhere in Mzansi while enjoying what the country has to offer.

Easter is a peak travel period with many people traveling to their home-towns to visit friends and family. By promoting travel and tourism in South Africa, the #SeatAtTheTable campaign aims to bring people together and foster a sense of community and belonging.

South Africans are also encouraged to share how they will set their table in the country.

The Sho't Left team will also be sharing different ways that South Africans can enjoy their Easter differently this year. One of these examples was through a live-streamed activation that took place at the Wild Coast Sun that showcased a different way to set your table this Easter. If you didn't catch this live stream, you can visit the Facebook or YouTube @shotleft pages.

Trade is encouraged to continue loading their Easter deals on [deals.southafrica.net](https://deals.southafrica.net) which will be promoted on [www.shotleft.co.za](https://www.shotleft.co.za) and the @shotleft social media platforms.

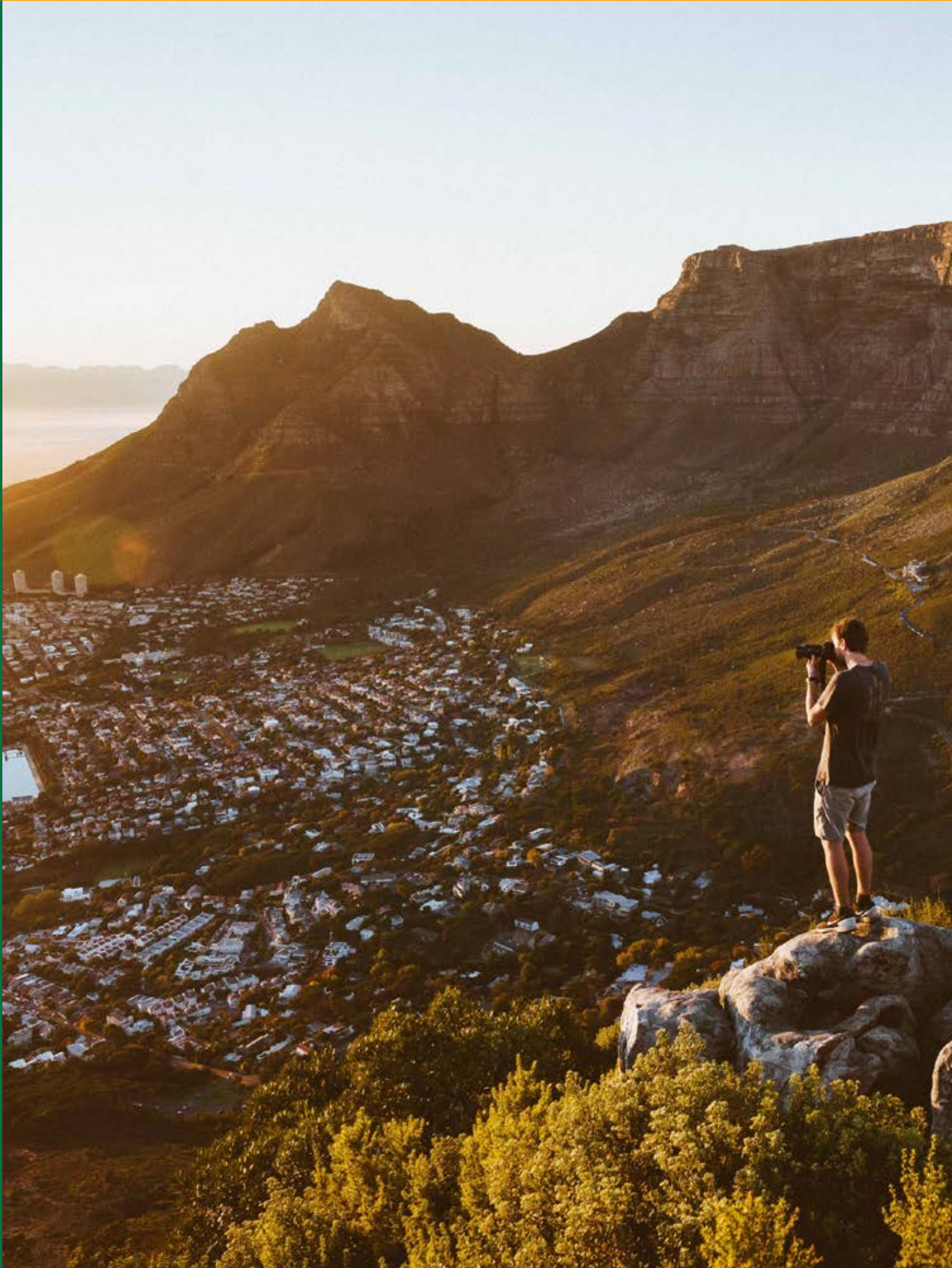
After all, it's your country, enjoy it! Because nothing is more fun than a Sho't Left.



