

SEPTEMBER 24, 2024

TOURISM TUESDAYS




# TOURISM TUESDAYS

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# TOURISM TUESDAYS

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## From the editor

Dear Industry Partner,

Happy Tourism Month to the world, and a special Happy Heritage Month to all South Africans and those living in South Africa! September is a time for us to not only celebrate the beauty and diversity of our nation but also to honor each other's unique heritage. Our rich cultural fabric is what makes South Africa such a vibrant and appealing destination, and by recognising and celebrating this, we continue to foster unity and pride.

Tourism Month is about more than just exploring new places—it's about understanding the vital role tourism plays in our economy, our environment, and our sense of identity. This year, we celebrate under the theme **"Tourism and Peace – 30 years of connecting People to Places and Cultures"** a theme that speaks to the importance of tourism in bringing people together, creating harmony, and strengthening connections across borders.

One exciting area we've seen gaining momentum is Astro Tourism. The Northern Cape, with its pristine, clear skies is fast becoming a hub for stargazers and astronomy enthusiasts. As we delve into this special edition, you'll discover why Astro Tourism is a growing trend and how it aligns with our broader goals of sustainable and green tourism.

Tourism Regards,

*Tourism Tuesdays Team*

**In this edition of Tourism Tuesdays, we bring you several exciting features:**

- ✈ Green Tourism Incentive Programme (GTIP) – Applications are now open!
- ✈ Explore the Stars – Learn how Astro Tourism is making waves in the Northern Cape.
- ✈ TBCSA Conference Highlights – Key takeaways from this year's event held from 18 to 20 September.
- ✈ South African Tourism Returns to IMEX Las Vegas – Showcasing South Africa as a premier business events destination.
- ✈ Tutu Puoane – Celebrating her incredible talents at the 25th edition of the Joy of Jazz.
- ✈ DSTV Delicious Festival – Relive the highlights from the 30 Years of Creative Freedom celebration held on 21 and 22 September.
- ✈ New Airlift Routes – Celebrating Lufthansa's new Johannesburg-Munich connection.
- ✈ Golden Moments – Team South Africa's remarkable achievements at the 2024 Paralympics.

As we continue to celebrate Tourism Month, let us remember the powerful impact of tourism in fostering peace, economic growth, and cultural exchange.

# Keeping South African Heritage Alive: A Resolve to Learn About Ourselves and Inspire a New Generation of Travellers



*\*Image Courtesy of SAT Digital Library*


As we celebrate Heritage Month in 2024, our reflections on South Africa's rich cultural history and the enduring legacy of our liberation struggle stalwarts come to the fore. The South African government has encouraged citizens to explore heritage sites, museums, galleries, and libraries, calling us all to engage with our past, not just to remember it, but to actively preserve it for future generations.

This month also serves a dual purpose, as September is not only dedicated to heritage but also to the advancement of tourism. Celebrated under the theme *"Tourism and Peace – 30 Years of Connecting People to Places and Cultures,"* this year's observance offers a unique opportunity to reflect on how the tourism sector can harness its strengths to promote global peace and stability. In this moment, we are reminded that travel is more than a leisure activity; it is a bridge connecting people across borders, fostering mutual understanding,

and offering an opportunity to appreciate cultural diversity.

Heritage sites, museums, and historical monuments serve as tangible reminders of our collective journey. They tell the stories of who we are, where we've come from, and where we are headed. For South Africans, they are critical in shaping our understanding of the past—particularly as it relates to our liberation and the journey toward democracy. For visitors from abroad, these sites offer a window into the country's complex, yet resilient, identity.

These cultural landmarks are more than historical footnotes. They are living institutions that help shape our national identity, inspire our youth, and foster a collective sense of pride. They have also become powerful tourism attractions that draw visitors from all over the world, eager to experience South Africa's rich history and vibrant cultural tapestry.



In this way, our heritage sites offer dual benefits: they educate and inspire while simultaneously contributing to the local tourism economy.

Touring heritage sites does more than educate; it strengthens the bond between communities and empowers local efforts to preserve our natural and cultural history. It connects the past to the present and offers an opportunity to build a more inclusive future by embracing the diversity of our experiences.

