



# TOURISM TUESDAYS

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# A word from the editor

Dear Industry Partner,

Last week we hosted the 44th edition of Africa's Travel Indaba, which was a resounding success.

The show attracted over 8000 delegates, who all came together with the sole intention of advancing the continent. Indaba brought together just under 2,000 buyers from 62 countries as well as 1,000 exhibitors who showcased over 350 various tourism products and services. More importantly, over 21,000 meetings were held during Indaba, signaling the success of the show for both the buyers and the exhibitors.

South African Tourism took the opportunity at Africa's Travel Indaba to launch its "Key Source Market Insights" digital booklet, which contains valuable insights on the 24 key source markets. These booklets are aimed at providing information to our trade partners, assisting them advance the work they do and providing them with key traveller insights.

In addition, FEDHASA launched a business incubator at the 2023 edition of Africa's Travel Indaba. This initiative aims to drive economic growth and job creation in the hospitality sector. [Click here to read the press release announcing the FEDHASA project.](#)

This edition of our Tourism Tuesdays newsletter takes a closer look at Africa's Travel Indaba, rounding up some of the key events which took place at Indaba. We hope you enjoy it.

Best regards,

The Tourism Tuesdays Team



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# Africa's Travel Indaba 2023 - "Electric"

Durban, South Africa: Africa's Travel Indaba 2023 was a phenomenal success. According to initial indications, this year's Indaba surpassed projections with a remarkable 8,629 delegates, hosting 21,000 meetings between exhibitors and international buyers. Additionally, the event featured 1,723 international buyers and 1,023 exhibitors who showcased an impressive array of products.

Zinhle Nzama, Acting Chief Conventions Bureau Officer at South African Tourism, told the media that the 2023 edition of Africa's Travel Indaba "has been successful."

"We set out to deliver a show that would showcase the best of the African continent and we did just that and we could not have done it without our partners and of course, the greater African tourism industry," said Nzama

Nzama addressed the media wrap-up conference of Africa's Travel Indaba 2023, hosted by Durban Tourism, KwaZulu-Natal Tourism, South African Tourism, and Inkosi Albert Luthuli International Convention Centre (Durban ICC). She emphasized that Africa's Travel Indaba 2023 significantly outperformed last year's event, boasting an impressive 21,000 meetings compared to 13,000 in 2022. Furthermore, the exhibition featured the participation of 22 African countries.

"It was important for Tourism Kwa Zulu-Natal to make Africa's Travel Indaba a truly Pan-African event in collaboration with SA Tourism and other partners," said Phindile Makwakwa, the Chief Operating Officer at Tourism KwaZulu-Natal.

"A strong element of Indaba was the hosting of buyers and media on pre and post-tours to various destinations so they can experience these for themselves and package Kwa Zulu-Natal for their clients," added Makwakwa encouraging the partners to maintain unity and continue "hunting in a pack."

Makwakwa, is eagerly anticipating Durban becoming the permanent home of Indaba. She expressed confidence in the partnership between ICC Durban, the City of Durban, Tourism KZN and South African Tourism, emphasizing that they have been putting their "best foot forward."



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# Africa's Travel Indaba 2023 - "Electric" cont...

"We are likely to exceed our projections for Africa's Travel Indaba, which contributes significantly to the Durban Gross Domestic Product (estimated at R130 million), hotel and non-hotel occupancy (at 80 per cent), and actual spending (amounting to R78 million), resulting in the creation of 250 job opportunities," stated Winile Mntungwa, Deputy Head of Durban Tourism.

Mntungwa emphasized that the experience of hosting Indaba in Durban was "profound." She further described Indaba as a "mega" event for the city, providing immeasurable exposure to the world.

Mntungwa expressed her gratitude to the international media for their extensive coverage and extended her well wishes to the delegates. Additionally, she revealed Durban's exciting plans, including establishing an international film city, a new shopping centre (West Town), a mixed-use development, efforts to enhance cruise tourism, and the revival of the Waterfront Point Development.

John Aritho, Chief Operating Officer at the Inkosi Albert Luthuli International Convention Centre, expressed his admiration for South African Tourism, describing the 2023 edition of the show as "electric". Aritho conveyed his enthusiasm for its success. He stated 'I take my hat off to South African Tourism'

He also mentioned that the Inkosi Albert Luthuli ICC is currently reimagining the precincts to include restaurants and other amenities essential for hosting conferences of the ICC's magnitude.

Speaking during the official opening on Tuesday, Tourism Minister, Patricia De Lille, expressed her commitment to collaborating with counterparts across the continent.



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# Tourism numbers tell a story of rapid recovery

Domestic travel has far exceeded the 2019 numbers, and at the same time, international arrivals in South Africa are inching closer to pre-pandemic levels as calls mount for the industry to redefine the travel experience and pull together to sustain the momentum of resurgence. De Lille spoke on day two of Africa's Travel Indaba, which took place at the Inkosi Luthuli International Convention Centre in Durban, during the Quarter 1 (Q1) tourism statistics presentation for January to March 2023.

She stated that domestic overnight trips exceeded pre-pandemic levels as well as 2022 levels by 41.0%, and overnight domestic spend was also up 24.4% compared to Q1 2022. Domestic holiday trips from January to March 2023 were up 40.5% compared to 2022 to reach 2.4 million. The report shows that these holiday trips represented a 27.0% share of total overnight trips. "The world is rediscovering South Africa, and if we continue to work together, we'll not only reach but surpass pre-COVID numbers soon," said Minister of Tourism Patricia De Lille.

