



SOUTH AFRICAN TOURISM

# TOURISM TUESDAYS

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## A word from the editor

Dear Partner

With just one week to Africa's Travel Indaba, all roads lead to the city of Durban in the KwaZulu-Natal province. This is also the best time for us to kick off Africa Month, which is celebrated throughout the month of May. It is also fitting that this year's theme for Africa's Travel Indaba is, 'Unlimited Africa' and that this year's lineup is set to showcase Africa's diversity and endless potential.

While May provides the heightened focus on the African continent, the African agenda is not limited to this month, in fact growing the continent's economy should remain a daily commitment from all of us.

As the excitement towards Africa's Travel Indaba mounts we also have a lot to celebrate in this week's edition of Tourism Tuesdays. We celebrate the expansion of airlift between our various countries, a move that bodes well for the growth of our tourism sector. Airlink, Southern Africa's, independent and privately owned regional airline, will launch flights between Mbombela (Nelspruit) and Victoria Falls, Zimbabwe, from 28 November 2023. The new route will complement Airlink's existing service between Mbombela's Kruger Mpumalanga International Airport (KMIA) and Livingstone on the Zambian side of the world-famous waterfalls.

The Tourism Grading Council of South Africa (TGCSA), business unit of South African Tourism, has welcomed 22 new assessors following a rigorous recruitment and training program. These are the people who ensure that South Africa's graded accommodated establishments remain of high quality assurance and service excellence making sure that our destinations remains globally competitive.

While the collective growth of our continent's tourism sector is a central focus at this year's Africa's Indaba, domestic tourism remains of vital importance. We are therefore excited to be kicking off this year's Sho't Left Travel Week campaign. We would like to invite all South African tourism product owners to register to offer discounted travel deals to South Africans.

By offering discounts of up to 50% off during the week starting from the 4th to the 10th of September, we will be encouraging South Africans to travel our beautiful, vibrant and diverse country.

The outlook for the African tourism sector is positive and upbeat. Here's to a successful Africa's Travel Indaba.  
Best regards

The Tourism Tuesdays Team



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## BONDay to Advance Africa's Knowledge Economy

This year's Business Opportunity Networking Day (BONDay) at Africa's Travel Indaba will be buzzing with high-impact talks aimed at making an invaluable contribution to the knowledge economy.

Annually, Africa's Travel Indaba is preceded by BONDay which provides a platform to share knowledge, provide updates on trends within the tourism sector as well as discuss topical issues. BONDay takes place at the Inkosi Albert Luthuli International Convention Centre on 8 May between 09h00 and 17h00.

Africa's Travel Indaba returns under a new theme, 'Unlimited Africa' and the BONDay programme is true to this theme and it showcases Africa's diversity and endless potential.

The day will commence with an opening plenary session which will be led by the Deputy Minister of Tourism, Honourable Fish Mahlalela, who will provide an overview of the business events landscape on the continent as well as give an update on the work that the Department of Tourism and South African Tourism are doing in partnering with the greater tourism sector, to ensure the growth and complete recovery of the business events sector.

BONDay will be divided into three streams namely;

- Stream 1 - Thought Leadership Approach to Tourism Development
- Stream 2 - Business Sustainability Through Market Access
- Stream 3 - Market Intelligence, Insights & Technological Innovation

### Stream 1

The most coveted panel discussion in stream one is titled *Hard Talk on Pan-Africa Thought Leadership in Tourism: Realising progressive visa regimes and Connectivity as tourism growth opportunity for Africa*. Moderated by News Anchor Naledi Moleo, this panel will bring together African Tourism experts who will explore ways to fast-track ease of access and entry into the continent.



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Titled *Accelerating SMMEs' Market Access*: A critical success factor for advancing Africa's tourism competitiveness in the global marketplace, the second panel brings together speakers from Namibia, Tanzania, South Africa and Kenya, exploring ways to create market access to small businesses within the tourism sector which will result in product diversification.

Panelists in this stream include Elcia Grandcourt, Regional Director (UNWTO), Nomasonto Ndlovu, Chief Operations Officer (South African Tourism), and Deputy Minister of Environment, Forestry and Tourism in Namibia, amongst others.

## Stream 2

Facilitated by Founding Director of Innate Investment Solutions, Lynette Ntuli, this stream will focus on women empowerment within the tourism sector and how the industry can better structure itself to be economically inclusive for women and youth.

Panelists in this stream include, amongst others, Honourable Philda Nani Kereng, Minister of Environment and Tourism in Botswana, Andrew Brown, Regional Director at WTTC in the UK and Phindile Makwakwa, Chief Operations Officer at Tourism KZN.

## Stream 3

The third stream will focus on the impact of technological innovation in propelling the sector, as well as reimagining cultural tourism and the potential that lies in urban cultural tourism.

