



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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A word from the editor

Dear Industry Partner

We are officially less than 20 days to the 2023 edition of Africa's Travel Indaba and we are so excited for the world to come and experience Africa's tourism sector at its best.

So far, we have over 160 first time exhibitors who will be showcasing their products at Africa's Travel Indaba and 18 African countries have been confirmed. We are particularly excited to have tourism boards of fellow African countries exhibiting, this is a testament to the fact that the show is truly Pan-African. The following Tourism Boards have so far been confirmed to exhibit; Angola, Botswana, Central African Republic, Democratic Republic of Congo, Eswatini, Kenya, Lesotho, Malawi, Mauritania, Mauritius, Mozambique, Namibia, Seychelles, Tanzania, Zambia, Zimbabwe, Cameroon, Ethiopia and we look forward to welcoming them.

This past weekend, South African jazz legend, Hugh Masekela was inducted into the Ertegun Hall of Fame, and South African Tourism was honoured to partner with the Hugh Masekela Foundation to celebrate this momentous milestone.

As we get close to the end of Freedom Month in South Africa, we take a look at some of the work that has been done by our China and Japan teams to showcase some of South Africa's rich history with a strong focus on Freedom Day.

We hope you enjoy this edition of Tourism Tuesdays.

Best regards

The Tourism Tuesdays Team



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South African Tourism Celebrates Jazz Legend Hugh Masekela's Induction into the Ertegun Hall of Fame through Event at Dizzy's Club at Jazz at Lincoln Center in New York

South African Tourism, in collaboration with the Hugh Masekela Heritage Foundation, celebrated the legendary jazz musician, Hugh Masekela, at an event held at Dizzy's Club at Jazz at Lincoln Center. The event honoured Masekela's contributions to jazz music and his impact on South Africa as a cultural destination.

The highlight of the afternoon was the induction of Hugh Masekela into the Ertegun Hall of Fame, a prestigious recognition for his exceptional talent and remarkable achievements in the music industry. South African Tourism and the Hugh Masekela Heritage Foundation hosted a pre-induction reception at Jazz at Lincoln Center's Ertegun Hall of Fame which was attended by special guests, jazz enthusiasts, and journalists, who gathered to pay tribute to Masekela's legacy. Following the reception, guests were invited to Dizzy's Club for the induction ceremony and special musical performances, which included select performances from Hugh Masekela Heritage Foundation scholarship students from the Manhattan School of Music. Selema Masekela and Pula Twala, the children of Hugh Masekela, accepted the honour on behalf of their late father.

Hugh Masekela, fondly known as "Bra Hugh," was born and raised in South Africa, and is widely regarded as one of the greatest jazz musicians of all time. His unique style and fusion of African rhythms, jazz, and world music have captivated audiences around the globe for decades. Masekela's music has become a symbol of South African culture, showcasing the rich heritage and diversity of the country and inspiring travellers to experience the destination's unique offerings.

[Read the full article here](#)



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A packed Africa's Travel Indaba to propel the African tourism sector forward!

From a sustainable product showcase to new authentic and lesser-known products and experiences; to established tourism and aviation industry brands; to compelling editorial discussion focus on global tourism issues; to new brand and product launches; to exciting lifestyle, cuisine and art-inspired events; this year's Africa's Travel Indaba is set to inject some new energy into the tourism sector.

The iconic Pan African trade show is less than a month away and as suggested by the packed calendar of events, this year the show is set to provide great value for all delegates including buyers, exhibitors, media and all stakeholders alike.

Africa's Travel Indaba brings together tourism stakeholders from across the African continent to promote diverse tourism products and experiences. In doing so, all exhibitors contribute to showcasing that Africa is a vibrant region that is geared up to cater to various traveller needs.

With a great target aim to return to Pre COVID-19 attendance and participation numbers and to contribute to driving sustainable economic growth and development, this year's Africa's Travel Indaba, is really the platform for showcasing new ideas and innovations and for connecting businesses with potential partners and investors. Similarly, through the various sessions that happen throughout the show, Africa's Travel Indaba offers training and support programs, therefore unlocking the full potential of the tourism sector.

