

TOURISM TUESDAYS

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#TourismTuesdays



SOUTH AFRICAN TOURISM



A Word From The Editor

Let me start this issue by congratulating all the @ComradesRace athletes for running the 96th ultimate human race at the weekend, and a special well done to Tete Dijana and Gerda Steyn for their well-deserved record-breaking wins.

This week we continue with our focus on Youth Day and Pride Month. In celebrating young people making strides in the Tourism sector, we feature another young person who is passionately following her dream. She is a professional, a multi-disciplinary creative with a deep passion for fashion, Phumzile Zondo, who is a Regional Hosting Specialist in the Visitor Experience team at the Tourism Grading Council of South Africa, a business unit of South African Tourism.

Also in this edition of Tourism Tuesdays we look at the role that exhibitions play in the economy, following Global Exhibitions Day, which took place last week on 7 June.

With less than 50 days to go, the official countdown to Netball World Cup is underway. As part of the build-up to the event, a trophy tour is already underway and the trophy will visit all nine provinces before its final stop in Western Cape. This week the trophy will move from Limpopo to Free State Province, where it will remain from 14-18 June.

In continuing to commemorate historic days, this Friday, 16 June is Youth Day in South Africa. We encourage everyone to take time to observe and commemorate this day by taking part in various activities, such as educational events, cultural performances, and community service initiatives, aimed at empowering and inspiring young people to become active citizens and leaders in their communities.

Our experience of the week is Honest Travel & Experiences, a tour operator business run by young people on a mission to make the world accessible and memorable through affordable experiences.

Have a great week.
Kind regards
Tourism Tuesday Team



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Celebrating Global Exhibitions Day

The Association of African Exhibitions Organisers (AAXO), in collaboration with South African Tourism and the Exhibition and Events Association of South Africa (EXSA), recently placed the spotlight on the vital contribution of exhibitions in promoting economic development at the Global Exhibitions Day (GED) panel discussion.

Held at the Gallagher Convention Centre on Global Exhibitions Day (7 June 2023) – the panel discussion unpacked the critical conversation on how the South African MICE industry contributes directly to tourism with Nomasonto Ndlovu, Acting Chief Executive Officer and COO at South African Tourism highlighting that events play an essential role in terms of South African social development.

Meetings, Incentives, Conferences, and Exhibitions (MICE) have emerged as a vital component of the global economy, fostering economic growth, promoting trade and investment, and creating employment opportunities.



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Netball World Cup Tour

We've less than 50 days to go until the first whistle is blown at the Netball World Cup 2023, and all South Africans are invited to join in the build-up to this exciting event, which will see all matches being played at the CTICC in Cape Town from 28 July – 6 August 2023. We also cannot wait to welcome all visitors who will be coming to South Africa for this tournament.

This will be the first time that the tournament will be hosted on African soil and Cape Town is ready to welcome teams from across the world to explore and enjoy the beautiful city. As part of the build-up to the event, a trophy tour is already underway. The trophy is making the rounds across the country and it will make its final stop in Western Cape from 4-12 July 2023. This tour gives the trophy an opportunity to travel to communities across the province, from the Garden Route, Central Karoo, Overberg, Cape Winelands and the West Coast, until the trophy makes its final stop in Cape Town in time for the first whistle.



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Table Mountain Cableway To Close For Maintenance

Cable car operations at the iconic Table Mountain Aerial Cableway Company (TMACC) will close for two weeks in July to allow for annual maintenance work to be carried out between July 24 and August 7.

“The safety and comfort of our visitors are very important to us. Our annual maintenance period allows us to make important updates and upgrades to all aspects of our business and operations so that we can offer visitors an even better and more enjoyable experience by the time we reopen,” said TMACC MD, Wahida Parker.



Operations closed for six weeks in the middle of 2022 to allow for major maintenance work. The required maintenance work this time is less intense and only requires two weeks of closure.

“Whether it is a long or a short closure, our priority is always the safety and comfort of our visitors and our staff members. We conform to the best safety standards and our annual closures help us to check that we’re meeting these requirements,” said Parker.

The food and beverage options and shops at the lower cableway station will not be operational during the shutdown. However, hikers and climbers will still be able to enjoy the various hiking routes during this time.



South Africa's Youth in the Spotlight

Phumzile Zondo, Regional Hosting Specialist in the Visitor Experience team at the Tourism Grading Council of South Africa, a business unit of South African Tourism has always been passionate about fashion and she recently got to see one of her dreams come true when she showcased her fashion collection at the South African Fashion Week (SAFW) Spring Summer 23 collection which took place at Mall of Africa from 20 to 23 April 2023.

She showcased amongst eight other creatives in the Mr Price New Talent Search. The New Talent Search is traditionally the opening show of the new season and one of the most-watched events due to its track record for early detection of top emerging creatives. This year's entrants were again challenged to demonstrate their talent for print development as well as their commitment to a sustainable fashion future.

Phumzile is a multidisciplinary creative with a deep passion for fashion. She holds a B-tech degree in Tourism Management, a degree in Strategic Brand Communication from VEGA, and technical training in Garment Construction and patternmaking from LISOF [currently known as Stadio School of Fashion].

She launched her clothing label and online store E mania in 2016. E mania positions itself as an artistic movement steeped in the desire to reinvent African idioms in a new guise and to draw deeply from the totality of the South African cultural experience.

The E_mania bespoke range expanded to include off-the-rack garments available through various online platforms in 2022. In the same year, it also launched its "3 R" promise where each garment qualifies for a post-sale guarantee to be Repaired, Re-Used and Recycled.

"This experience has opened my eyes to the uncapped possibilities available to the youth once they have been given a platform to express themselves without limitations. Now more than ever, I am certain dreams are valid." Phumzile concludes.

Please click here to watch: <http://www.cnn.com/video/data/2.0/video/world/2023/06/08/africa-avant-garde-sustainable-fashion-south-africa-spc.cnn.html>

SAFW Website Feature Show/Runway recording: https://www.safashionweek.co.za/e_mania



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Pre-Registration For The Soweto Investment Conference 2023 is Now Open.

The Soweto Investment Conference 2023 is a one stop platform for investment matching, business networking, information sharing and economic development for local businesses and stakeholders.

To be considered for access, pre-register now to network and engage or showcase your business to investors, private banks and financial development institutions looking for investment opportunities in the township. Space is strictly limited.

To pre-register for the Soweto Investment Conference 2023 click on this link: <https://forms.gle/HyjjPEZYjVCoXZx36>.

To Book a sponsored Township Business Exhibition stand, email or contact Ms Khosi Zikalala email:khosiz@sowetotourism.org.za or call 073 282 7332.

For general enquiries contact Mbali Nkosi on +27 74 202 3809 or email mbali@ Closing date:15 June 2023.



Experience of The Week

Honest Travel & Experiences

“Honest Travel & Experience was born from the desire to re-author tourism on the African continent. They are an “Experiences” company that prides itself in creating unique experiences for people worldwide; Their aim is to make travelling affordable and accessible to everyone.’

“We are more than just a tour company we are a MOVEMENT on a mission to re-author tourism through unique experiences” - Franck Leya, Co-Founder”

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