Panelists in the third stream include Bheki Dube, Founder of Curiosity, Gwen Ngwenya, Senior Manager for Public Policy EMEA at Air BnB, amongst others.

View the full BONDay programme here: <https://www.indaba-southafrica.co.za/events/>



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## TGCSA Welcomes new assessors following a rigorous recruitment and training program

The Tourism Grading Council of South Africa (TGCSA) has successfully appointed 22 new assessors following a rigorous recruitment and training program.

Assessors are usually the unsung heroes, keeping the industry standards honest and globally competitive. The training included a CATHSSETA-accredited unit on how to Grade an establishment. The Grading system follows stringent quantitative and qualitative core requirements and quality standards.

The newly appointed assessors have vast experience and expertise in hospitality, tourism, and marketing. The 5-day training and orientation took place from 17-21 April 2023 at the Garden Court OR Tambo in Gauteng.

We wish to congratulate the new assessors on this new journey they have undertaken to become TGCSA ambassadors and quality assurance keepers.



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## Airlink adds Mpumalanga – Victoria Falls Flights

Airlink, Southern Africa’s, independent and privately owned regional airline, will launch flights between Mbombela (Nelspruit) and Victoria Falls, Zimbabwe, from 28 November 2023.

The new route will complement Airlink’s existing service between Mbombela’s Kruger Mpumalanga International Airport (KMIA) and Livingstone on the Zambian side of the world-famous waterfalls.

“The new service to Victoria Falls expands our direct connections between Southern Africa’s prime tourist attractions, i.e. the Kruger National Park and surrounds, Victoria Falls as well as Cape Town and the Garden Route. The new route provides travellers with a greater choice of itineraries using direct Airlink flights and without having to connect via Johannesburg,” said Airlink CEO and Managing Director, Rodger Foster.

“The Mpumalanga Tourism and Parks Agency (MTPA) delightedly welcomes the additional direct Airlink flight from Victoria Falls (Zimbabwe) to Mbombela.

This is a game changing achievement integrating people of the South. We are expecting an increase in international tourist arrivals to destination Mpumalanga.

The route will further provide travellers to the province with more choices of using direct Airlink flights without having to connect through other domestic airports. Now travellers will get an opportunity to experience the Lowveld offerings, the province’s tourism hub.

We look forward to this being a successful route which will grow tourist numbers into the province. Most of all we look forward to providing our tourists with a memorable experience of wildlife, scenic beauty, adventure, culture and heritage” said Mr.Mduduzi Vilakazi, Acting CEO of the Mpumalanga Tourism and Parks Agency.



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The schedule will see the following flights being operated with modern Embraer regional jets:

### **Mbombela – Victoria Falls**

4Z 476 departs KMIA 11.35 arrives Victoria Falls at 13.25  
Tue, Thu, and Sat

### **Mbombela - Livingstone**

4Z 470 departs KMIA 11.35 arrives Livingstone 13.30  
Mon, Wed, Fri, and Sun

4Z 471 departs Livingstone at 14.00 arrives KMIA 15.40  
Mon, Wed, Fri, and Sun



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## Sho't left Travel Week 2023

The South Africa Hub at South African Tourism is offering members of the South African tourism trade an opportunity to register and participate at the fifth installment of the flagship campaign Sho't Left Travel Week to be launched at Africa's Travel Indaba (ATI) on 09 May 2023.

The rising cost of living continues to make South Africans' ability to pay their monthly bills less possible and as a result of these economic conditions, nine months out of 12 months generally experience low levels of trips undertaken by locals. With that in mind, our efforts to grow domestic tourism and the ability for South Africans to travel their beloved country would require some strategic interventions and collaboration with the tourism trade to reignite the culture of holiday travel.

The size of the economy is now at pre-pandemic levels and real GDP is slightly higher than what it was before the COVID-19 pandemic according to Stats SA. This is a perfect opportunity for the tourism trade to collaborate with Sho't Left Travel Week in offering experiences that are tailored for everyone's pocket to make travel more accessible and doable because South Africans know that nothing is more fun than a shot left.

It is for this reason that we continue to bring you South Africa's biggest travel SALE, where everything from travel experiences, accommodation, historical and cultural tours must be sold at a discount to all South Africans. The majority of our travel segments have already indicated their interest to go on vacation in the next 12 months or dine out with friends and relatives as their preferred recreation so we are giving them ample time to plan their annual vacation which they can view on [www.shotleft.co.za](http://www.shotleft.co.za) but can only buy them from 04 to 10 September 2023.

The Sho't Left Travel Week aims to empower the tourism trade with a platform that gives them access to those who are already showing interest in travelling their beautiful country and last year's 11 000 booking enquiries is testament to this. Once loaded, the deals are showcased systematically according to location, experience and cost, giving everyone a user-friendly journey on the platform with terms and conditions set by the participating trade. We invite all tourism businesses to register and upload a variety of experiences to explore within Mzansi with discounts of up to 50% to generate leads on their deals and increase booking enquiries.