This year, South Africa achieved a significant milestone in the global recognition of our heritage. UNESCO inscribed two new sites onto its prestigious World Heritage register: “The Emergence of Modern Human Behaviour: The Pleistocene Occupation Sites” and “Human Rights, Liberation Struggle and Reconciliation: Nelson Mandela Legacy Sites.” The former, located in the Western Cape and KwaZulu-Natal, documents over 162,000 years of human development and serves as a testament to our shared human journey. The latter highlights key locations tied to South Africa’s fight for human rights and includes the iconic Union Buildings and Sharpeville Sites, landmarks central to our political and liberation history.

These inscriptions on the UNESCO list reflect South Africa’s global importance in the preservation of cultural and natural heritage. They provide an invaluable opportunity for us to rediscover the stories etched into the land and to teach these stories to future generations. As South Africans, it is our responsibility to visit these heritage sites, not just read about them in books or through digital means. Seeing these landmarks first-hand allows us to feel the gravity of our history and to

foster a deep appreciation for the sacrifices made by those who came before us.

Heritage Month offers a chance for us to collectively honour our past. It is a reminder to visit our museums, galleries, and the twelve UNESCO World Heritage sites that South Africa proudly hosts. By doing so, we contribute to preserving our culture, promoting travel, and fostering a sense of national pride. These visits are opportunities to teach our children about who we are, to connect them with the rich history of our nation, and to inspire them to carry the torch of our shared legacy forward.

In celebrating Heritage Month and Heritage Day, we are not only paying tribute to our rich diversity but also contributing to the broader narrative of South Africa’s strength and resilience. Our heritage is a powerful tool for unity, and it has the capacity to bring us together as we continue to write the next chapter in the story of this great nation.

Let us, therefore, take this opportunity to explore our heritage, both as individuals and as a community, and in doing so, inspire a new generation of travellers to discover the beauty of South Africa’s past, present, and future.

*Thembisile Sehloho is the Chief Marketing Officer of South African Tourism and a passionate advocate for the role of tourism in preserving South Africa’s heritage and promoting cultural understanding across borders.*



# Green Tourism Incentive Programme (GTIP) Now Open for Applications

## GREEN TOURISM INCENTIVE PROGRAMME



APPLICATIONS ARE NOW **OPEN**



*\*Image Courtesy of Department of Tourism*

The Department of Tourism invites eligible tourism enterprises to apply for support through the Green Tourism Incentive Programme (GTIP), now in its 10th application window. Applications opened on 2 September 2024 and will remain open until 28 February 2025.

[CLICK HERE FOR MORE INFORMATION](#)



*\*Image Courtesy of Department of Tourism / YouTube*

# Explore the Stars – Astro Tourism Shines in the Northern Cape



*\*Image Courtesy of SAT Digital Library*

As the Northern Cape gears up to host this year's World Tourism Day festivities on 27 September 2024 at Carnarvon Primary School, attention is drawn to one of the province's most exciting attractions: Astro Tourism. This unique travel experience focuses on the wonders of the night sky, offering stargazing, meteor shower viewings, and eclipse watching in pristine, dark-sky locations like Sutherland and the Karoo.

Astro Tourism is quickly gaining popularity as interest in space exploration grows worldwide. The Northern Cape, with its vast, clear skies and low light pollution, offers unparalleled views of the cosmos. Beyond its tourism appeal, Astro Tourism also promotes environmental awareness, helping preserve natural dark skies while contributing to wildlife conservation and human well-being.

A major attraction in the region is the Square Kilometre Array (SKA), the world's largest radio telescope, situated near Carnarvon. This project not only cements South Africa's global reputation in science but also opens new doors for tourism in the province.

Get ready to experience the stars like never before!



*\*Image Courtesy of SAT Digital Library*

# South African Tourism Returns to IMEX Las Vegas, Inviting the World to Host Business Events in South Africa



South African Tourism will once again participate in IMEX America 2024, the largest trade show in the U.S. for the meetings, events, and incentive travel industry. From 8–10 October 2024, at Mandalay Bay in Las Vegas, South Africa will highlight its exceptional venues, infrastructure, and capabilities to host world-class business events.

The South African National Convention Bureau (SANCB), in partnership with 21 exhibitors from across the country, will showcase a diverse range of quality-assured business event offerings to the global market. This year, 15 Small, Medium, and Micro Enterprises (SMMEs) from the tourism sector will also be part of the South African delegation, providing them with invaluable exposure and connections to international investors.

IMEX America offers South Africa a prime

platform to reinforce its position as a top business events destination. “The U.S. market has shown considerable growth.

By participating in IMEX America, South African Tourism aims to secure global market access for local business events operators, driving business growth and contributing to the country’s GDP. South Africa is ready to invite the world to host their next major event on its shores.



