

AUGUST 27, 2024

TOURISM TUESDAYS



TOURISM TUESDAYS

JOIN THE CONVERSATION


#TourismTuesdays



 @meetsouthafrica

 @SATravelTrade

 www.southafrica.net

 011 895 3000



From the editor

Dear Industry Partner,

Welcome to This Month's Newsletter

As we conclude August, South Africa's Women's Month, in this edition, we proudly celebrate the outstanding contributions of women in the tourism sector. We also celebrate the successful launch of Tourism Month which is September. Looking September is also recognised as Heritage Month, so we honour the vibrant cultural diversity of our nation, with 24 September marking Heritage Day. And look forward to the upcoming festivities, culminating in World Tourism Day on 27 September.

We take pride in the achievements of South Africans who continue to excel on the global sports stage, representing our nation with distinction.

Earlier this month, Minister of Tourism Patricia de Lille, hosted the first in a series of briefings with the media on the "**Economic Impact of the Tourism Sector**".

These briefings highlight the critical role tourism plays in driving economic growth in South Africa and are held in partnership with various stakeholders.

In our featured experiences of the week, this month, we turn our attention to the Northern Cape Province, the host of this year's Tourism Month festivities.

As we cast our eyes to September. These experiences embrace and celebrate our shared heritage.

Tourism Regards,

Tourism Tuesdays Team

World Tourism Day 2024 Launched



Last week, the Minister of Tourism, Patricia de Lille officially launched the 2024 edition of Tourism Month in Kimberly, Northern Cape which is the host province for this year. The province will also host the country's World Tourism Day celebrations on 27 September under the localised theme "Tourism and Peace – 30 years of connecting People to Places and Cultures".

The Northern Cape is also leading South Africa's proactive stance in leveraging the significant advances made in the development of the world's largest space telescope array, alongside a comprehensive astro-tourism strategy.

Patricia de Lille, the Minister of Tourism at the launch said: *We chose this beautiful province as the host for this year's World Tourism Day celebrations, not just because of its vast and varied tourism offerings but also to bring attention to regions that is often less visited compared to others in our country.*

World Tourism Day (WTD) is celebrated

globally on 27 September as declared by UN Tourism and affords the global tourism community an opportunity to reflect and commemorate its milestones in relation to the fulfilment of the 2030 Sustainable Development Goals (SDGs).

This year's celebrations provide an opportunity for the country to celebrate tourism's huge contribution to global development, cultural exchange, people connection and of course exploration of the many vast places that are found in our country.

South African Tourism's Sho't Left Travel Week will take place from 2 to 8 September and will once again allow South Africans to book discounted travel deals and they can travel when it suits them depending on the terms and conditions.

The campaign is in partnership with the greater tourism industry and aims to provide a platform for the sector to share affordable travel deals to inspire South Africans to explore the country in its entirety from the coastal regions to small towns, villages and dorps.



Very Tsonga: A Cultural Brand Celebrating Heritage



As Heritage Month approaches, we shine a spotlight on **Very Tsonga**, a vibrant cultural brand that pays tribute to the Vatsonga people. Very Tsonga is at the forefront of blending tradition with modernity, striking a perfect balance that promotes language, culture, and heritage through a variety of offerings, including beverages, arts & crafts, and clothing.

Owned by Mashudu Mfomande, a business woman and member of the Greater Tzaneen Tourism Association, in the Limpopo Province. Very Tsonga celebrates cultural diversity within South Africa's rainbow nation, the brand's packaging is beautifully inspired by the colorful Vatsonga fabric known as nceka. The brand's diverse range of products includes; wine, gin, arts & crafts, clothing all feature the distinctive Xitsonga fabric, nceka, and are a testament to the brand's commitment to cultural expression.

Mashudu is a strong advocate of the "support local, buy local" movement and has created a gin infused with locally sourced blueberry and citrus, paying tribute to the region's heritage.

Very Tsonga products can be found in several Tzaneen restaurants in the Limpopo Province, including Krabbefontein, Crawdaddy's, High Grove Tavern, Tzaneen Country Lodge, SAMU Restaurant and Letsitele Guest House.

To place an order, contact Mashudu Mfomande at 083 368 0708 or via email at verytsonga@gmail.com.



South Africa's Prowess Shines Bright on the World's Sport Stage

This month saw South Africa achieve a winning streak across various sporting codes, showcasing the nation's talent and resilience on the global stage. From the 2024 Olympic Games to back-to-back wins by South Africa's national rugby team, the

Springboks, in the current rugby fixtures, and Dricus Du Plessis's win at the UFC 305 encounter game, our athletes have been making their mark and bringing home prestigious accolades, thus adding weight to and promoting the national brand.



