



SOUTH AFRICAN TOURISM

# TOURISM TUESDAYS

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#TourismTuesdays

# A word from the editor

Dear Industry Partner,

It is summer season in South Africa and all indications are that it is going to be a busy one ahead. In this week's edition of Tourism Tuesday, we continue focusing on our heritage as we observe both Heritage and Tourism month

The Tourism Sector remains optimistic following the recent Tourism Business Council of South Africa (TBCSA) Conference that took place in Sun City in the North West Province. Industry leaders agreed to intensify efforts to work together in growing South Africa's tourism sector.

Our national rugby team, The Springboks, got off to a fantastic start to their Rugby World Cup campaign as they convincingly won their first game against Scotland. Go Bokke! ..

Sho't Left Travel Week 2023 saw unprecedented growth, as the Sho't Left team pulled out all the stops to ensure South Africans access the best-discounted deals so they too can explore Mzansi.

SANParks Travel Week is once again upon us, from the 16 – 24 September. SAN Parks invites all of Mzansi to visit their National Parks, for free.

Finally, once again Sports Tourism is in the spotlight as Joburg Tourism supports the launch of the DP World Lions Cricket Season.

As we welcome summer we look forward to welcoming more visitors to join in on all the festivities and events held throughout our country over the next few months.

Happy reading.

Regards

Tourism Tuesdays Team



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STRONGER TOGETHER

RUGBY WORLD CUP

GAME 1

SCOTLAND 3 - 18 SOUTH AFRICA

# Tourism Leaders Forge New Path at TBCSA 2023 Conference

The need to elevate Marketing Destination South Africa and to refine the advance-sharing plans between the industry and South African Tourism dominated the report-back session on structured engagements.

This emerged at the Tourism Business Council of South Africa (TBCSA) Tourism Leadership Conference 2023, held in Sun City, from 6 – 8 September 2023.

During a panel discussion moderated by TBCSA Board Member Ms. Lindelwa Isabelle, Ms. Nomasonto Ndlovu, the COO at South African Tourism, articulated the need to create “a long runway” to achieve a seamless marketing strategy. “We must work together to forge a perfect platform and enhance our structured engagement with the industry,” Ndlovu insisted.

She further implored her peers to rethink traditional marketing approaches, which she argued would not “take us to the Promised Land.” Ndlovu pressed for an analysis of the competitive landscape and the creation of a national strategy to market the country’s destinations more effectively.

Supporting Ndlovu’s sentiments, Tshifhiwa Tshivhengwa, the CEO of TBCSA, reported that collaborative efforts between industry representatives and South African Tourism are well underway, “aiming to foster a unified vision.” “The goal is to ensure a meeting of minds, singing from the same hymn sheet to avoid crisscrossing each other,” said Tshivhengwa, emphasising short-term efforts to consolidate the country’s marketing messages.

Adding depth to the strategy, David Frost, CEO of the Southern Africa Tourism Services Association (SATSA), mentioned that groups focusing on different areas have identified key source markets, including the United Kingdom (UK), North America, Germany, India, China, and Africa. “We’ve identified fresh opportunities in adventure tourism, gastronomy, golf, and the youth demographic,” Frost noted, highlighting the sectors in South Africa that could potentially expand its footprint.

In a call for a paradigm shift, Ndlovu brought attention to the untapped potential of sports tourism, advising against the persistence of unsuccessful methods. “It’s time to move beyond traditional marketing approaches,” she declared, encouraging her colleagues to capitalise on the sports tourism wave. She stressed the need for a comprehensive strategy encompassing environmental scanning, competitor analysis, and a unified national agenda to elevate South Africa as a prime tourist destination.

In conclusion, the leaders agreed on the necessity to elevate destination marketing to the next level, leveraging new opportunities and discarding strategies that haven’t yielded results to forge a new path for South African Tourism.



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*South Africa*  
*Inspiring new ways*



# Secura Traveller App

Minister of Tourism and Tourism Business Council of South Africa (TBCSA) partner to launch the Secura Traveller app and Operations Centre in Johannesburg.

The launch comes a few months after a commitment by the TBCSA to launch the app which is aimed at enhancing our visitor's experience.

The Secura App connects travellers and tourism stakeholders to hundreds of service providers when every second counts. The service providers are ready and equipped to assist in any situation.

In addition to the Secura app, a hotline number has been set up that can further assist to speed up response times. The hotline number is +27 (0) 83 318 2475.