Over and above all the business negotiations and deals clinched, delegates attending Africa's Travel Indaba will also get to experience a wide range of authentic African cuisine, whilst attending various networking events during the trade show. Hosted buyers and media will experience more than just the corridors of the Inkosi Albert Luthuli International Convention Centre, they will get to explore the City of eThekweni as well as the greater KwaZulu-Natal Province and other parts of South Africa on pre and post-familiarisation trips.



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April 2023 Freedom Day Japan activities

During April, SA Tourism has been busy executing marketing activations in China and Japan, strongly emphasising Freedom Day.

Japan

From 1 to 7 April 2023, South African Tourism hosted an in-store promotion at Tsutaya flagship bookstore in the vibrant Roppongi District of Tokyo. The promotion targeted high net-worth consumers residing in the surrounding areas of Roppongi Hills, showcasing the best of South Africa. This event is part of Tsutaya's in-store campaign to promote tourism, and SA Tourism aims to raise awareness of South Africa as an ideal travel destination for those seeking a unique sensory/spiritual reawakening experience, leaving visitors feeling inspired, enriched, and rejuvenated. On display were carefully curated books about South Africa's history and the significance of Freedom Day, including "60 Chapters to Know South Africa" by Yoichi Mine and Akashi Shoten, a Japanese journalist and South Africa expert. The book comprehensively introduces South Africa, covering its history, politics, society, and culture in 60 concise chapters.

The book starts with a brief overview of South Africa's geography and history, including the country's colonial past, the rise of apartheid, and the struggle for democracy. It then delves into the country's current political and social landscape, including its complex race relations, ongoing economic challenges, and efforts to address issues such as crime, poverty, and inequality.

The book also explores the rich cultural heritage of South Africa, including its art, music, literature, and cuisine. In addition, it highlights the country's diverse cultural influences, from the San and Zulu people's indigenous traditions to the Dutch and British colonial legacies.

Mine draws on his extensive experience and knowledge of South Africa throughout the book to provide insightful commentary and analysis. He offers readers a nuanced and multifaceted view of the country, highlighting its strengths and challenges.

In Japan, on 27 April, the SA Embassy in Tokyo will have the National Day reception in collaboration with SA Tourism at the New Otani Tokyo. About 250 VIP guests, including SA Tourism's key stakeholders and media, will be invited to the reception. Ambassador Ngonyama will send the key messages through our key media and SA Tourism's SNS to celebrate freedom in SA. It will be one of SA Tourism's key events before the May G7 summit in Hiroshima, Japan.



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April 2023 Freedom Day China activities

China (National Day)

On 27 April, South African Tourism will support the SA Embassy in Beijing, China, with key activations in Beijing. Ambassador Siyabonga Cwele will host 500 VIP guests from the diplomatic community, the Chinese government and other key stakeholders, including SA Tourism's tourism trade and media stakeholders. On the same day in Hong Kong, South African Tourism will also support the Consulate by providing branded marketing collateral to its guests.

Freedom Day is a public holiday in South Africa celebrated annually on 27 April. It commemorates the first non-racial democratic elections held in the country in 1994, which marked the end of apartheid and the beginning of a new era of freedom and democracy. Under apartheid, the government implemented a system of racial segregation and discrimination, which denied black South Africans basic rights and freedoms. The struggle against apartheid was long and difficult, characterised by protests, civil disobedience, and armed resistance. Finally, in 1990, Nelson Mandela was released after 27 years, and negotiations between the government and the African National Congress (ANC) began. The negotiations ultimately led to adoption of a new constitution and the first democratic elections in 1994. On Freedom Day, South Africans celebrate their hard-won freedom and democracy. It is a day for reflecting on the past, remembering the sacrifices that were made, and looking forward to a brighter future. Events and activities are often organised throughout the country and diplomatic missions abroad to mark the occasion, including cultural performances, speeches by prominent figures, and community gatherings.



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Experience of the week: Maropeng and Sterkfontein Caves

MAROPENG AND STERKFORTEIN CAVES

Drive to Maropeng and Sterkfontein caves to explore the birthplace of mankind.

The Maropeng Visitor Centre is an award-winning, world-class exhibition, focusing on the development of humans and our ancestors over the past few million years.

Take a journey through time, starting with the formation of the planet and moving all the way through the evolutionary processes that culminated in the world as we know it today.

For more info, contact:

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