**Image Courtesy of Roelien Geyser/SASPA Media*

Highlights from Olympics

Nearly 150 athletes represented Team South Africa in the country's 21st appearance at the 2024 Olympic Games from 26 July to 11 August 2024. South Africa went into the games looking to improve on their performance at Tokyo 2020 where they won three medals. This time around, Team SA concluded the Paris Olympics with an impressive haul of six medals and claimed a joint 44th place on the medals table and sharing this accomplishment alongside Jamaica.

The standout performance of the games came from swimmer Tatjana Smith, who secured the nation's only gold medal in the women's 100 breaststroke and another silver medal in the women's 200m breaststroke, demonstrating her exceptional talent in the

pool. The team further earned two more silver medals: one from the men's 4x100m relay team comprising Akani Simbine, Shaun Maswanganyi, and the young talents Bradley Nkoana and Bayanda Walaza. With another from Jo-Anne van Dyk in the women's javelin event. Cyclist, Alan Hatherly won a bronze medal in mountain bike racing which became the country's first Olympic cycling medal since Melbourne 1956.



**Image Courtesy of Jack Spitser/Spitser Photography*

Rugby Victory



**Image Courtesy of SA Rugby*

Adding to the nation's sporting achievements, the Springbok's participation in the local leg of the Rugby Championship 2024 and Autumn Internationals have seen the boys win game-after-game. The Boks will this week host the All-Blacks in back-to-back Tests at Emirates Airline Park in Johannesburg on 31st August and again a week later at the in Cape Town, before welcoming Argentina to Mbombela Stadium at the end of September.

UFC Champion

UFC middleweight champion Dricus du Plessis won by submission against Nigeria's Israel Adesanya in the fourth round of their title fight to retain the UFC middleweight title in Perth, Australia.

These and many other victories highlight South Africa's sterling performance and skill in different sporting codes. The ground-breaking achievement place the country as a key player in the global stage.



**Courtesy of Dan Hamilton/USA TODAY Sports*

Protecting the Magic of Travel, and Reflecting on How South Africa's Tourism Sector Drives Economic Growth



Earlier this month, the Minister of Tourism, Patricia de Lille hosted what is the first of a series of briefings with the media and sector partners to highlight the industry's role and contribution to the country's economic growth.

As per the country's National Development Plan, tourism remains one of the fastest growing economic sectors in the country and there is an opportunity to increase employment in this sector.

In her address, she noted that South Africa has seen at least 8.5 million international arrivals in 2023, which was an increase of 48.9% from the 5.7 million arrivals which were seen in the previous year. And that these arrivals contributed R95 billion in terms of spend and have surpassed 2019 levels which is a new all-time high for the destination.

Arrivals for 2024 have also improved, with the country recording at least 3.8 million international arrivals between January to May, which is a 9.7% increase in comparison to the same period in 2023. Putting this into monetary value, there was a total spend of R25.7 billion from foreign travel in South Africa in the first quarter of the year. According to the World Travel and Tourism Council (WTTTC), the sector's contribution in 2019 was 9.5%.

She further stressed the need for urgency to implement the numerous plans laid out for the sector – including the Tourism Sector Masterplan which was adopted by cabinet in October 2023.

"We have an opportunity now to design the future of tourism for the next five to 10 years and it is not going to be business as usual."



"We must drive urgency in the implementation of our plans for us to succeed in reaching our targets," said De Lille.

The overarching target for the Department of Tourism and South African Tourism is to increase tourist arrivals to 15 million by 2030, with strategic government initiatives being heavily driven by inputs from private sector associations.

Don't miss the next Tourism Economic Impact event, to be announced soon.



SATSA Annual Conference Sparks Dialogue, Inspires Action, and Celebrates Resilience



This year's SATSA Conference, themed **"This Is Us,"** created a powerful space for vulnerability, storytelling, and shared experiences. The event fostered a sense of camaraderie while focusing on the industry's recovery and the importance of collective healing.

SATSA Chairperson Oupa Pilane captured the industry's dedication: *"In this room, we are joined by more than 280 men and women who spend their lives making South Africa beautiful in the eyes of all the tourists who visit our country...working day and night, despite all the continuous challenges we face."*

SATSA CEO David Frost set the tone in his opening address, emphasising the power of storytelling and encouraging attendees to share their experiences of resilience and growth. *"In a world saturated with readily available information, we often mistake*

it for knowledge and wisdom. True wisdom comes from shared experiences and narratives," he said, encouraging attendees to *"get up and tell their story and be vulnerable."*

Attendees highlighted the interconnectedness of the tourism ecosystem.

