A group of five people, three women and two men, are walking away from the camera through a savanna landscape. They are walking on a path of dry grass and red soil. The background features scattered acacia trees and a bright blue sky with large, white, fluffy clouds. The overall scene is bright and sunny.

TOURISM TUESDAYS

JOIN THE CONVERSATION

#TourismTuesdays

A word from the editor

This past Sunday, we celebrated Father's Day, so we would like to celebrate all fathers in tourism for your contribution to giving travellers - both domestic and international the best time and the most memorable moments as they explore the beauty of South Africa.

This week we continue with our focus on Youth Month and Pride Month. In celebrating the significant contribution of the LGBTQIA+ community to the tourism sector, the SA Tourism North America team celebrated Pride Month in the United States of America by returning to PROUD Experiences. This is a three-day event bringing together leaders from the travel and lifestyle sectors looking to develop business strategies to embrace and elevate the LGBTQIA+ travel community.

Also in this edition of Tourism Tuesdays we look at the note from Minister de Lille reflecting on progress in the tourism sector as she marks a 100 days in office as the Minister of Tourism.

Our experience of the week is @1000 Limpopo Secrets. The company offers a range of tours, events, hiking experiences, and more, all carefully curated to showcase the best that Limpopo Province has to offer. This product promotes immersive travel steeped in the local culture, and of course discovering new perspectives, and creating lasting memories. They pride themselves for going above and beyond to create unique, personalized experiences that are tailored to any travellers interests and preferences.

Have a great week.

Kind regards

Tourism Tuesdays Team



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Note from Minister de Lille reflecting on progress in the tourism department after 100 days in office

This past week, marked 100 days since being appointed as the Minister of Tourism and we have made great strides in many areas but our work will continue to escalate with more urgency to take actions that will enhance and grow the tourism sector even more.

When I took office on 7 March 2023, the busy summer tourism season was coming to an end. The period between December and March, is a busy one for the country's tourism sector as visitors flock to our shores looking for sun, sea and everything in between.

South Africa has an abundance of diverse tourism offerings from beautiful landscapes, to vibrant cosmopolitan and cultural experiences and many thrills for those travellers seeking adventure. South Africa has it all but we are committed to doing more to grow the tourism numbers and the sector even more to make a greater contribution to the country's Economic Reconstruction and Recovery Plan

Click [here](#) to read the full media statement.



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37 Days to go until Netball World Cup 2023



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SA Tourism’s North America Hub celebrates Pride Month

The SA Tourism North America team celebrated Pride Month in the United States of America by returning to PROUD Experiences, a three-day event bringing together leaders from the travel and lifestyle sectors looking to develop business strategies to embrace and elevate the LGBTQ+ travel community. With more than 150 international, regional, and local travel brands in attendance, team North America met with travel suppliers and buyers, as well as members of the media, to discuss destination South Africa’s LGBTQ+ value proposition, variety of experiences across our nine provinces, and increased airlift to the destination from the USA.

This continued the team’s efforts to expand outreach to the LGBTQ+ travel market which spends over \$218 billion annually on travel. The team’s recent robust digital brand campaign with Edge Media Network included custom branded articles, social posts, dedicated email blasts, ROS digital and mobile banners and mobile push notifications that drove significant reach across the LGBTQ+ travel segments in USA and CAN delivering more than 34 million impressions.



As part of the global MegaFAM project, the team hosted RuPaul’s Drag Race fan favorite Miz Cracker who shared her visit with her 1.1 million Instagram followers throughout the trip where she explored Johannesburg, Cape Town and had a safari experience.

2022 Indaba hosted buyer Vivian Perez has already returned to SA with her first LGBTQ+ women’s group of 50 travelers. The ladies fell in love with the Rainbow Nation, experiencing the best of Cape Town and safari. During their visit, the group celebrated Lesbian Pride connecting with the local queer women community for an event that attracted almost 300 women. Vivian is already planning a spinoff group trip for 2024, as well as a return visit in 2025.

