

JANUARY 28, 2025

TOURISM TUESDAYS



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From the editor

Dear Industry Partner,

Welcome to the first edition of 2025! The year is already off to a busy start following a successful summer festive season in South Africa!

In this edition, we welcome Darryl Erasmus back to South African Tourism as Chief Operations Officer.

With less than a month to go until Meetings Africa 2025, we are thrilled to announce the addition of 15 new exhibitors, further cementing the event as Africa's premier Meetings, Incentives, Conferences, and Exhibitions (MICE) industry event.

At Vakantiebeurs 2025 in the Netherlands earlier this month, South African Tourism, alongside 19 travel industry product owners, showcased the best of South Africa to the Dutch market.

Still on trade shows, preparations are underway as South African Tourism in collaboration with the greater tourism sector get ready to attend ITB Berlin 2025, taking place from 4 to 6 March in Germany.

More than 50 South African products will be on show representing the country's wide variety at this global event.

Our country's exceptionalism continues to shine on the global stage. South Africa's renowned comedian and globally recognised, Trevor Noah, will once again host the 2025 Grammy Awards while the movie, *The Last Ranger* earned an Oscar nomination.

In aviation news, we celebrate the return of daily South African Airways (SAA) flights between Johannesburg and Dar es Salaam, bringing greater connectivity to the African continent. We also applaud award-winning chef Lorna Maseko for her new partnership with SAA, bringing a taste of Africa to the skies with her curated menu for business class passengers.

Don't miss our regular feature "Experiences of the Week" for Valentine's Day inspiration.

Here's to an exciting year ahead!

Tourism Regards,

Tourism Tuesdays Team

Mzansi, Love is in the Air - And So Is Your Next Sho't Left



**Image Supplied*

Roses are romantic, chocolates are sweet, but sunset dinners on the coast are sweeter. This Month of Love, skip the predictable boring gifts and choose a Sho't Left with your forever yena.

From cozy bush escapes, candlelit dinner under the stars to dreamy beachfront

getaways, Sho't Left has the perfect Valentine's deals for everyone to make your love story truly special.

Make this Month of Love a chapter in your love story you'll always remember.

[CLICK HERE FOR MORE INFORMATION](#)

15 New Exhibitors Join Meetings Africa 2025, Showcasing Diversity and Value



Meetings Africa 2025** is proud to welcome 15 new exhibitors. This addition highlights the event's growing reputation as one of the leading platforms for the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry on the continent.

Buyers can look forward to an expanded and diverse range of offerings on the trade floor, reflecting Africa's rich business events offerings.

The inclusion of new exhibitors underscores the value of participating in this landmark event.

At Meetings Africa, every exhibitor has the opportunity to make quality connections with influential buyers from various parts of the world, promising growth for their businesses.

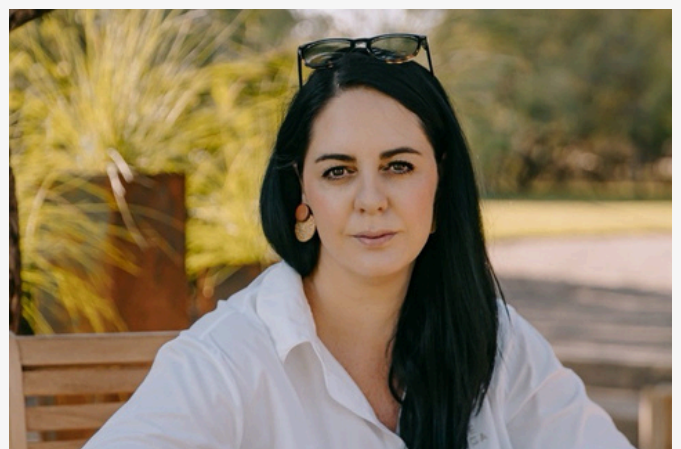
With Small, Micro and Medium Enterprises (SMMEs) being the engine room of continent-wide economic growth, the value of this trade show cannot be overstated.

