



SOUTH AFRICAN TOURISM

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A word from the editor

Dear Partner

On Thursday, 27 April, South Africa commemorates Freedom Day. This day signifies South Africa's first democratic elections which were held on 27 April 1994, making way for the rights of all South Africans.

We would like to wish everyone a happy Freedom Day, and we hope you take the day to reflect on what freedom means to you and what it signifies for South Africa.

In this week's newsletter, we look at Gauteng's performance during 2022 and how the province aims boost its tourism performance in 2023. The Province showcased its work at a day-long event which also aimed to showcase some of Gauteng's tourism attractions.

In this edition, we are also counting down to Africa's Travel Indaba, with only 13 days to go. The show has a jam-packed events calendar, which caters to all the buyers, exhibitors as well as all delegates who will be attending the show. Some flagship events, such as the iconic Global Media Face-Off will be coming back, whilst some new events will be introduced.

Please have a look at the Africa's Travel Indaba [events calendar](#) and start planning your Indaba calendar.

Our experience of the week is The Nelson Mandela National Museum, which is commonly referred to as 'Mandela House'. This is in line with Freedom Day celebrations, and we invite you to visit some of our landmark experiences, which showcase South Africa's rich culture and history.

Best regards
The Tourism Tuesdays Team



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Department of Tourism investment in energy efficient measures enhances operations and sustainability for South African Tourism Business

Earlier today I visited the Houw Hoek Hotel in Grabouw in the Western Cape to highlight the Department of Tourism's Green Tourism Incentive Programme (GTIP).

The Houw Hoek hotel has an impressive solar photovoltaic (PV) system installed which has been able to assist the business to withstand the impacts of loadshedding and ensure continuity of business operations and an uninterrupted experience for its guests.

The GTIP was developed and informed by escalating electricity prices, the intensifying pressure on the national energy grid and associated load-shedding conditions, as well as water scarcity and drought conditions which negatively impact the tourism sector.

The programme aims to encourage private sector tourism enterprises to move towards the installation of solutions for the sustainable management and usage of electricity and water resources.

The GTIP not only helps to reduce pressure on the national electricity grid and water resources of the country, but also ensures an uninterrupted visitor experience for tourists, reduces operational input cost and facilitates increased competitiveness and operational sustainability in the tourism sector.

The GTIP programme has been running for the past few years and so far, 130 applications for GTIP funding were approved at a total grant value of R76.1million.

More than 41 out of the 130 approvals have either already commenced or completed installation while the remaining approved applicants are at various stages of finalising contracts.

The solutions installed or being installed at these approved GTIP applicants businesses is projected to substantially reduce energy consumption and result in electricity cost savings of between 65% and 80% on the electricity bills of these enterprises.

Those installing water efficiency systems will typically see a reduction of between 30% and 50% in their water consumption.



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From the projects that have either commenced or completed installations:

- the majority are located in the Western Cape and Gauteng followed by Limpopo, North West, Eastern Cape and KwaZulu-Natal, and also two projects in the Free State and Northern Cape respectively;
- most are very small with less than five employees, and only a few are larger with more than 50 employees; and
- More than half of the enterprises have majority black-ownership, and majority women-ownership.

One of the beneficiaries of the GTIP Millicent Shai, owner of Thaba Legae Guest Lodge, Rustenburg, North West said: “On behalf of Thaba Legae Guest Lodge, I would like to thank the National Department of Tourism and the Industrial Development Corporation (IDC) for the GTIP.

It has given us hope for the future in tourism. The initiative is absolutely essential in mitigating the growing energy crisis while demonstrating commitment to sustainability.

Thanks to you, the lights are always on at Thaba Legae Guest Lodge”.

Mr Billy Henegan, owner of Glen Marion Guest House, Pretoria, Gauteng said: “We were one of the first companies whose Solar PV system was approved by the GTIP and the Department. It was a journey which we can, in hindsight, say was absolutely worth the time and effort.

We had to contribute about 30% of the cost for the total system. This system made it possible to get a substantial saving on our electricity bill. Apart from the savings we could offer our guests “lights on” accommodation 24/7. We were also able to offer warm breakfasts during load shedding. Our guests are relieved to find accommodation with electrical power during outages.

Our gratitude to the DOT and GTIP for the grant. Without their support we would not have been able to offer our guests sustainable “green” accommodation”.