Crime affects all of us and unfortunately, it deflects from the beauty, love and warmth we as a nation have to offer.

[Click here for more information](#)



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# SANParks Travel Week

## 16 - 24 September 2023

South African National Parks (SANParks) will be presenting its 18th annual SA National Parks Week from 16 to 24 September 2023. This year SANParks is once again extending SA National Parks Week to include weekends at some of the national parks.

Since its inception in 2006; National Parks Week, under the theme 'Know Your National Parks', has seen an influx of over 691 418 day visitors in all participating parks. "The week was established in a bid to cultivate a sense of pride in South Africa's natural, cultural and historical heritage, protected by the national parks system. It is also in line with the SANParks vision statement of 'A Sustainable National Park System Connecting Society'."

The week grants free access to most of the 21 national parks for day visitors, especially people from the local communities. It should be noted that free access to parks does not include free access to accommodation facilities and other tourist activities.

[Click here for more information](#)

#TourismTuesdays



**SOUTH AFRICAN NATIONAL PARKS WEEK**  
16 - 24 SEPTEMBER 2023

Come and access your natural heritage during South African National Parks Week for FREE at Garden Route National Park.



Bring along your SA ID to gain FREE entrance  
Ts & C Apply

Logos at the bottom: Department of Forestry, Fisheries & the Environment, South African National Parks, TotalEnergies, and a circular logo.



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# Sho't Left Travel Week recap

From the onset, the plans for Sho't Left Travel Week were set to position it as BIGGER and BETTER than before. We started the week with an unprecedented launch at the Mall of Africa on 4 September 2023.

This was preceded by a bold and creative act of creating awareness about local travel through the biggest suitcase suspended on a crane. Various media and content creators attended and gave testament to the start of what South African had been waiting for, Sho't Left Travel Week Campaign 2023.

In an effort to extend our reach to all people of Mzansi, the Sho't Left team went to Mega City Mall in Mahikeng and Boadwalk Mall in Gqeberha from 6 – 10 September.

The campaign ended on Sunday, 10th with a phenomenal conversion rate of 8% against the global benchmark of 5%. We also recorded 9878 book now clicks and 11681 deals were viewed on our [www.shotleft.co.za](http://www.shotleft.co.za).

The Sho't Left team would like to thank all stakeholders and followers of Sho't Left for their participation in this years' Sho't Left #TravelWeek23.

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# Joburg Tourism supports launch of the DP World Lions Cricket season at Wanderers' Stadium

As part of its Tourism Month activities, the City of Johannesburg and Joburg Tourism Company is excited to be supporting Gauteng Central Lions Cricket as they launched the DP World Lion's Season at the Wanderers' Stadium on Friday, 8 September. "September's here and it's time to shift gears and immerse ourselves in the beauty and vibrancy that is Joburg!" said Councillor Nomoya Mnisi, MMC for Economic Development at the City of Johannesburg. "Aside from heralding the beginning of spring, September is also the month we embrace and celebrate our heritage, as well as tourism, with UNWTO Day celebrated globally on 27 September 2022."

"As we reflect on what has been and what's to come, we'd like to endorse and encourage our illustrious partners, the DP World Lions teams [#ThePrideOfJozi]," continued Mnisi. "You are certainly poised to continue your impressive track record as you look back on an exceptional season both off and on the field with:

- The Men's team winning the One Day Cup, three seasons in a row and the team members being chosen to represent SA.
- The Ladies team emerging as the T20 champions.

"We're looking to #ThePrideofJozi to give it their all and we wish them well in their endeavours in the season which lies ahead," said Mnisi.

"Go Pride of Jozi! We're behind you all the way and are looking forward to achieving great things together!"



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## Experience of the week: Madwaleni River Lodge

Madwaleni River Lodge is an exclusive retreat on the White Umfolozi River's southern bank. It boasts luxurious safari tents arranged around a central area housing a restaurant, lounge, and captivating library. Named after the isiZulu phrase meaning "The place of the rock," it honours the picturesque granoliths mountains in the reserve. Combining sophistication and wilderness, this ultra-luxury tented camp guarantees an exceptional experience. With no fences, Madwaleni River Lodge lets guests fully embrace the surrounding natural beauty. The lodge offers twelve luxury tents, accommodating up to 24 guests. Each tent showcases a unique design and has received prestigious awards, ensuring unparalleled comfort and style.

Contact: [reservations@babanango.com](mailto:reservations@babanango.com)



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