# Tutu Puoane to Shine Her Talents at the 25th Edition of the Joy of Jazz



*\*Image Courtesy of Tom Vandewalle/Tutu Puoane Music*

Now a native of Belgium, South African singer, actress and producer Tutu Puoane has carved an international career predicated on consistency and mastery. Her recently released album, "Wrapped in Rhythm Vol 1" is set to the poetry of poet Lebo Mashile and was produced by American musician Larry Klein who previously worked with artists such as Joni Mitchell, Tracy Chapman and Herbie Hancock.

On 27 and 28 September, she will perform music from her extensive discography at the 25th anniversary of the Standard Bank Joy of Jazz alongside 50 world class musicians from more than 10 countries showcasing music accents from the African continent, Europe, East Asia, and the Americas. Being based abroad and no longer having full-time access to the market in her home country, Puoane's hunger for a South African audience is deep.

The first edition of the festival in 1999 had an attendance of 2 000 people. The festival then grew significantly to a 34 000 audience in 2023 and is expected to draw in even more people this year. Pre-Covid, the Joy of Jazz could generate direct spending estimated at R34.5 million and contributed about R86 million to Gauteng's economy. Large festivals like this one are perfectly illustrative of the complex nature of the sector's value chain and how job-intensive the cultural and hospitality industries are.



*\*Image Courtesy of Melodiva*

Tutu who has been performing music professionally since 1997 studied jazz at the University of Cape Town and the Royal Conservatory of The Hague in the Netherlands is set to release the second volume of her album, "Wrapped In Rhythm, Vol. 2." recorded with the world-renowned Metropole Orkest in 2025. Throughout the year, she plays concerts all over the world and her fans include Grammy Award winning singer, Dianne Reeves. Her beautiful voice, intuition, and sense of rhythm make every concert a unique and unforgettable event and her performance is not to be missed at the festival later this week.



# DSTV Delicious Festival celebrates 30 Years of Creative Freedom



*\*Image Courtesy of DStv Delicious Festival / Instagram*

The 11th edition of the DStv Delicious International Food and Music Festival took place on 21 and 22 September 2024, marking a spectacular celebration of music, food, and South Africa's rich cultural heritage. Held under the theme "30 Years of Creative Freedom" in commemoration of three decades of South African democracy, the festival was headlined by global music icons Busta Rhymes and Jill Scott.

A special showcase honoring South African stars took audiences down memory lane with tribute performances at the Kyalami Grand Prix Circuit. Industry peers and children of the country's late music icons paid homage through heartfelt performances, including Hugh Masekela's nephew, Selema Writes, Sibongile Khumalo's daughter Ayanda Khumalo and son Tshepo Mngoma, Mandoza's sons Tokollo and Tumelo Tshabalala, and

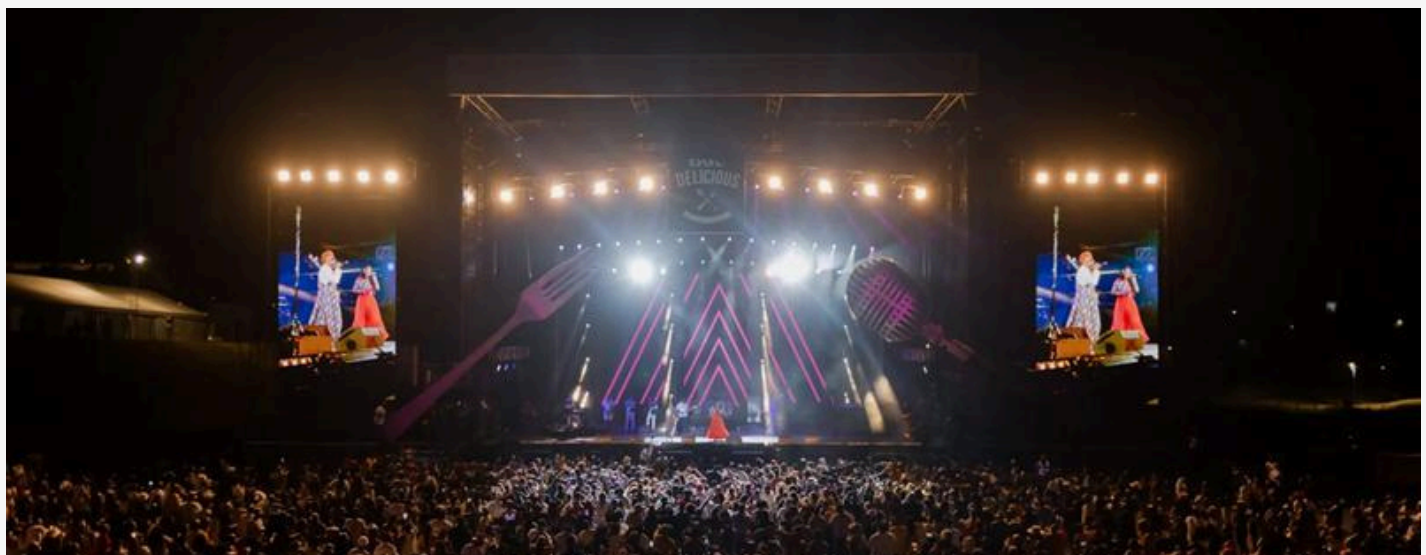
Johnny Clegg's son, Jesse Clegg. The festival also celebrated Mzansi's hip-hop and kwaito pioneers with performances by Boom Shaka, Cassper Nyovest, Focalistic, Khuli Chana, Reason, Robot Boii, and Touchline.

