



SOUTH AFRICAN TOURISM

# TOURISM TUESDAYS

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# A word from the editor

Dear Industry Partner,

It seems unreal that we are at the tail end of yet another month. May has been a busy month for the tourism sector. Of course, the beginning of May kicked off Africa Month. During the first week, we all gathered in Durban for the SATSA conference that preceded, one of the biggest global trade shows, Africa's Travel Indaba, which took place from 8-11 May. Later on in the month, our Minister of Tourism, Patricia de Lille shared an inspiring message on the importance of the African continent. Later in the month, she delivered the Tourism Budget vote Speech and yesterday wrapped up the month by hosting a Tourism Safety Strategy dialogue briefing with key stakeholders to discuss tourism safety and actions that the government in partnership with the private sector will take to enhance tourism safety.

In this week's issue, we wrap up Africa Month and throw forward to Youth Month (June) with a celebration of one of South Africa's latest and hottest export, Amapiano where we look at South African Tourism's hosting of a music industry-focused panel discussion where panellists talked about the cultural impact of this genre and how it is gaining popularity worldwide.

A key pillar of the work done by South African Tourism is that of quality assurance as rolled out by the Tourism Grading Council of South Africa (TGCSA). This week we introduce the Tourism Grading Council Corner which provides a special focus on the work done by this business unit. In this issue, we bring you an update on the latest numbers of establishments assessed in the month of May and we feature some of the 5-star premium awarded properties. This is particularly important as we showcase not only the quality of our tourism offering but also the diversity of these establishments that cater to various traveller needs

Team South Africa also just returned from IMEX Frankfurt, a business events trade show that was held in Germany. With some promising big leads, the team is upbeat about the outcomes of this event.

As we look forward to celebrating Youth Month, we remind all young people to participate in the "Youth in Tourism" survey which will run until next Tuesday 6 June.

We hope you enjoy this edition of Tourism Tuesdays.

Best regards,

The Tourism Tuesdays Team



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**TUESDAYS**



# Minister of Tourism, Patricia de Lille and private sector stakeholders agree on tourism safety action plan

Yesterday, 29 May 2023, the Minister of Tourism, Patricia de Lille met with various stakeholders including MECs for Tourism, the South African Police Service, the private sector including the Tourism Business Council of South Africa (TBCSA) and the National Prosecuting Authority, to discuss tourism safety and actions that government in partnership with the private sector will take to enhance tourism safety.

Safety is one of the major issues affecting the tourism sector and as partners, government and the private sector, agreed tourism safety is a priority that we need to address collectively so that we can grow the sector and remove any obstacles standing in the way of that objective.

[Please click here to read the full statement from the Ministry of Tourism.](#)



SOUTH AFRICAN TOURISM



**TOURISM  
TUESDAYS**



# Phase II of tourism development at Agulhas National Park commenced

The Deputy Minister of Tourism, Fish Mahlalela, visited the Agulhas National Park in Western Cape last week, to assess progress on the Department of Tourism's infrastructure development programme at the Lighthouse Precinct in the Park.

In 2016, the Department signed an agreement with South African National Parks (SANParks) for tourism enhancements at the Agulhas National Park which focusses on the construction of the iconic Map of Africa monument, construction of 1 km road, rehabilitation of the terrain and the re-alignment of the boardwalk. This R14 million project, which was divided into phases is still ongoing, and phase 1, was completed in 2018.

“The second phase namely the Lighthouse Precinct Project, commenced in 2017. It includes a 60-seater ocean-view restaurant, a reception area, an interpretive centre, a curio shop, vendor stalls, paving and walkways, and a conference facility. This project is set to be completed by early 2024,” said the Deputy Minister.

[Click here to read the full story](#)



SOUTH AFRICAN TOURISM



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TUESDAYS**



# IMEX Frankfurt - a rewarding mission for team South Africa!

South Africa's mission at this year's IMEX Frankfurt is already promising great returns, following the three-day trade fair which took place last week. The South Africa stand in Hall 8 at Messe Frankfurt, was bustling with activity as hosted buyers engaged with the South African exhibitors discussing potential opportunities for hosting meetings, incentives, conferences, and exhibitions (MICE) in the country.

With a clear goal to attract more events to South Africa, the South Africa National Convention Bureau (SANCB)'s sales team conducted pre-scheduled meetings with buyers at the show.