2022 Indaba hosting also included the Editor-In-Chief of Out Magazine and contributor to Passport Magazine who delivered multi-page SA features.

2023 Indaba hosting included even more LGBTQ+ trade and media including the Founder/ CEO of EveryQueer and Publisher of Pride Journeys.



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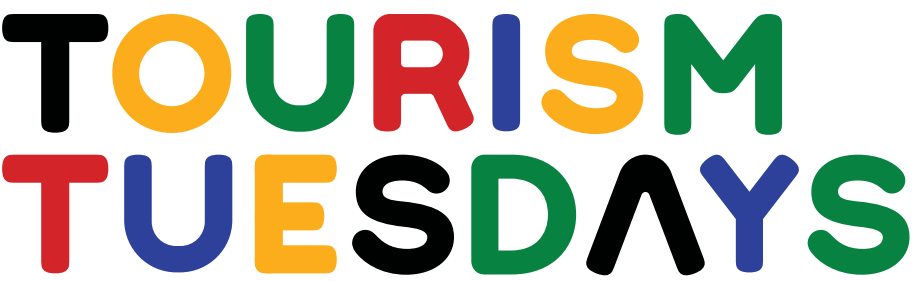
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SA Tourism's North America Hub celebrates Pride Month Cont.

South Africa boasts an impressive number of LGBTQ+-friendly properties, tour operators and organizations that are members of IGLTA (the International LGBTQ+ Travel Association) and team North America works closely with IGLTA to seed messaging across both their B2B and B2C platforms that positions South Africa as the ideal holiday destination for LGBTQ+ travelers looking for an especially warm welcome.

Understanding that 85% of LGBTQ+ travelers have passports and if the LGBTQ+ travel market was a country, it would be the 4th biggest economy in the world, the North America team is committed to continuing to invite LGBTQ+ travelers to get out in the Rainbow Nation and Visit South Africa, not only during Pride Month, but all year long.

You can learn more about the team's approach in this recent [video interview](#).



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Minister de Lille hosts graduation for Food Quality Assurers Programme

On Thursday, 15 June 2023, Minister Patricia de Lille hosted the Food Quality Assurers Programme Graduation in Hermanus. This ceremony saw 50 graduates being added to the tourism and hospitality talent pool in the Western Cape.

The Food Safety Quality Assurers Training Programme provides for technical skills in food preservation within the hospitality and tourism sector. This skills programme is recognised by all cookery or food related sectors in South Africa, from small restaurants to large scale hotels. This Programme also provides training on norms and standards for safe tourism operations, including COVID-19 protocols, targeting the retrenched and unemployed youth.

The Department of Tourism entered into an agreement with The Tourism Business Institute in Southern Africa (TTBISA) to manage training in Western Cape Province, and to the learners in relevant hospitality establishments for experiential learning. The programme consisted of 30% theory and 70% practical training, and it is accredited FoodBev Setas. During training, the beneficiaries were introduced to different skills programmes of Food safety quality Assurers.

The Department implements various youth skills development programmes in line with the National Tourism Strategy to strategically support the tourism sector’s developmental objectives. These skills programmes have seen young people from across the country benefit from accredited skills training and being placed in work opportunities in tourism establishments.

Investing in young people to be a part of our vibrant tourism sector is a key priority for the Department. In the 2022/2023 financial year more than 2 500 learners were enrolled in the various skills development programmes including: Food and Beverage Training, Chef/Professional Cookery, Food Safety Quality Assurers, Wine Service Training and Hospitality Youth Training (Fast Food Services). More than R69 million was invested in the skills development training for young people from across the country.



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Sho't Left Travel Week: A Chance to boost South Africa's domestic tourism

Interview courtesy of Bizcommunity.co.za

South African Tourism recently launched the fifth annual Sho't Left Travel Week, a campaign to encourage South Africans to travel within their own country. The campaign, running from 4 to 10 September 2023, will offer discounts of up to 50% on travel experiences, accommodation, and historical and cultural tours.

The campaign is designed to help South Africans explore their beautiful country and to boost domestic tourism.

