



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

JOIN THE CONVERSATION

#TourismTuesdays

A word from the editor

Dear Industry Partner,

I would like to wish you a happy World Tourism Day for tomorrow. Annually, on 27 September, the World Tourism Organisation (UNWTO) celebrates World Tourism Day, a time to reflect on and celebrate the tourism sector's contribution to the global economy.

This year World Tourism Day is being celebrated under the theme “Tourism and Green Investment” which calls to the international community, governments, multilateral financial institutions, development partners and private sector investors to unite around a new tourism investment strategy. UNWTO highlights the need for more and better-targeted traditional and non-traditional investments which are required for People, for Planet and for Prosperity, to enable tourism to deliver on its massive potential to provide opportunities for people, to build resilient, to accelerate climate action and greater sustainability for the planet and deliver inclusive prosperity around the pillars of innovation and entrepreneurship.

This past weekend we also celebrated Heritage Day, which recognises and celebrates the cultural wealth of our nation. Heritage plays a huge role in tourism.

I would like to wish you all a great week ahead.

Kind regards

Tourism Tuesdays Team



SOUTH AFRICAN TOURISM

TOURISM
TUESDAYS

SA Tourism North America Conducts Hidden Gems Webinar Spotlighting Small Tourism Enterprises

South African Tourism’s North America team recently delivered a webinar to US and Canadian travel trade to spotlight a collection of South Africa’s small tourism enterprises. The webinar featured an edited recording of the three Speed Marketing sessions from this year’s Africa’s Travel Indaba. The one-hour session profiled hidden gems, sustainable, meaningful, and community based tourism companies to grow awareness and deliver North American market access to more South African companies.

As follow up, the team circulated a workbook that listed all the presenters’ websites, maps of their locations, and contact information. The session was very well received and well attended in North America with 826 registrants and 326 live attendees. All that registered or attended received a link to the session and the follow-up contact information.

[Click here to view the webinar.](#)



SOUTH AFRICAN TOURISM

Hidden Gems of South Africa

Today's Agenda

Africa's Travel Indaba 2023 Speed Marketing Sessions

Presenting a fun and fast-paced collection of:

- Off the Beaten Track properties & experiences
- Highly impactful community-based tourism experiences
- Sustainable wildlife adventures

AFRICA'S TRAVEL INDABA

FREE STATE

LEWELLETPUTSWA DISTRICT

Abbot's Cove

TRAVEL INDABA

The only way to know a place is to see it with your eyes

TOURISM
TUESDAYS

South African Tourism and Ethiopian Airlines Join Forces to Offer Value-Driven Deals to Indian Travellers

South African Tourism, India Hub has announced the launch of #IsDiwaliDekhoMore&More campaign in partnership with Ethiopian Airlines. Offering return economy and business class tickets for fares starting at INR 40,596/- on the Mumbai/Delhi to Cape Town/Johannesburg route at discounted rates, the campaign will remain live through 15th September – 15th October 2023. Travellers can further avail 15% discount on the base fare by using the promocode 'PAT23' while booking their tickets to South Africa on the airlines' website. Customers can choose to commence their journey on any date between 1st October – 30th November 2023.

Airfares are one of the major contributing factors to overall travel expenses, especially during the festive season. Recognising this, the #IsDiwaliDekhoMore&More campaign aims to bring respite to travellers with budget friendly ticket prices allowing travellers to focus on the destination experiences. Aimed at encouraging Indian travellers to visit South African destinations and experience its diversity, the campaign is an extension to the second leg of 'More & More' campaign rolled out by the tourism board earlier this year.

[Click here for more information](#)



SOUTH AFRICAN TOURISM



**TOURISM
TUESDAYS**

Club Med Tinley – First Club Med Resort in South Africa

The hospitality landscape in South Africa is about to be redefined with the upcoming launch of Club Med Tinley, the first Club Med resort in the country, with a distinctive combination of beach and safari experiences.

This ground-breaking development is a result of a collaborative partnership between the esteemed operators, Club Med, and the Collins Residential Consortium, developers of Club Med Tinley. As the first of its kind in the country, this all-inclusive resort is poised to make contributions to the region, ushering in opportunities for job creation and sustainable growth.