During the engagements, amongst the numerous leads, the SANCB generated a significant lead for an international medical conference. This conference typically draws 1500 attendees and has an estimated economic value of R48,000,000. As a result, and in a significant step, next year the conference's Professional Conference Organiser (PCO) will attend Meetings Africa to conduct site inspections for the event.

[Click here to read the full story](#)



SOUTH AFRICAN TOURISM

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TUESDAYS**



# Tourism KwaZulu-Natal seeks to build its SADC tourism market at Eswatini Bushfire Music Festival

Tourism KwaZulu-Natal (TKZN) was among the thousands of enthusiastic travellers at Eswatini’s magnificent Malkerns Valley for its legendary Bushfire Festival at the weekend.

In addition to enjoying the region’s diverse music, culture, crafts and art installations that attract travellers from over 60 different countries to one of the largest cultural events in the kingdom, TKZN exhibited the province’s attractions at the event, with the aim of attracting more regional (SADC) and international visitors to Eswatini’s neighbouring KwaZulu-Natal (KZN).

The distance between the Malkerns Valley and KZN’s closest border post at Pongola, is just over four hours by road. The good news, is that Eswatini Air, the national carrier of the Kingdom of Eswatini, launched a new direct route between King Mswati III International Airport in Manzini, Eswatini, and King Shaka International Airport in Durban in May this year.

This new route will significantly boost the regional tourism market, with Eswatini being one of our key regional tourism markets and having strong historical and cultural ties with our province. Initially, there will be three flights per week on Mondays, Thursdays, and Saturdays but there are already plans to increase the frequency of flights in line with demand. That is why we are working hard to grow tourism linkages between Eswatini and KZN.

Left: Eswatini Minister of Tourism and Environmental Affairs Mr Moses Vilakati, KwaZulu-Natal MEC for Economic Development, Tourism and Environmental Affairs and the leader of Government Business in KwaZulu-Natal Mr Siboniso Duma and Eswatini Air Board Chairman Mr Nelson Mazibuko



SOUTH AFRICAN TOURISM



TOURISM  
TUESDAYS





## Amapiano to the world South Africa's hottest new export

The distinctive sound of the log drum permeated the air as several musicians, producers and industry experts gathered in Miami to celebrate the burgeoning genre of Amapiano. With a sound best described as a hybrid of deep house and jazz with percussive loops reminiscent of lounge music coupled with soulful vocals, Amapiano is arguably South Africa's hottest new export, and its infectious sound continues to attract new audiences as the genre spreads like wildfire.

South African Tourism presented an industry-focused panel discussion in collaboration with Maphike Attorneys Inc., providing an opportunity for creators of this musical style to speak about the cultural impact of Amapiano and discuss the genre's future as it continues to gain popularity worldwide.

[Click here to read the full story](#)



SOUTH AFRICAN TOURISM

**TOURISM  
TUESDAYS**



# Reminder: Participate in youth in tourism Survey

South African Tourism is interested in hearing from you about your thoughts on the tourism sector.

Please take some time to advise on opportunities, benefits and the challenges that come with working in this industry.

The survey will take between 10 to 15 minutes to complete and is available for only two weeks, from 23 May to 6 June 2023. Your input is a great contribution to Tourism growth.

[Click here to participate in the survey.](#)



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TUESDAYS**





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# TGCSA CORNER

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## In May TGCSA assessed:

Approved = 246 establishments

Rejected = 5 establishments

Returned = 1 establishment



# TGCSA Awards 5-Star Premium properties

As part of the Tourism Grading Council of South Africa's (TGCSA) enhanced grading standards which were implemented in 2019, a 5-Star Premium grading status was introduced.

This is earmarked for graded establishments in South Africa that epitomise the essence of luxury in both product quality and service standards.

Below are 3 properties that have been awarded this premium status in the country for the month of May. They are our Properties of the Week for this edition.

## 1. Ellerman House

Location: Cape Town, Western Cape

## 2. Mount Nelson Hotel

Location: Cape Town, Western Cape

## 3. Jabulani

Location: Greater Kruger, Limpopo



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TUESDAYS**





## Experience of the week: Qbar by Quoin Rock

Location: Rosebank, Gauteng

Website: <https://www.quoinrock.co.za/qbar>

A team of friends waiting to take you on a journey of our Quoin Rock Terroir, & taste expressions of vibrant luxury. A home to award-winning Quoin Rock Wines. Qbar has created a space for sommeliers to showcase their signature choices of wine, cocktails, & bespoke drinks, and a table for Chef Brenden to express flavours to pair with your mood & desires.



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**TOURISM  
TUESDAYS**