Speaker Robbie Brozin, who is the co-founder of Nando's and whose visionary work on urban upliftment in Johannesburg illustrated the profound links between tourism, social change, and economic growth. He emphasised the urgency of action: "This is a 'we, the people' moment.





This is the last chance we have. If we don't sort out Joburg, again, the next 5 years, who's going to fix it?" He also highlighted often-overlooked contributors: "We've got to make the invisible, visible... The only people holding Joburg together are the invisible people that have been doing it for 30, 40 years."

Tourism Minister Patricia De Lille echoed the need for collaboration, announcing that

tourism's contribution to GDP in Q1 2024 surpassed mining, transport, and agriculture combined. She emphasised continued public-private collaboration, particularly for the 2025 G20 Summit.

The conference showcased SATSA's tourism incubator programme. Akash Singh, Sigma CEO, expressed gratitude: *"Thank you SATSA for being a catalyst. We are having connectivity for opportunities for linkages. We want to create jobs and change the economy. There will be no tourism if the economy isn't good."*

The SATSA conference not only celebrated the resilience of South Africa's tourism industry but also laid the groundwork for its continued growth and success. Ultimately, it was the people – the dedicated professionals, visionaries, and community members – who made this conference a resounding success, reflecting the true spirit of South African tourism and its capacity for renewal.

**Courtesy of SATSA*



Celebrating the Vaal River and the official opening of the boating season



**Image Courtesy of Liquid Lounge Vaal River Cruises*

As we usher in Tourism Month, South African Tourism will support Fedhasa in the official opening of the Vaal River and boating season. In October last year, an invasive aquatic weed called 'water lettuce' invaded the Vaal River, and within a matter of months, the damaging aquatic invasive weed covered 398 hectares of this stretch of tourism river.

The consequences were that it crippled tourism, and several tourism land and boat operators closed. These include businesses such as Southern Sun and Tsogo Sun to dozens of SMEs that comprise of lodges, boutique hotels, guest houses, pubs, and fishing clubs.

The hospitality industry on the Vaal spent more than R10 million self-funding the aquatic weed removal, and since then Department of Water and Sanitation have assisted and appointed Rand Water as the

IA and allocated R42 million to ensure the river stays aquatic weed free over the next 3 years. As such and to celebrate this good news, and that tourism on the Vaal River is again open for business, a flotilla of hundreds of boats will cruise down the Vaal River on 7 September 2024 to mark the official opening of the boating season. And showcase to the world that the Vaal River is invasive aquatic weed free and open for business.



**Image Courtesy of SA Digital Library*



TGCSA CORNER

TOURISM GRADING COUNCIL OF SOUTH AFRICA

BENCHMARK PROPERTIES

Benchmark properties are those recommended by the Tourism Grading Council of South Africa, Property Approvals Committee during pre-screening and viewing due to their exceptional product offerings, regardless of category or star grading level. These properties are escalated to South African Tourism's Brand Experience team, tasked with sourcing new

products for the Touris hosting needs. This team facilitates inclusive growth by incorporating emerging or transformed businesses, promoting geographic diversity across the country, and dispelling misperceptions linked to seasonal travel.

The following properties have been identified as Benchmark Properties:



**Courtesy of MORE Family Collection*

1. Marataba Safari Lodge

Location: Marakele National Park, Hartbeestfontein, Gauteng Province

Marataba Safari Lodge is where families come together. On a plain at the foot of the mountains, while Mountain Lodge – a remote retreat – is on a hillside overlooking the Waterfall Valley. Here, luxury is in the experience of life's great treasures: space, a preserved natural wilderness and enriching human connections. Enjoy game drives with professional Field Guides, specialist hiking trails, sunset water safaris or a night under the stars in your own treehouse.



**Courtesy of MORE Family Collection*

[CLICK HERE FOR MORE INFORMATION](#)

BENCHMARK PROPERTIES



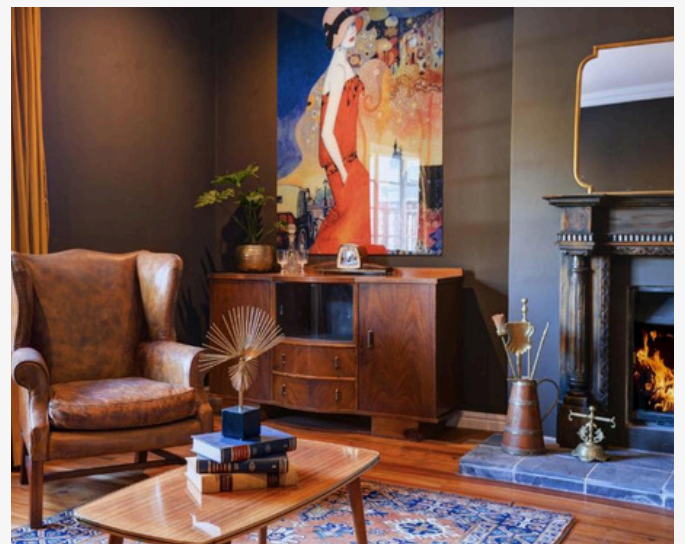
**Image Courtesy of Hawthorn Boutique Hotel*