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# South Africa is loved - three South African Destinations Ranked Among Top 100 Most Loved in the World

South Africa is loved - three South African Destinations Ranked Among Top 100 Most Loved in the World.

South Africa's tourism industry has received a boost as three of its towns made it to the world's top 100 most loved destinations, according to the Tourism Sentiment Index (TSI) for 2022.

The winning destination trio includes Cape Town, Stellenbosch, and Hermanus, all located in the Western Cape province of South Africa.

South Africa's Tourism Sentiment Score® (TSI) is its primary brand performance indicator and rallying point for the country to take action.

The sentiment analysis provided by the TSI is based on online conversations from around the world. Each of the 50 tourism asset scores is weighted based on the size of the conversation and sentiment.

To determine the 100 most loved destinations around the globe, according to consumer sentiment, the study tracked more than 1.6 billion online conversations and content pieces publicly available and about 21,330 global destinations to identify the top 100 most loved destinations worldwide.

The TSI measures and fuels progress for South African Tourism as the country charts its way through the impacts of the COVID-19 global pandemic.

Of note, six out of the top 10 destinations identified by online conversations and sentiment have beaches as their primary asset, highlighting the significant value travellers place on this particular attraction and experience in their travels.

The top three destinations in the world, all renowned for their pristine beaches, are the Maldives (number 1), the Whitsundays in Queensland, Australia, and the Sunshine Coast, also located in Queensland, Australia.

And the top three destinations from the African continent were Seychelles (4th), Mauritius (13th), and Zanzibar (16th).



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# Hermanus

Hermanus is leading the pack in South Africa at number 18 in the world after being seeded 41 last year. It notched the best status, with its top asset being wildlife viewing. The city is situated on Walker Bay, home to the Southern Right Whale during the winter months from June to November. It is a picturesque coastal town known for its natural beauty and it has become world-famous for being one of the best places in the world to do land-based whale watching. Hermanus also boasts the world's only whale crier, who alerts townsfolk on land when whales have been sighted by blowing on a loud kelp horn.

Hermanus is a town known for its pristine beaches, which attract both locals and visitors. Among them is Grotto Beach, an internationally recognized beach that boasts a Blue Flag award for its cleanliness and safety. All of the beaches in Hermanus are perfect for swimming, sunbathing, and picnics.

In addition to its natural beauty, Hermanus is also famous for its wines and vineyards. The Hemel-en-Aarde Valley, located just outside the town, is home to some of South Africa's finest vineyards. Explorers can take a wine-tasting tour, sample the various wines, and enjoy a picnic in the vineyards.

It also has a quaint and charming atmosphere with many cafes, restaurants, and boutiques. The town's Main Road is lined with shops that sell everything from local crafts to designer clothing. The town is also home to a range of galleries and studios that showcase the work of local artists.

For those interested in outdoor activities, Hermanus has plenty to offer. Visitors can hike through the nearby Fernkloof Nature Reserve, which boasts diverse flora and fauna. The nearby Klein River Estuary is ideal for bird-watching and kayaking.



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# Stellenbosch

Stellenbosch, a charming town with a rich cultural heritage and stunning natural beauty, has been ranked the 34th most-loved destination in 2022. Its greatest asset is its wineries and vineyards, making it the ultimate destination for wine enthusiasts. The town is also home to the prestigious Stellenbosch University, ranked #304 in Best Global Universities. The surrounding wine farms make Stellenbosch a popular destination for locals and tourists.