As one of Gauteng's premier lifestyle and entertainment events, the festival attracted a diverse audience of music and food lovers. This year's event went all out to reignite Gauteng's tourism recovery post-COVID-19, with a notable economic impact. In 2022, the festival contributed around R340 million to the provincial GDP and created 2000 job opportunities for SMMEs and residents.



*\*Image Courtesy of DStv Delcious Festival / Instagram*

# Highlights from DSTV Delicious Festival



*\*Images Courtesy of DSTV Delcious Festival / Instagram*

# Lufthansa launches Johannesburg-Munich route



*\*Image Courtesy of IOL*

Munich, a major German city known for its economic significance and tourist attractions, will now be more accessible to South African travellers. This follows Lufthansa's announcement and plans to enhance its South African operations with the introduction of new flight routes connecting Johannesburg and Cape Town to Munich which started earlier this month and marks the return of a route the airline last served in 2005.

The route serviced by the Airbus A350 is known for its comfort and efficiency with flights operating on Tuesday, Friday, and Sunday mornings and a flight time of approximately 10 ½ hours. This new connection complements Lufthansa's existing daily flights to Frankfurt, providing South African travellers with increased flexibility for European travel.

With return fares starting at R14,517, the route offers competitive pricing for both leisure and business travellers. This new service not only enhances direct connectivity between South Africa and Germany but also strengthens the economic and cultural ties between these two dynamic regions.

Germany is South Africa's second largest bilateral trading partner; meanwhile, with trade worth more than 20 billion euros, South Africa is Germany's most important trading partner in Africa. South Africa is the only African member of the G20 and is to assume the chair in 2025.