2. The Hawthorn Boutique Hotel

Location: Heatherlands, George, Western Cape Province

The Hawthorn Boutique Hotel, a George landmark dating back to the 1940s, is nestled at the foot of the Outeniqua mountains in the leafy suburb of Heatherlands. This historic gem was revitalised in 2017, blending original features with modern amenities. The hotel boasts air-conditioned rooms, a restaurant overlooking lush gardens, a whiskey and wine tasting room, and an outdoor swimming pool. Guests can enjoy free Wi-Fi, complimentary access to a fitness centre, and a daily breakfast with buffet, à la carte or continental options.

Located just 2 km from George Golf Club and 12 km from George Airport, the Hawthorn Boutique Hotel offers a perfect blend of history, comfort and convenience for travellers exploring the Garden Route.



**Image Courtesy of Hawthorn Boutique Hotel*

[CLICK HERE FOR MORE INFORMATION](#)

FEATURED TOURISM EXPERIENCES

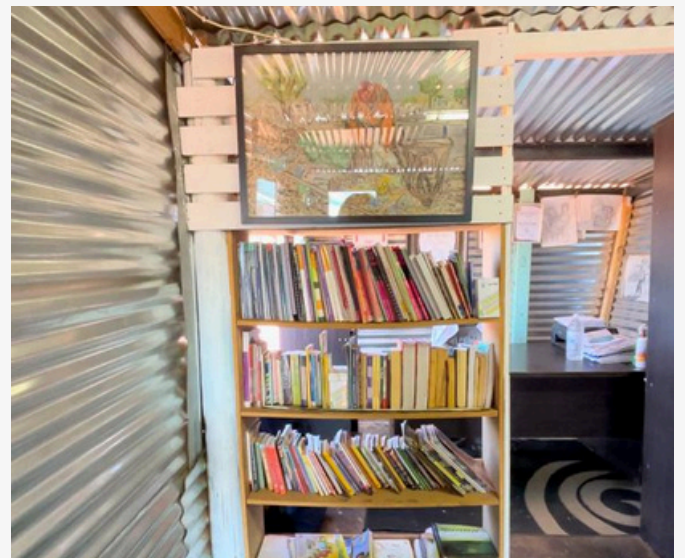


Ditshoswane Arts Centre

Location: Ikhutseng, Warrenton, Northern Cape Province

The art centre has been created as a unique communal visual and performing art centre where local artists from the local communities are invited to collaborate, sell and promote their art – a creative colony. Local visitors and visitors from further afield will find this a vibrant and welcoming experience with good food, entertainment and creative art to purchase.

Address: 4132 Refitlhile, Ikutseng,
Warrenton, 8530
Contact: 061 970 6545



FEATURED TOURISM EXPERIENCE



The Big Hole & Kimberley Mine Museum

Location: Kimberley, Northern Cape Province

Visit The Big Hole & Kimberley Mine Museum – the largest hand-dug excavation in the world. The spectacular site and the mining museum and town bring the magnificent era of Diamond Discovery in Kimberley back to life.

Contact: 053 830 4417



[CLICK HERE FOR MORE INFORMATION](#)

FEATURED TOURISM EXPERIENCE



**Image Courtesy of SATSA*

William Humphrey Art Gallery

Location: Kimberley, Northern Cape Province

Nestled in the Oppenheimer Gardens the WHAG is considered one of the finest art museums in South Africa. Visitors will be surprised at the peace and tranquillity the gallery offers. The spacious exhibition areas invite the visitor to linger and reflect on the artworks on display, and the experience will be a soothing balm for your soul. WHAG's art collection varies from 17th Century Dutch and Flemish Old Masters and European artworks to contemporary South African artworks of excellence in all mediums. Currently the art gallery collects South African works of art.



Contact: 053 831 1724/5

Email: enquires@whag.co.za

[CLICK HERE FOR MORE INFORMATION](#)

WANT TO FEATURE YOUR STORY?

Send your submissions to mediaq@southafrica.net.