Prior to the roll out of the GTIP, as part of the pilot phase, a number of state-owned tourist attractions were retrofitted with solar PV systems. These include Robben Island Museum, the Karoo Desert, Hantam and Free State National Botanical Gardens in the Western Cape, Northern Cape and Free State provinces, as well as four tourist facilities in the Kruger National Park.

The Department of Tourism invested R98.5 million to retrofit eight state owned tourist attractions with a combined 2.7 megawatt of installed renewable energy generating capacity. Combined savings for all eight sites has already reached just under R40 million by the end of the 2022/23 financial year.

The Houw Hoek hotel is one of beneficiaries of the GTIP and I was encouraged to see what positive impact this investment has had on the hotel’s operations and electricity and cost savings.



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The owner of the Houw Hoek Hotel, Mr Robert Haarburger: “The support from the GTIP is a fantastic help and saves us a lot of electricity costs. On a good day I can save 50% of my usage which is a huge saving. I have had this system installed since late 2021 and if I had not had this in place, my electricity costs would’ve been substantially high. I would have had to put more of my own money in to keep the ship afloat”.

“The guests like it when they find out that we have solar power as it shows we are green conscious and for me, I don’t want to waste sunshine, it’s good to see sunshine being so productive, producing energy, saves me money and helps reduce carbon emissions. It makes the business more efficient and its green energy, it’s good for business,” Haarburger said.

The hotel applied for support under GTIP during the 2nd application window. The final approved solution included 464 roof-mounted solar PV modules, inverters and switches at a total project cost of just over R2.2 million. The installed system has an estimated cost saving of 53% on the hotel’s annual electricity bill and will off-set approximately 126 855 ton in carbon emissions emissions per year.

The Department of Tourism’s contribution to the installation was R1million.

As government our role is to create an enabling environment for investment by the private sector that will grow the tourism sector and create more jobs.

The support from government has allowed businesses to stay open and continue to operate during loadshedding. This has also meant that businesses are saving on electricity costs and reducing carbon emissions, a key measure in the fight against climate change.

In addition, the adoption of green technology has meant that businesses can operate uninterrupted and are able to retain staff.

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GTIP APPLICATION PROCESS

I am also pleased to announce that the next window for applications for businesses for the GTIP programme will open on 2 May until 30 June 2023. The programme is administered by the Industrial Development Corporation (IDC) on behalf of the Department of Tourism and all applications need to be submitted to the IDC. Businesses can apply via the IDC website: www.idc.co.za

The GTIP offers partial grant funding on the cost of retrofitting tourism facilities with energy and water efficiency equipment and systems based on the outcome of a resource efficiency audit.

This is followed by Phase 2 where an applicant can apply for funding support (50% to 90% up to R1 million) on the cost of installing relevant technologies and equipment recommended during the first phase.

The two-phased application process separates the energy and water efficiency audit process from the funding application processes.

The key objectives of the GTIP are to:

- encourage enterprises to install energy and water efficient equipment in accordance with responsible tourism principles;
- address the current market obstacle of high up-front capital requirement and poor market awareness of the cost-benefit of energy and water efficient solutions;
- facilitate reduction in operational input costs of enterprise (especially small and micro enterprises) to counter the impact of electricity price increases; and
- Reduce reliance and pressure on the national electricity grid and scarce water resources.

The impacts of climate change, electricity constraints and costs are being felt by all businesses and we have this programme available to lend a helping hand to businesses to ensure that they can continue to operate despite constraints.

I encourage all businesses to apply for the GTIP as the support is available from government. This programme is a stellar example of government investing in green and efficient measures which not only address the impacts of climate change but also the impacts of economic and electricity constraints we are all confronted with.



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The GTIP demonstrates collaboration by government and the private sector working together to keep tourism open for business and continue welcoming more visitors to our beautiful country. This initiative is also part of government's efforts to drive down demand on the national electricity grid.

It is my hope that we can assist many more businesses with water and energy efficient measures across the country so that we can grow the tourism economy and see more jobs being created in this important sector.

Minister of Tourism, Patricia de Lille



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Gauteng province presents its performance figures for 2022

The province is leading South Africa's inbound tourism, with projections from South African Tourism forecasting that international arrivals will rise from the 2.3 million recorded in 2022, to more than 3.6 million by 2025.

In 2022, Gauteng far exceeded its target of just over 1.4 million international arrivals, and accounted for 37.5% of South Africa's direct foreign tourism spend at R22.3bn (€1.1bn). SA Tourism Data Analytics Specialist Refilwe Molatlhegi presented the figures at the Cradle and West Rand Tourism Roadshow on April 19, which was also attended by Gauteng MEC for Economic Development, Tasneem Motara, and Gauteng Tourism Authority (GTA) CEO, Sthembiso Dlamini.