*\*Image Courtesy of Pixabay*

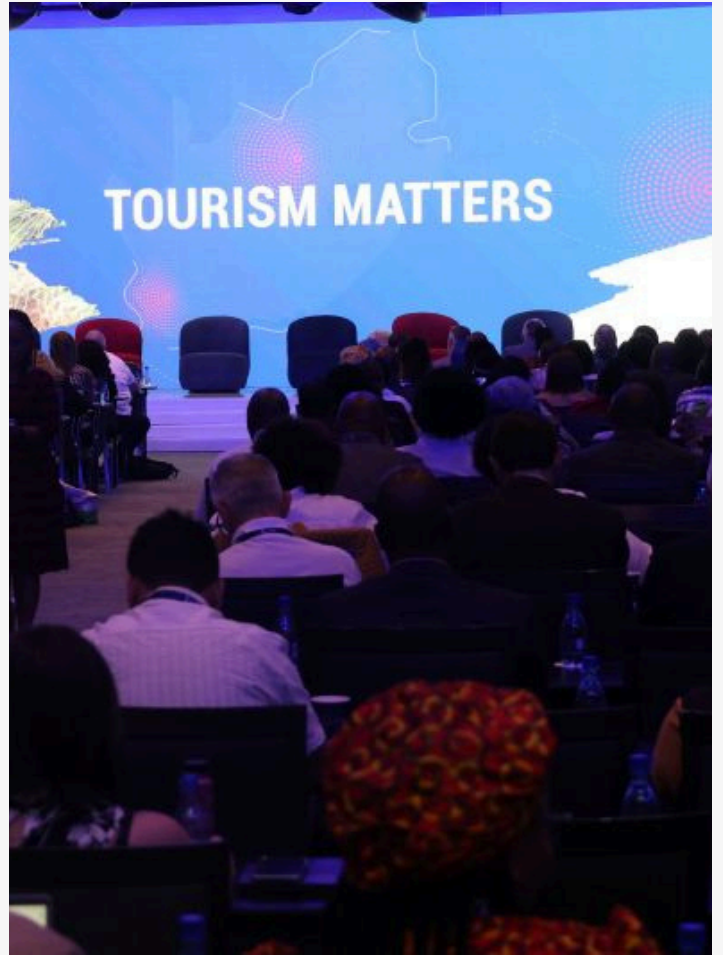
# Highlights from TBCSA Conference 2024

The 2024 Tourism Business Council of South Africa (TBCSA) Leadership Conference, themed "**Tourism Matters,**" was held at Sun City from 18-20 September, focusing on inclusive growth and job creation in the tourism sector. Bringing together stakeholders from the public and private sectors, the two-day event addressed key challenges like

unemployment, economic growth, and visa reforms. Discussions highlighted the importance of partnerships, sustainable tourism, and empowering youth through initiatives like Youth Employment Service (YES). TBCSA also addressed misconceptions about the Trevor Noah campaign, emphasising its role in promoting South Africa as a premier travel destination.



*\*Image Courtesy of TBCSA / LinkedIn*



*\*Image Courtesy of TBCSA / LinkedIn*

# Golden Moments: Team South Africa wins big at the 2024 Paralympics



*\*Image Courtesy of Elsa / Getty Images*

The Paris 2024 Paralympic Games marked an unforgettable chapter for Team South Africa, as athletes delivered awe-inspiring performances that lit up the City of Lights and captured the hearts of many in the stands and back home.

The games which closed on Sunday, 08 September saw the country rake in six medals which composed of two gold and four bronze models. And placed us 46th on the medals table.

Three-time world record breaking Paralympian Mpumelelo Mhlongo made history once again by winning a gold medal in the men's 100m T44 event that he claimed in 11.12 seconds. Further, he won a bronze in the 200m T64 in 22.62 seconds.

Discus thrower Simone Kruger dominated the F38 class, securing her gold medal with a throw of 38.70m. Other athletes who

participated in the games earned four bronze medals across multiple disciplines, including wheelchair tennis and athletics. Donald Ramphadi and Lucas Sithole's victory over Brazil's Leandro Pena and Ymanitu Silva ensured they became the first Africans to claim a Paralympic wheelchair tennis medal. Louzanne Coetzee claimed bronze in the Women's 1500m T11, while Pieter du Preez earned his bronze in the H1 individual time trial.

In the timed events, most of our athletes achieved personal bests, resulting in several National and African records. In events with multiple rounds, returning athletes advanced further than ever before —such as in Judo at the Olympics and Archery at the Paralympics.

The team's performance at this year's game did not only make history, but also has given our athletes a huge lift as we head to the 2028 Los Angeles games.



# **TGCSA CORNER**

**TOURISM GRADING COUNCIL OF SOUTH AFRICA**

# PREMIUM PROPERTIES

The Tourism Grading Council of South Africa's 5-star premium classification denotes the apex of luxury accommodation within the Republic. This esteemed designation, conceived to differentiate truly remarkable establishments from conventional 5-star offerings, is bestowed solely upon venues that proffer unrivalled quality, bespoke service, and indelible guest experiences.

These distinguished properties surpass expectations in every facet, from superlative furnishings and state-of-the-art amenities to world-class cuisine and intuitive hospitality.

The following properties have been awarded with a 5-Star Premium Award:

## 1. Cheetah Plains Private Game Reserve

**Location:** Sabi Sand Game Reserve, Mpumalanga Province

Pioneering the silent safari and driving a singular approach to renewable energy in hospitality in the wild, Cheetah Plains is a carbon negative lodge, committed to delivering an exceptional eco-luxury safari experience of the highest standards.

[CLICK HERE FOR MORE INFORMATION](#)



*\*Courtesy of Sabi Sands Game Reserve*

## 2. La Residence Hotel and Villas



*\*Courtesy of The Royal Portfolio*

**Location:** Franschhoek, Western Cape Province

Experience a tranquil haven of exquisite natural beauty, opulence and complete seclusion in the heart of the Franschhoek Valley. Located on a private 30-acre estate surrounded by mountains and vineyards, La Residence sets the benchmark for luxury accommodation in South Africa's celebrated Cape Winelands.