All-inclusive hospitality with Club Med Tinley

Club Med Tinley represents a great step forward in the hospitality industry, serving as one of the larger hospitality projects in South Africa. It is anticipated to generate over 800 direct jobs and an additional 1,500 indirect jobs, invigorating the local economy and empowering individuals and families with newfound opportunities. During its realisation, the project will also employ 1,200 construction workers, providing a significant boost to the job market.

Supported by South African debt funders and equity partners, Club Med Tinley represents an investment exceeding 2 billion rands under the enterprise of Tinley Leisure (Pty) Ltd. The construction period is estimated to be 28 months, commencing in early 2024, with the resort opening scheduled around July 2026.

[Click here for more information](#)



SOUTH AFRICAN TOURISM



**TOURISM
TUESDAYS**

Product Feature: Gracious Lodge Events & Conferencing

Founded by Serufe Molatlhegi

Serufe Molatlhegi spent 35 years as a successful Human Capital professional before starting her tourism business – Gracious Lodge Events & Conferencing. After a thriving career in human resources Molatlhegi retired on a high in 2018, and just a mere year later Gracious Lodge was open for business.

“Upon my retirement I wanted to invest in property so that it could generate income to sustain my life and also leave a legacy for my family. Little did I know that whilst viewing possible properties I would stumble across the property which is currently known as Gracious Lodge. I not only invested in this piece of property, but decided to go further and turn it into the successful business it is today,” she says.

The lodge is situated in the heart of the small town of Burgersfort in the Spekboom River Valley near the border of the two provinces Limpopo and Mpumalanga, an area famous for its rich platinum deposits. A well-kept secret about the Spekboom Valley is that the area also boasts idyllic scenery and charming countryside backdrops that make for a unique travel experience and beautiful, Instagram worthy, holiday photographs.

The town of Burgersfort has a rich history. The town was named after a hexagonal fort built there during the 1876-77 Second War against the Bapedi of Chief Sekhukhune, and was named after President TF Burgers who was a South African politician and minister who served as the 4th president of the South African Republic from 1872 to 1877. Today, the Battlefield of Sekhukhune’s Kraal, which marks the spot at which the British attacked the chief’s Pedi people is a popular tourist attraction in Burgersfort.

Address: 91 End Street, Mooifontein St, Burgersfort
Phone: 071 432 5928



SOUTH AFRICAN TOURISM



**TOURISM
TUESDAYS**

New Experiences: Hilton Cape Town, Longkloof Hotel

Growthpoint Properties, are moving forward with the final phase of the Longkloof precinct development in Cape Town. This involves the construction of the Canopy by Hilton Cape Town Longkloof Hotel. Hilton has confirmed the hotel's scheduled opening in Q1 2025. The Canopy by Hilton Cape Town Longkloof Hotel will offer 150 rooms and will be seamlessly connected to a public yard, featuring retail shops that will enhance the overall precinct. The hotel will be preserving the historical integrity of the area. In fact, they have carefully maintained the façade of the former MLT House, a commercial development, and integrated it into the hotel's new design, ensuring a harmonious blend of old and new.



SOUTH AFRICAN TOURISM



**TOURISM
TUESDAYS**

New Experiences: HER Wines

Introducing HER Wines, a unique collection blending opulent quality with a distinct African feminine touch, paying homage to the remarkable women nurturing the grapevines. Launched in 2020 by a group of talented young black women from the wine industry, HER Wine Collection is a celebration of powerful and graceful women. General Manager and Winemaker, Praisie Dlamini, saw an opportunity to create an all-female, all-black wine brand. "HER" represents the women striving to improve the world, sharing HER wine with loved ones. HER wines offer a unique flavor profile, created by selecting locally sourced, ripe grapes from the Cape Winelands. They proudly support the local economy, dedicating 2% of profits to the HER Wine Collection Bursary, mentoring young individuals pursuing their dreams.

021 873 3170 | info@herwinecollection.co.za



SOUTH AFRICAN TOURISM



**TOURISM
TUESDAYS**

New Experiences: Dispens

The idyllic Midlands, where lush green hills embrace countryside living. Elegant and thoughtfully designed rooms blend carefully chosen textures, local artistry, and sweeping landscapes to craft a rich, classic yet contemporary experience. Each unit boasts a unique colour palette, resulting in harmonious tones throughout the estate. Bali and Eva Midlands prioritize guests' security and peace of mind.

Email: busi@baliandeva.co.za



SOUTH AFRICAN TOURISM



**TOURISM
TUESDAYS**