The rising cost of living has made it difficult for many South Africans to afford to travel, so the campaign aims to make travel more affordable and accessible.

Last year, Sho't Left Travel Week generated 11,000 booking enquiries. This year, the campaign hopes to generate even more interest and encourage even more South Africans to explore their backyard.

Bizcommunity's tourism editor, Robin Fredericks interviewed Mashoto Mokgethi, head of domestic tourism at South African Tourism, to get her thoughts on the Sho't Left Travel Week campaign. [Please click here to see the full article.](#)

[Trade can register here.](#) Only open to South Africans. (Ts and Cs apply).



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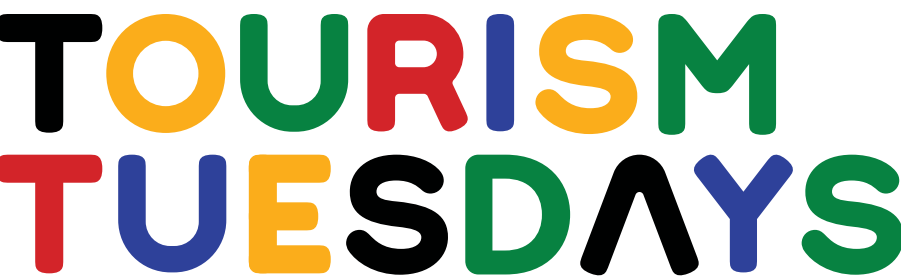
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“Unlocking the Potential: Exploring the Dynamic Youth Workforce in Tourism”

In the face of contemporary global challenges, young people’s dynamic energy, creativity, and fresh perspectives present an untapped wealth for societies worldwide.

In South Africa, the youth population, defined as individuals aged 15 to 34, constitutes 36% of the total population, according to the National Youth Policy 2020-2030.

This demographic bears the brunt of high unemployment with youth unemployment at an alarming 51.4% as per Stats SA’s Quarterly Labour Force Survey for the first Quarter of 2023.

Thus, recognising the diverse landscape of the youth population in South Africa, along with their challenges and aspirations, is crucial for developing effective policies, programmes, and initiatives geared towards unlocking the country’s full potential.

One industry where the potential of the youth is particularly evident and yet, needs to be leveraged more effectively, is tourism.

The South African Tourism Survey conducted by the Insights Unit between May and June 2023 provides crucial insights into the views of the youth employed.

Click [here](#) to read the full Thought leadership piece



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TGCSA awards the Silo Hotel and Lanzerac Hotel & Spa with 5-Star Premium status

The Silo Hotel and Lanzerac Hotel & Spa have been awarded the prestigious 5-Star ‘Premium’ grading by the Tourism Grading Council of South Africa (TGCSA).

As part of the TGCSA ‘s mandate to assure and improve quality and services standards in the tourism sector across South Africa, the Tourism Grading Council of South Africa (TGCSA) visited the Silo Hotel and Lanzerac Hotel and Spa last week to award both establishments with the coveted 5 Star ‘Premium’ Status.

Speaking at the handover ceremony, the Chief Quality Assurance Officer at the Tourism Grading Council of South Africa (TGCSA), Bronwen Auret said: “5 Star ‘Premium’ level is reserved for the most luxurious establishments in South Africa and both these hotels have gone through an assessment process to achieve this premium status; it gives me great pleasure to officially award these amazing establishments with a 5-Star Premium Grading.”

South Africa offers a wide variety of tourism products and experiences. As well as establishment that cater for different audiences and traveller preferences.



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Experiences of the week

1000 Limpopo Secrets is your ultimate guide to experiencing the beauty and adventure of Limpopo Province.

The company was founded by Thabiso Sekhula and Paul Paunde, a couple who left the hustle and bustle of Joburg for a simpler life in rural Limpopo.

Driven by a passion for travel, nature, and exploration, Thabiso and Paul started 1000 Limpopo Secrets to share the hidden gems of this beautiful province with the world.

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