One of the main attractions in Stellenbosch is the Cape Dutch architecture that dominates the town's landscape. These unique buildings are characterised by their thatched roofs, whitewashed walls, and gabled facades. Travellers can stroll through the town and explore the many museums, art galleries, and restaurants housed in these historic buildings.

South Africa is one of the largest wine-producing regions in the world, with an estimated 2.5 billion litres of wine produced in the country in 2020 alone. Stellenbosch significantly contributes to this output, producing approximately 14% of South Africa's total wine. Globetrotters can tour the wine estates, sample the various wines, and learn about the winemaking process. The scenic beauty of the vineyards, surrounded by majestic mountains, makes for a truly unforgettable experience.

For those interested in history and culture, Stellenbosch has a rich heritage reflected in its many museums and galleries. The Stellenbosch Village Museum, for example, showcases the town's cultural history through a collection of four historic houses. On the other hand, the Rupert Museum houses a collection of South African and international art, including works by Rembrandt and Degas.

Stellenbosch is also a food lover's paradise, with various restaurants and cafes offering everything from traditional South African cuisine to international delicacies. The town's vibrant food scene is complemented by its many markets and festivals, such as the Stellenbosch Wine Festival and the Slow Market.



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# Cape Town

Cape Town, an iconic city on the country's southwestern coast, has been ranked as the 40th most-loved destination in the world. It is a cosmopolitan city combining its rich history with modern amenities. It offers something for everyone, from its stunning beaches to its bustling city centre. It is famed for its restaurants and dining. In the previous year, Cape Town was ranked 54th but managed to improve, with food and dining being the driving force behind the upgrading.

The globally-renowned Table Mountain is a must-visit attraction in Cape Town, standing tall at 1,085 meters above sea level. The views from the top are breathtaking and offer panoramic views of the city, the coastline, and beyond. Sightseers can take a cable car ride to the top of the Mountain or hike up one of the many trails for those feeling adventurous.

The V&A Waterfront is one of Cape Town's most iconic landmarks, and it offers a wealth of activities and attractions for holidaymakers of all ages. Located on the picturesque Victoria & Alfred Basin, this bustling hub of activity is home to shops, restaurants, entertainment venues, and much more. Tourists can enjoy a wide range of activities, such as visiting the Two Oceans Aquarium, taking a boat trip to Robben Island (where former President Nelson Mandela spent 18 of 27 years of imprisonment there) or browsing the many shops selling local crafts and souvenirs.

Cape Town is also home to a diverse array of cultures, which is reflected in its food, music, and festivals. The Bo-Kaap neighbourhood, located in the city centre, is home to the Cape Malay community and is famous for its brightly painted houses and delicious local cuisine.

Cape Town's beaches are another major drawcard with crystal clear waters and stunning views. The most popular beaches include Clifton, Camps Bay, and Llandudno, each offering its own unique atmosphere and activities, such as surfing, swimming, and sunbathing.

For those interested in history, Cape Town has a rich past reflected in its architecture and museums. The District Six Museum tells the story of the forced removals during the Apartheid era which ended in 1994. At the same time, the Castle of Good Hope is the oldest surviving colonial building in South Africa and offers a glimpse into the city's past.

Including three of South Africa's crown jewels in the top 100 most-loved destinations in the world is a significant achievement. It confirms the country's position of being a destination of choice for travellers from various parts of the.



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# Experience of the week: Apartheid Museum

In wrapping up Human Rights Month, the experience of the week for this edition looks at the Apartheid Museum.

The Apartheid Museum opened in 2001 and is acknowledged as the pre-eminent museum in the world dealing with 20th century South Africa, at the heart of which is the apartheid story.

The Apartheid Museum, the first of its kind, illustrates the rise and fall of apartheid.

The exhibits have been assembled and organised by a multi-disciplinary team of curators, film-makers, historians and designers. They include provocative film footage, photographs, text panels and artefacts illustrating the events and human stories that are part of the horrific period in our history, known as apartheid.

Tel: +27 (0)11 309 4700

Email: [info@apartheidmuseum.org](mailto:info@apartheidmuseum.org)

Website: [Click here to book](#)



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