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The collaboration of tourism businesses in this initiative will assist us in tourism growth and ensure the profitability and sustainability of businesses through promotion of local travel which we know is the backbone of our tourism industry. South African tourism businesses that meet legal requirements for running such a business are invited to register on [www.deals.southafrica.net](http://www.deals.southafrica.net) without any delay to maximise on the extensive media exposure that will be generated through various platforms including Waze navigation application.



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Travel Week  
4-10 SEPTEMBER  
IT'S YOUR COUNTRY ENJOY IT

JOIN THE GREAT  
SOUTH AFRICAN  
SALE!

REGISTER NOW!

NOTHING'S MORE FUN THAN A  
SHO'T LEFT  
[www.shotleft.co.za](http://www.shotleft.co.za)

#TravelWiseMzansi

South Africa  
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Travel Week

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## South African Tourism uplifts SMMEs at the Arabian Travel Market

South African Tourism, along with a group of small South African tourism businesses in South Africa's tourism sector are taking the international stage at Dubai's highly anticipated Arabian Travel Market (ATM).

ATM is the leading Middle East B2B exhibition which brings together over 2 800 exhibitors, and 26 000 visitors from around the world to meet, network and do business. The show takes place at the Dubai World Trade Centre from 1- 4 May.

At this trade fair, these SMMEs are showcasing their brands alongside the crème de la crème of the industry, including top established tourist destinations, cutting-edge travel technology providers, leading airlines, and giants in hospitality and accommodation.

The tourism industry was severely impacted by the COVID-19 pandemic, and Small, Medium to Macro Enterprises (SMMEs) were hit the hardest. In an effort to support their recovery, South African Tourism is providing these businesses with an opportunity to showcase their offering to at the Arabian Travel Market (ATM).

The move is part of the tourism sector recovery plan, which recognises the important role and contribution of SMMEs to the sector. The inclusion of SMMEs at ATM, is in partnership with the Small Tourism Enterprises Associations (STEA's) whose core mission is to empower small businesses through engagement, employment, and active participation in the tourism sector.

The move is part of the tourism sector recovery plan, which recognises the important role and contribution of SMMEs to the sector, especially in the accommodation and hospitality sub-sectors.

The inclusion of SMMEs at ATM is expected to yield positive results not only for the participating businesses but for the industry as a whole.

"SMMEs are a very critical part of our tourism offering. Through these businesses we are able to showcase a wide range of tourism products and experiences that travellers are looking for. By having these SMMEs taking part at trade shows of this magnitude, we are able to fully show the world," says South African Tourism Chief Operations Officer, Nomasonto Ndlovu.



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This partnership demonstrates SA Tourism's commitment to supporting the growth and success of small businesses in the tourism sector.

In the year 2022, South Africa emerged as an appealing destination for international travellers, welcoming 5.7 million visitors from various parts of the world. Middle Eastern arrivals amounted to 40 6000. The Middle East is the only one to have fully recovered in terms of air capacity. The number of seats available to South Africa from the region in 2023 is 95.9% of the seats that were available before the pandemic in 2019, and arrivals from the Middle region have surpassed their previous share and are now representing 0.7% of all arrivals.

“The UAE, and more specifically Dubai is home to many expats, this presents a wonderful opportunity for the SMMEs to meet and engage broader audience and create lasting impressions. By participating in events such as Arabian Travel Market, they get to expand their reach beyond local boundaries,” said Ndlovu.

She added that the participation of these small businesses at ATM is expected to contribute to boosting destination competitiveness, catalysing industry transformation, and accelerating tourism growth.

STEA reports that participants from last year's ATM returned home with lucrative deals with some companies even forging strategic collaborations to bolster their ground-handling services and product offerings.

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Jabu Matsilele, Chairperson of STEA, emphasised the importance of market access for small businesses, saying, “It plays a key role as a strategy for transformation in the industry, where historically disadvantaged enterprises are still at the bottom of the pyramid. The domination of large companies across various value chains makes it challenging for small businesses to operate within the value chain. Therefore, platforms like ATM offer invaluable market access opportunities for small businesses to participate in both global and local markets.”



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## Experience of the Week

### The Orpen, Kruger National Park, Mpumalanga

Situated within 100 metres of Kruger's Orpen Gate and Manyeleti's main entrance gate, this new four-star lodge was established via a partnership between Mont d'Or Hotel Group and the community operated Wild Olive Co-operative.

With ten freestanding chalets with private patios, bush views, the lodge has activities that include safaris and bush in both Kruger and Manyeleti.

With all the luxury of a modern 4-star safari experience, come and listen to the bush nightlife sounds while enjoying dinner under the African stars.

Explore more here: <https://www.theorpen.co.za/>



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