She said the first quarter results prove that a journey to rapid recovery is underway, "showcasing the country's resurgence in the international travel market." Across the board, she told the media, "We've seen a 102% surge in total arrivals from 2022 to 2023 during Q1, reflecting South Africa's attractiveness to international visitors."

Minister de Lille stated, "The pandemic undoubtedly left a dent in the tourism industry, but we're back, stronger than ever, and geared to catapult our inbound tourism numbers beyond pre-COVID levels." Achieving this monumental goal, she insisted, "requires a united front: government, private sector, and all tourism stakeholders joining forces to redefine the travel experience in our beloved country." She boasted that as the world reawakens, "tourists are flocking back to South Africa, enticed by our unparalleled natural beauty and the warmth of our people." She added: "We are broadcasting a clear message: South Africa is open for tourism, welcoming business, and eagerly awaiting travellers from across Africa and the globe."



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# Tourism numbers cont...

The Minister said the latest statistics for Quarter 1, January to March 2023, “revealed an impressive 2.1 million visitors, a 102.5% increase compared to the same period in 2022.” While still 21.5% lower than 2019 levels, she clarified, “South Africa is gaining ground rapidly.”

According to the statistics, Africa led the way again with 1.6 million arrivals, followed by Europe’s 387,000 and the Americas’ 104,000 visitors. The report states that in Q1 (January to March 2023), Zimbabwe maintained its reign as South Africa’s top source market, a trend consistent since 2019. It showed that over 500,000 Zimbabwean travellers journeyed to South Africa between January and March 2023, compared to 643 000 in the same period in 2019 and 173 000 in 2022. In the first quarter of 2023, foreign direct spend soared to an astounding R25.3 billion, marking a 143% increase compared to Q1 of 2022, the report shows.

“Tourists from Europe contributed the most spend of R10.8 billion, followed by Africa with a collective spend of R9.3 billion,” she explained. South Africa’s tourism industry “has demonstrated remarkable resilience and growth, outshining other popular destinations like China, France, Italy, and Brazil,” she remarked. She added: “Air capacity has risen since last year, with a 56% increase in Q1 2023 compared to the same quarter in 2022. In 2023, South Africa reached 1.8 million seats and welcomed around 23 new routes.”

Minister de Lille stated, “With focused action on improving visa turnaround times, increasing air access, ensuring safety, and aggressive marketing, we are determined to surpass pre COVID levels. “Working together with all stakeholders, we aim to boost tourism’s contribution to the economy and job creation,” she concluded.



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# South African Tourism unlocks key market insights

South African Tourism is pleased to present its in-depth market insights on all our key source markets. These are 24 digital booklets that present key data and tourist insights from travellers coming from South Africa's 24 priority markets, as per the Marketing Prioritisation Investment Framework.

These digital booklets are designed for and aimed at equipping tourism trade partners with key data that will enable them to sell South Africa faster relative to our competitors. These booklets will further provide them with an understanding of travellers' needs from various markets, helping them better cater to these needs. These insights can also be used as a means to evaluate the suitability of product offerings per respective market.

These digital booklets will be frequently updated with the latest trends as they occur so that our trade partners have up-to-date data and statistics on destination South Africa as well as our key source markets. We would like to invite you to download the booklet on the South African Tourism website.

Developed and Compiled by South African Tourism's Digital, Technology, Data Analytics and Strategic Insights Unit.



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# Experience of the week: Dinokeng

## South Africa's best kept secret

One hour just north-east of Johannesburg and Pretoria, lies the warm, big-sky region of Dinokeng, source of the world's largest diamond, an area that sparkles with natural, cultural and historical attractions. The Dinokeng Area, meaning "a place of rivers", is a region in northern Gauteng rich in natural, cultural and historical heritage sites. The region offers a plethora of activities and attractions for travellers, making it an ideal destination for tourists looking for a unique and authentic African experience. From cultural tours to wildlife safaris, Dinokeng has something for everyone.

One of the main attractions in Dinokeng is the Dinokeng Game Reserve, which is home to the free-roaming Big Five. The reserve offers game drives, bush walks, camps, picnicking and birding tours, giving visitors a chance to experience the beauty of African wildlife up close.

Dinokeng is also home to various cultural sites, such as the Cullinan Diamond Mine, which is famous for producing some of the world's largest diamonds, and the Ndebele Village, where visitors can learn about the Ndebele people's culture and traditions. Dinokeng central is the best-kept secret and hospitable heart of Dinokeng where you can melt into nature right on the doorstep of the capital city.

Dinokeng is the ideal springboard for visiting the other hubs of the diverse Dinokeng destination. In all its diversities and for the first time on African soil, the region will be hosting the World Rowing Masters Regatta 2023 which will take place in September 2023 at Roodeplaat Dam in Tshwane, South Africa.

The event will positively impact the local economy and community. The event is aimed to leave a lasting legacy in the Tshwane region. This will be made possible with local involvement and innovation, while optimising social, environmental, economic and political impacts. Dinokeng is a must-visit destination for travellers looking for a diverse and authentic African experience. Whether you're interested in wildlife, culture, food, or wine, Dinokeng has something to offer for everyone.



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