[CLICK HERE FOR MORE INFORMATION](#)



# PREMIUM PROPERTIES

## 3. Morukuru Beach Lodge

**Location:** De Hoop Nature Reserve,  
Western Cape Province

The Morukuru Beach Lodge is a five-bedroom oceanfront beach lodge, ideal for (honeymoon) couples and small families seeking an eco-beach holiday or immersive coastal nature experience.

[CLICK HERE FOR MORE INFORMATION](#)



*\*Courtesy of Morukuru*

## 4. Morukuru Ocean House



*\*Courtesy of Morukuru*

**Location:** De Hoop Nature Reserve,  
Western Cape Province

The Morukuru Ocean House is an exclusive-use four-bedroom eco-friendly private ocean house, ideal for an unforgettable multi-generational beach holiday or immersive coastal nature experience.

[CLICK HERE FOR MORE INFORMATION](#)

## 5. Jabulani Safari

**Location:** Kapama Private Game Reserve,  
Limpopo Province

A Jabulani safari promises nothing but the best in luxury, but the highlight of your trip will no doubt be sharing a space with the gentle presence of their famous elephant herds.

[CLICK HERE FOR MORE INFORMATION](#)



*\*Courtesy of Jabulani Safari*

# 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 Mukumbura*

## 1. Royal Mukumbura Boutique Hotel

**Location:** Malelane, Mpumalanga Province

Royal Mukumbura Boutique Hotel is situated on the banks of the Crocodile River overlooking the southern side of the Kruger National Park in Mpumalanga South Africa.

The establishment is the perfect gateway for embarking on a safari into the Kruger National Park or exploring the myriad attractions of the surrounding area. Guests can indulge in the hotel's elegant restaurant, savour fine wines in the private cellar, unwind at the bar, or relax by the pool and on the viewing decks.



*\*Courtesy of Mukumbura*

[CLICK HERE FOR MORE INFORMATION](#)

# BENCHMARK PROPERTIES



*\*Image Courtesy of Tshiberry B&B*

## 2. Tshiberry B&B

**Location:** Dithabaneng, Rustenburg, North West Province

TshiBerry Bed & Breakfast presents guests with a wonderful location for a holiday or business stay, in the scenic foothills of the Tshufi Mountains, just off Mphateng Street in Phokeng Village, in the North West Province. Come and enjoy this hospitality offer in a charming environment with adventure and entertainment easily within reach. Travelers here for business or a leisurely stay can indulge in facilities, tailor made for their needs.

Guests have the option of a boma, a comfortable unwind in the evening as they admire the stars by the fire.

This superb bed and breakfast is only 3 kilometers from the Phokeng Mall and the Royal Bafokeng Sport Stadium as well as less than 20 minutes from the lovely Kgaswane Nature Reserve. Additionally, Tshiberry B&B is only 30 minutes away from the exciting Sun City, the majestic Pilanesburg Nature Reserve.



*\*Image Courtesy of Tshiberry B&B*

[CLICK HERE FOR MORE INFORMATION](#)

# FEATURED TOURISM EXPERIENCES



*\*Image Courtesy of Timosha Guest House / Facebook*

## Timosha Guest House

**Location:** Kempton Park, Gauteng Province

Timosha Guest House offers bed & breakfast accommodation in Cresslawn, Kempton Park and is close to shopping malls, restaurants, night clubs, golf courses and much more. This three-star Graded establishment is 100% black women-owned and is a recipient of the Green Tourism Incentive Programme.

Contact: 083 553 0246 / 082 831 2739



*\*Image Courtesy of Timosha Guest House / Facebook*



*\*Image Courtesy of Timosha Guest House / Facebook*

# FEATURED TOURISM EXPERIENCE



*\*Image Courtesy of Expedia*

## The View Guest House

**Location:** Thembisa, Gauteng Province

The View Guest House is a family friendly establishment that offers bed and breakfast, and spa services. It is 100% black women-owned and is classified as a level one contributor according to the tourism B-BBEE scorecard.

The View Guest House is a recipient of the Green Tourism Incentive Programme.

Contact: 011 926 1731

[CLICK HERE FOR MORE INFORMATION](#)



*\*Image Courtesy of Expedia*



*\*Image Courtesy of The View Guesthouse / Facebook*



# **WANT TO FEATURE YOUR STORY?**

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