



SOUTH AFRICAN TOURISM

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A word from the editor

Dear Industry Partner,

Welcome to the month of July. Can you believe we're already in the middle of the year? Time flies!

In South Africa, July is often referred to as Mandela Month because this is the month that the country's first black and first democratically elected president in a fully representative election, Nelson Mandela was born.

Nelson Mandela International Day (or Mandela Day) is an annual international day in honor of Nelson Mandela, celebrated each year on 18 July, Mandela's birthday. The day was officially declared by the United Nations in November 2009, with the first UN Mandela Day held on 18 July 2010.

In celebrating Mandela Month, the upcoming editions of the Tourism Tuesday newsletter, during the month of July, will feature content that honors and celebrates his journey, his life and his passion for South Africa. We will showcase products and experiences that give travelers a glimpse of products and experiences centered around Mandela's journey.

Kind regards,
Tourism Tuesdays Team



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23 DAYS TO GO



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Highlights from Durban July 2023

The highly anticipated Hollywoodbets Durban July, which took place this past weekend, is a premier event in South Africa's calendar and an economic powerhouse for the province of KwaZulu-Natal.

As Africa's greatest horseracing event, the Hollywoodbets Durban July attracts visitors from far and wide, significantly boosting various sectors of the local economy. This year's edition attracted thousands of eager tourists converging upon Durban to partake in the festivities.

A celebration of fashion, the arts and creative industries, the Durban July is always a winner.



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Brand South Africa hosts business roundtable in Nigeria

On 4 July 2023 Brand South Africa, in collaboration with the South African Consulate in Lagos, Nigeria, the South African Chapter of the BRICS Business Council and South African Tourism hosted a business roundtable under the theme Promoting Regional and Continental Trade Through the AfCFTA and BRICS in Africa. The engagement is aimed at encouraging dialogue on the African Continental Free Trade Area (AfCFTA) which came into effect in May 2019 as well as providing insight into South Africa as continental representative within the BRICS formation.

The roundtable also provided a platform for engagement between the Republic of South Africa and the Federal Republic Nigeria's private sector, civil society and government to deliberate on key issues of mutual interest and concern as well exploring solutions aimed at creating economic opportunities for both countries.

Nigeria is not only a strategic partner in the continent for South Africa, but the Federal Republic has also emerged as a priority country for South Africa as it represents over two thirds market share for South African exports and investments in the West-Africa sub region.

From a tourism perspective, Nigeria remains an important source market for South Africa. Partnerships, intentional collaborations and continued dialogues are important for the growth of both countries' tourism sectors. This collaboration certainly contributes to advancing efforts to enhance relations between South Africa' and Nigeria thus allowing the two countries to collectively address issues that hinder growth for both countries.



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SA Tourism upbeat about South American market following SAA's Sao Paulo flight launch

South African Tourism has welcomed new intercontinental flights to Sao Paulo by South African Airways. The airline announced on 29 June 2023 that it will start flying to Brazil from Cape Town on Tuesday, 31 October, and from Johannesburg on Monday, 6 November 2023. Reacting to the new route addition, the CEO of South African Tourism, Nomasonto Ndlovu said it will give them leverage over the South American tourism market.

“South African Tourism is excited by this new development. The South American market is important to us and we are delighted that SAA has made it possible for visitors and business travellers from Brazil to access South Africa,” she said.

While she expressed hope that the new flight would resolve connectivity challenges Nomasonto added that SA Tourism will continue to work closely with SAA to promote travel between Brazil and South Africa..

She maintained: “This is definitely great news for the tourism sector’s recovery ambitions. We cannot wait to welcome all visitors and business event delegates from this region. We know airlift is a challenge and this announcement by SAA goes a long way to addressing this. We look forward to partnering with SAA in welcoming all travellers from Brazil. Our country has all the products and experiences to meet their needs and preferences.”

Story published by [voyages Afriq](#)



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Women in Tourism Survey

Calling all women in the tourism sector...

South African Tourism would like to hear from you on the state of Tourism, opportunities and challenges in the industry as well as what the future of Tourism could possibly look like in South Africa.

Please take our 10-15 minutes survey:

Your answers will be treated as strictly confidential and will be reported upon at an aggregate level. Your input is greatly appreciated.

Please complete the survey by 25 July 2023.



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New Products & Experiences

Ebony and Element at Cypiro Leopard Lodge Mont Eco Private Game Reserve

Location: Waterberg, Limpopo

Split by 2 mountain ridges where on the top ridge beacons the Elements of Altitude: Two 1 bedroom 'Pod' style experience overlooking the fast views of lower savanna land, the National parks and amazing mountain formations. Ebony and Ivory, the pride and joy of the owners. Perched on the top of the highest part of Cypiro lodge; the elements of altitude offering exclusive accommodation offering in the Waterberg region.



Location: Montagu, Western Cape

Mont Eco, a new Big Five private game reserve in the Klein Karoo has opened this month. It is 25km outside the historic town of Montagu, close to Cape Town.

