



SOUTH AFRICAN TOURISM

# TOURISM TUESDAYS

JOIN THE CONVERSATION

#TourismTuesdays



# A word from the editor

Dear industry partner,

Our country has a rich history and this is what makes South Africa an attractive destination for the many travellers who choose to come explore and visit our country. A big day in South Africa's history is 27 April which marks Freedom Day and commemorates the first post-apartheid elections held on that same day in 1994. This week's edition of Tourism Tuesdays newsletter, begins the countdown to Freedom Day, as we explore the wide variety of tourism sights and attractions that not only commemorate but also pay homage to our country's history.

As part of this countdown, we will be sharing upcoming events that will take place in South Africa this April, and we will also be featuring some historic places to visit in South Africa.

As part of our efforts of ensuring that we grow tourist arrivals to South Africa and attain goals set out in the Tourism Sector Recovery Plan (TSRFP), South African Tourism has entered into a collaboration with the iconic car manufacturer, BMW. This edition shares more on this exciting initiative to supercharge our tourism growth.

With less than a month to go to our global Pan African trade show, Africa's Travel Indaba, this week's edition also provides a quick update and a sneak preview as we countdown to this all-important trade show which will be held at the Inkosi Albert Luthuli International Convention Centre in the city of Durban in the KwaZulu-Natal province.

There is more good news for interconnectivity on our African continent. In this edition we also feature news about Pro Flight Zambia resuming direct flights between Durban and Lusaka.

As a standard feature we also have an experience of the week.

Thank you for subscribing to our newsletter. We invite you to provide your feedback or any stories you would like featured. Please email us on: [lesegom@southafrica.net](mailto:lesegom@southafrica.net)

Have a great week.

Tourism Tuesdays Team



SOUTH AFRICAN TOURISM

**TOURISM  
TUESDAYS**



# Why is Freedom Day important?

The date “27 April” celebrates freedom and commemorates the first democratic elections held on that day in 1994. The elections were the first non-racial national elections where everyone of voting age of over 18 years from any race group, was allowed to vote. Previously, under the apartheid regime, non-white South Africans had only limited rights to vote while black South Africans had no voting rights whatsoever. This day marked the end of minority rule and ushered in the establishment of a new democratic government led by late President Nelson Mandela and a new state subject to a new constitution.

There is no doubt that 27 April 1994 was a turning point in South Africa’s history and it remains a day we are proud of.



SOUTH AFRICAN TOURISM

**TOURISM  
TUESDAYS**



# Here are five historic places to visit in South Africa for Freedom Day

- Catch a ferry to [Robben Island](#) and tour the historic sites.
- Visit the Old Fort Museum on [Constitution Hill](#).
- Situated on Salvokop in Pretoria, in the Gauteng Province, [Freedom Park](#) is a great place to visit to learn more on South Africa's history
- Visit the [Nelson Mandela Capture Site](#) in Howick, KwaZulu-Natal.
- Learn about Nelson Mandela's life by visiting [Qunu](#) in the Eastern Cape province.



SOUTH AFRICAN TOURISM



TOURISM  
TUESDAYS



# 2023 AFRICA'S TRAVEL INDABA

27  
DAYS TO  
GO

140  
SMMES

17  
AFRICAN  
COUNTRIES  
REPRESENTED

9  
EXCITING  
POST TOURS

AFRICA'S  
TRAVEL  
INDABA



SOUTH AFRICAN TOURISM

TOURISM  
TUESDAYS





# Recapturing Key Source Markets for Tourism Sector Recovery

South African Tourism (SA Tourism) has partnered with the iconic car manufacturer BMW to supercharge the country's efforts towards the implementation of the Tourism Sector Recovery Plan (TSRP) while gaining access to aggregated audiences through sport and golf in particular.

The South African tourism sector was devastated by the impact of COVID-19, and now South Africa is aggressively driving the implementation of the Tourism Sector Recovery Plan (TSRP).

This collaboration brings together SA Tourism and BMW for the prestigious BMW International Open taking place in June 2023 in Munich Germany and BMW Golf Cup World Finals in March 2024, to be hosted at one of South Africa's most prestigious golfing destinations, The Fancourt Luxury Golf Estate.

With over 450 million enthusiasts around the globe, golf's appeal is undeniable, and South Africa stands as a premier golfing destination. The collaboration with BMW Group for the two sporting events aims to gain access to this highly premium, influential set of golfing fans.

This will give SA Tourism access to a global audience, especially in key source markets but also stimulate domestic golf tourism. These two upcoming events will captivate viewers across the globe with a broadcast that spans an impressive 162 countries, encompassing a total of 2,040 hours of broadcasting time and boasting a potential household reach of 683.6 million. (Source: BMW Golf Sports)

Sport serves as a magnificent showcase for South Africa's unique offerings. Hosting the BMW Golf World Cup is a 'not to be missed' opportunity for a country that is home to some of the world's most exceptional golfing experiences and impeccably maintained courses.