The day-long event showcased cycling offerings at Maropeng in the Cradle of Humankind before moving on to the heritage attractions of Munsieville and the popular Tso's Butchery restaurant in Kagiso.

Motara said Gauteng's status as a leading business events destination has been bolstered by the full return of the Meetings Africa convention.

"We successfully hosted the 2023 full-capacity Meetings Africa and injected over R280m (€14.1m) into the provincial GDP, benefiting over 200 SMMEs."

On the international front, intra-African arrivals led the province's growth in 2022, while the US was the top-performing overseas source market with 55 100 arrivals, followed by the UK (54 201) and Germany (36 452).

Tourism from South Africans was, however, a major driver of the sector's growth in 2022. Molatlhegi pointed out that 6.5 million domestic trips were taken to Gauteng, which was 79% above the target set by SA Tourism and the GTA. Total spend by domestic tourists amounted to R29.6 billion (€1.49bn), exceeding the 2022 target by 31%.

"Considering how well Gauteng has exceeded these targets, we will need to set higher targets going forward!" Molatlhegi said.



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Left to right Sthembiso Dlamini: Gauteng Tourism Authority (GTA) CEO; Refilwe Molatlhegi: SA Tourism Data Analytics Specialist; Tasneem Motara: Gauteng MEC for Economic Development.



Refilwe Molatlhegi: SA Tourism Data Analytics Specialist;



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South Africa sets sights on ATM to boost sector recovery

South African Tourism continues to find strategic opportunities to fast-track the sector's tourism recovery. Arabian Travel Market (ATM) is one platform that brings together global tourism decision-makers, industry experts and thought leaders to unlock the sector's potential.

Now in its 30th year, the tradeshow will take place at the Dubai World Trade Centre from 1 to 4 May 2023.

Zinhle Nzama, the Acting Chief Convention Bureau Officer at South African Tourism says that South Africa's presence at the Arabian Travel Market "marks a significant milestone in South Africa's journey towards economic revival and tourism rebound."

"Participating at this trade show is a great opportunity that cannot be missed," Nzama said.

She added: "It was critical for us to once again come back to ATM because last year was a huge success for the exhibitors that attended, and ultimately a big win for South Africa's tourism sector. Last year, the South African delegation came back with over 37 leads, most of which were converted into business."

Also as part of ATM last year, South African Tourism entered into an Memorandum of Understanding with Emirates Airlines which has, amongst others, seen the airline flying 49 weekly flights into South Africa. These numbers are at pre-pandemic levels and signify how South African Tourism continues to leverage these international trade shows.



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South Africa hosts exhibitor briefing sessions ahead of Africa's Travel Indaba

With just 13 days to go before the iconic African leisure trade show, Africa's Travel Indaba, organisers of the show, South African Tourism hosted three exhibitor briefing sessions for all new and returning exhibitors.

The sessions hosted to give exhibitors the chance to enhance their experience as they are given exclusive extensive information on the show before the doors open to ensure that they are well prepared.

From interactive information sessions to training workshops, the sessions ensure that all in attendance walk out well-informed on everything regarding Africa's Top Travel Show.

The three sessions were held in Johannesburg on 19 April at the Sandton Convention Centre, followed by the Durban leg, which was held at Onomo Hotel on 20 April. The last leg took place today at Double by Hilton in Cape Town.

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Here are some events to look forward to at Africa's Travel Indaba 2023

Business Opportunity Networking Day (BONDay): Monday, 8 May 2023

09h00 to 13h00, Auditorium Hall 6 & South Foyer, ICC

Africa's Travel Indaba Business Opportunity Networking Day (BONDay) is a carefully curated selection of educational sessions, informative current trends as well as topical issues being discussed with the business events industry in a meaningful way. The aim is to empower businesses with the latest in global business event developments and encourage robust conversations toward innovative solutions. Key topics to be discussed include:

Official Trade Show Floor Opening Events: Tuesday, 9 May 2023, Auditorium - Hall 6

This is the official ceremonial opening of Africa's Travel Indaba. It is also the official welcome event to the City of Ethekewini and the province of Kwa Zulu-Natal. This is open to all stakeholders including bid parties, exhibitors, media and trade partners, VIPs as well as dignitaries from the rest of the African continent. Minister of Tourism, Honourable Patricia de Lille will give the keynote address at this event.