A 6 500-hectare rehabilitated conservation stronghold, the reserve offers an experience that is truly off grid. Guests will enjoy not only the diversity of game but the vast open plains, mountains, rocky outcrops, and riverbeds.

Mont Eco is a unique, malaria-free area along the Langeberg Mountain range. Falling within the Cape floral kingdom, it encompasses three significant biomes – Nama Karoo, Succulent Karoo and Fynbos – making it home to a wide diversity of succulent plant species.



Amber Villa

Location: Kruger National Park, Mpumalanga

The Amber Suite has been transformed into a private villa at the edge of the lodge in the heart of the bushveld. One of the largest in the Sabi Sabi collection, the 240sqm villa with two bedrooms and two bathrooms is ideal for families and friends, accommodating four guests, with a fifth able to be hosted on request. The unveiling of the Amber Villa marks the final phase of the renovation of the Earth Lodge suites. Sabi Sabi has partnered with Dakota Designs to curate the look and feel of the luxury villa. The living area, designed with relaxation top of mind, boasts plump sofas and day beds, decorative pieces, and a fully stocked bar. A timber desk and swivel chair provide a space to work if needed. The daybed in the lounge may be converted into an additional single bed, accommodating more family members.



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Experience of the week: Sanctuary Mandela

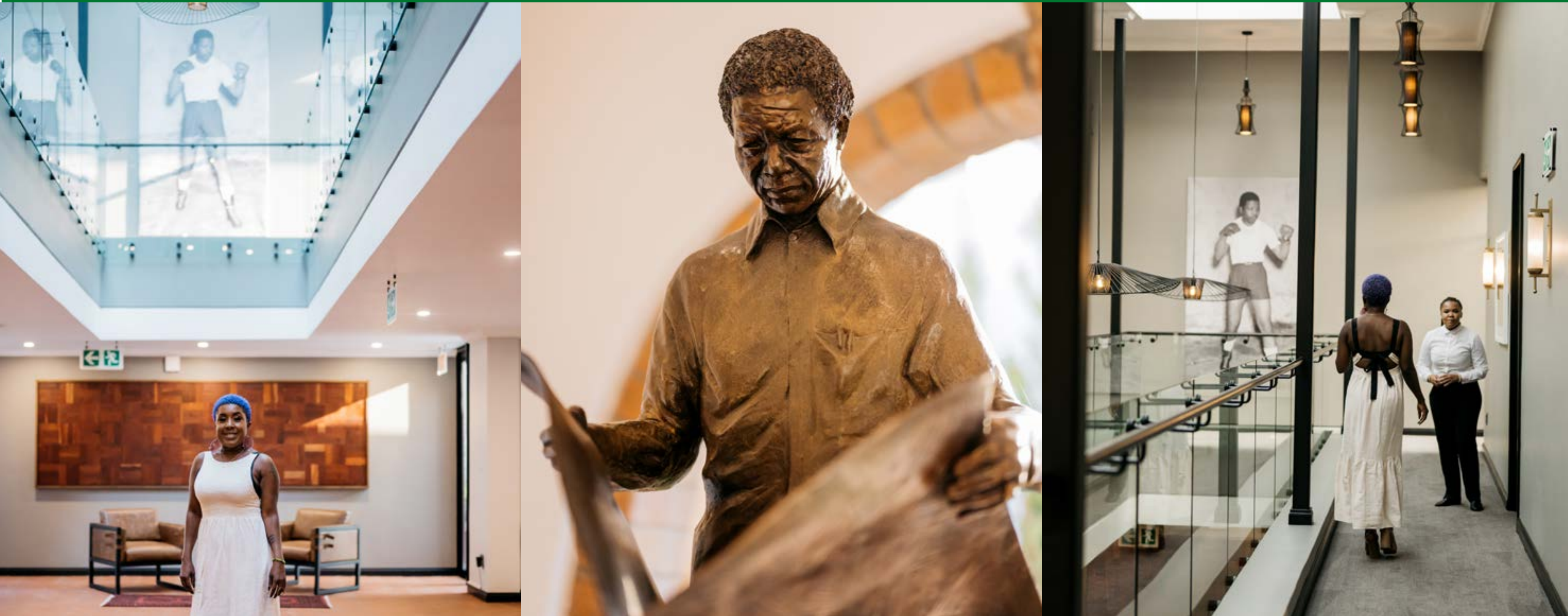
Location: Houghton Estate, Johannesburg

Sanctuary Mandel offers the Heart of Madiba Heritage. Set in Nelson Mandela's primary place of residence in the leafy-green suburb of Houghton, Johannesburg, Sanctuary Mandela includes elements of the home Madiba lived in after he returned from Robben Island, where he hosted the likes of Michael Jackson and Oprah Winfrey, and which later became the headquarters of the Nelson Mandela Foundation. Sanctuary Mandela is now a re-envisioned residency, a one-of-a-kind boutique hotel with 9 curated rooms and retreat spaces for reflection, healing, and thought-provoking experiences inspired by the life and times of Nelson Mandela.

Send your stories and photos to lesegom@southafrica.net



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