SOUTH AFRICAN TOURISM

**TOURISM  
TUESDAYS**



# ProFlight Zambia Resumes Direct Flights Between Durban And Lusaka

Durban Direct is pleased to welcome the resumption of air services between Lusaka, Zambia and Durban, South Africa. The flights started on 6 April 2023 and will operate on Thursdays with Sunday flights being introduced on the 16th of April, and a special Tuesday flight today, 11 April for visitors returning on the Easter weekend.

The launch of these air services provides a significant boost to the volume of travellers between Zambia and South Africa. In 2021 and 2022 travel between the two destinations experienced a 38% growth, while over the same period, South Africa's exports to Zambia grew by R 1,6 billion making Zambia amongst South Africa's key trading partners within Southern Africa.

"As the government of KwaZulu-Natal, we are pleased to welcome these air services flown by ProFlight Zambia. This new air service will undoubtedly play a role in strengthening the business links between the two destinations, especially considering that there are already many companies operating in both Zambia and South Africa. The improved air connectivity will make it easier for businesses to travel between the two countries, facilitating even greater trade and investment," said Mr Siboniso Duma the MEC for Economic Development, Tourism and Environmental Affairs and the leader of Government Business in KwaZulu-Natal.

The new route will also provide a much-needed boost to the tourism industry, with Zambia and South Africa both being popular tourist destinations.

The mayor of eThekweni, Cllr. Mxolisi Kaunda expressed his excitement for ProFlight's return. "We are thrilled to have ProFlight flying back to Durban. As the tourism industry is gradually recovering, the resumption of these air services facilitates greater leisure and business travel into Durban. Growing intra-Africa travel is also a key component of our broader strategy to ensure competitiveness, which is further enabled by the addition of this air connectivity."

Mr Nkosinathi Myataza, Regional General Manager of the Airports Company South Africa, concluded "We're pleased to reintroduce direct flights from Lusaka to Durban, it supports our collective efforts to restoring air connectivity into KwaZulu-Natal. The resumption of the air service is a positive development for both Zambia and South Africa, with the potential to boost trade, tourism, and business links between the two destinations."



SOUTH AFRICAN TOURISM



**TOURISM  
TUESDAYS**



# Freedom Day events to watch out for this month

## Visit the long march to freedom exhibition

If you want to educate yourself about the country's history, visit the Long March to Freedom exhibition in Century City. Walk through the exhibition and meet some of the most iconic freedom fighters (as well as some you might not know of) and learn more about apartheid in South Africa.

Location: Century Boulevard, opposite Canal Walk, adjacent to Fives Futbol.

Hours: Mon to Sat 10:00 – 18:00 (Last admissions 17:00).

Sun and public holidays 08:00 to 16:00 (last admissions 15:00).

Ticket prices: R75 for adults; R50 for pensioners and children under 16; R210 for a family group (2 adults + 2 kids). Tickets available at the gate.

For more info, contact [info@longmarchtofreedom.co.za](mailto:info@longmarchtofreedom.co.za)

If you'd like your upcoming event to be featured, please submit details to [lesegom@southafrica.net](mailto:lesegom@southafrica.net).



SOUTH AFRICAN TOURISM



**TOURISM  
TUESDAYS**



# Freedom Day events to watch out for this month

**A night of soul with the musical genius - Zonke!**

Don't miss out on the opportunity to see this talented artiste at work. Zonke's live performances are not only electrifying but visually appealing. Her amazing stage presentations remain unmatched.



SOUTH AFRICAN TOURISM



**29 APRIL 2023**

*Zonke*  
*Enigma Tour*

**Grand Arena, Grand West**

**Tickets from R450 - R2000**

***R2000 Tickets include Meet & Greet  
with Photo Opp & a Goodie Bag***

**Doors open at 18:00 | Show starts at 19:00**

**TOURISM  
TUESDAYS**



# Experience of the week: Nelson Mandela Capture Site

Nelson Mandela was arrested on 5 August 1962 outside Howick, KwaZulu-Natal, South Africa. The Nelson Mandela Capture Site commemorates this moment in history with a visitor centre and a world renowned sculpture. Following this arrest, he spent the next 27 years of his life in prison.

Explore the Nelson Mandela Capture site through a virtual tour of the Visitor Centre and sculpture. The tour includes video, high quality graphics and content about the Capture Site.

**[Click here for a virtual tour](#)**

Email: **[info@thecapturesite.co.za](mailto:info@thecapturesite.co.za)** | **[thuli@thecapturesite.co.za](mailto:thuli@thecapturesite.co.za)**

Enquiries +27 72 351 0967 (08:30 - 17:00)

R103 Howick, KwaZulu-Natal, South Africa



SOUTH AFRICAN TOURISM



**TOURISM  
TUESDAYS**