Speed marketing sessions: 9, 10 and 11 May, Room 21

A signature event at Africa's Travel Indaba, the speed marketing sessions, are fast-paced networking sessions where exhibitors get a limited time to showcase their products and services to a selection of buyers. These sessions are packed with a wide range of products, establishments, experiences, and activities that cater to different traveller interests and needs. During these sessions and within a short space of time, exhibitors have the opportunity to make a strong impression and potentially secure new business deals. This year's sessions will focus on experiences that offer township and nightlife; scenic beauty; wildlife and safari.



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Global Media Face Off, Tuesday, 9 May at 12h00

Media Centre after 12h00

This is a compelling editorial session focusing on global tourism as the industry collaborates towards sector recovery. Moderated by CNN's Richard Quest. This session focuses on air access (airlift), immigration policies and regulations as well as tourism travel trends and developments.

Thought leadership sessions: Media Centre

Tuesday, 9 May: 12h00 to 12h30

Wednesday, 10 May: 12h30 to 13h00

Thursday 11 May: 11h00 to 11h30

These sessions showcase a variety of field experts in a bid to enhance the knowledge economy.

Connections Sessions:

Wednesday, 10 May: 09h30 to 10h30: Media Centre

Wednesday, 10 May: 11h00 to 12h00: Media Centre

Thursday, 11 May: 10h00 to 11h00: Media Centre

There are several "connection" sessions planned throughout the show to unpack issues and opportunities affecting the continent's tourism sector. These connection sessions provide media as well as trade partners with relevant and insightful information as well as updates on the latest developments.

Wednesday, 10 May: 09h30 to 10h30: Media Centre: Film and Art to promote destination Africa

The session will focus on the role that film plays in not only telling the history of the country but showcasing the destination too.



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Wednesday, 10 May: 11h00 to 12h00: Media Centre: 100 Sustainable Stories

This is in line with the focus on sustainability that will take place at the Tourism Grading Council of South Africa (TGCSA) stand during Africa's Travel Indaba. South African Tourism (SA Tourism), will during this session, announce a global initiative that the organization has embarked on, in order to promote South Africa's sustainable and responsible tourism offering.

Thursday, 11 May: 10h00 to 11h00: Media Centre: Launch of the KZN Basic Quality Verification Programme

TGCSA's Basic Quality Verification Programme launches in Kwa Zulu-Natal (KZN) this May at Africa's Travel Indaba, after a successful pilot project in the Eastern Cape.

Thursday, 11 May: 12h00 to 13h00: Media Centre: Bid Party Wrap Up

This is the final editorial media briefing marking the conclusion of Africa's Travel Indaba 2023. Led by the various bid party leaders from the Tourism Kwa Zulu-Natal, City of eThekweni, South African Tourism as well as Inkosi Albert Luthuli Convention Centre, this session provides media with key highlights from the 2023 edition of Africa's Travel.

Africa's Travel Indaba is a must-attend event for tourism sector players.



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South Africa to host 2023 Netball World Cup

The City of Cape Town will host The Vitality Netball World Cup 2023 (VNWC2023) from the 28th July to the 6th of August. This will be the first Netball World Cup to take place in Africa. This sporting event will bring 16 teams to battle it out across the 10 days, in the hope of being crowned champions in netball’s most prestigious event.

Through the sport of netball, South Africa will once again be able to exhibit its capacity to host and stage global events. Through the hosting of this World Cup, direct and indirect jobs will be created also bolstering SMME involvement thus positively impacting the economy.



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Experience of the Week: Mandela House Museum

The Nelson Mandela National Museum, commonly referred to as Mandela House, is on Vilakazi Street, Orlando West, Soweto, where Nelson Mandela lived from 1946 to 1962. It is located at number 8115, at the corner of Vilakazi and Ngakane streets, a short distance from Tutu House, the home of Archbishop Emeritus Desmond Tutu.

Mandela donated the house to the Soweto Heritage Trust (of which he was the founder) on 1 September 1997, to be run as a museum.

Today, Mandela House is a world-class visitor attraction and a leading centre for the preservation, presentation, and research of the historical heritage and Mandela Family legacy.

To book your tour contact
Tel: 011 936 7754
Fax: 011 936 4244
Email: info@mandelahouse.com

Or book on the website: <https://www.mandelahouse.com/#visit>



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