"We're thrilled to be part of Meetings Africa 2025," said Tobie Motsa of Mountain View International Hotel in Eswatini. "This is an excellent opportunity to showcase Eswatini's cultural heritage, world-class facilities, and warm hospitality to the global business events market."



**Image Supplied // Tobie Motsa*

Bernadette Veldsman of Pure Africa, Zimbabwe, added: "Meetings Africa provides a vital platform to demonstrate Zimbabwe's world-class infrastructure and unforgettable experiences. The connections made here will drive growth and innovation in our industry."



**Image Supplied // Bernadette Veldsman*

***Meetings Africa 2025 is scheduled from 24 to 26 February 2025 at the Sandton Convention Centre in Johannesburg. Meetings Africa is hosted by South African Tourism in partnership with bid partners including Johannesburg Tourism Company, Gauteng Tourism Authority and the Sandton Convention Centre.*

Meet The New Exhibitors

1. Pure Africa

Location: Zimbabwe

Stand: J5

Pure Africa is a family-owned business inspired by a deep love for Africa, co-owned by the mother-son team of Elisabeth and Raphael Curiger. The company emphasises leveraging the strength and dedication of local talent, supported by a diverse management and workforce.



**Image Courtesy of Pure Africa*

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2. Mountain View International Hotel



**Image Courtesy of Mountain View International Hotel*

Location: Eswatini

Stand: E5

This expansive yet cozy hotel and conference center offers stunning views of the Ezulwini Valley, framed by the enchanting blue mountains, lush olive-green valleys, and the vast expanse of sky.

[CLICK HERE FOR MORE INFORMATION](#)

3. Dream Hotels & Resorts

Location: South Africa

Stand: H19

Dream Hotels & Resorts offers spectacular destinations for guests to escape, reset, and reconnect. Their diverse portfolio provides unforgettable experiences, affordable accommodations, and the chance to enjoy South Africa at its best.



**Image Courtesy of Dream Resorts*

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4. Hilton Garden Inn Mbabane

Location: Eswatini

Stand: E5

Hilton Garden Inn Mbabane, located 1.8 km from Mbabane Golf Club, offers 4-star accommodations with premium amenities.

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**Image Courtesy of Hilton Hotel Inn Mbabane*

5. Beach and Bush Team Building



**Image Courtesy of Beach and Bush Team Building*

Location: South Africa

Stand: H13

Since 1999, Beach and Bush Team Building has focused on improving workplace dynamics by reducing negative interactions and enhancing team morale.

[CLICK HERE FOR MORE INFORMATION](#)

6. Karongwe Portfolio

Location: South Africa

Stand: C8

Karongwe Private Game Reserve provides a unique experience near the Drakensberg mountains, with a dedicated team committed to high accommodation standards. The reserve offers "one experience, a thousand moments."

[CLICK HERE FOR MORE INFORMATION](#)



**Image Courtesy of Karongwe Portfolio*

7. Legend Hospitality Group

Location: South Africa

Stand: A30

The Legend group highlights South Africa's tourist attractions via safari lodges, a coastal hotel, and properties in Mozambique, emphasising regional culture. They cater to business travel with adaptable meeting spaces and focus on high service standards and environmental enhancements.



**Image Courtesy of Legend Hospitality Group // Instagram*

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8. Naledi Hospitality and Consultants



**Image Courtesy of Naledi Hospitality and Consultants // Blog*

Location: South Africa

Stand: J10

Naledi Hospitality and Consultants is made up of dedicated individuals with extensive expertise in all areas of hospitality. Their mission is to deliver top-notch services, encompassing funding, construction, and property management.

[CLICK HERE FOR MORE INFORMATION](#)

9. The North West Business Expo Company

Location: South Africa

Stand: J2

The North West Business Summit & Expo aims to create a sustainable business event that enhances the economy and fosters connections among North West businesses. This event serves as a traveling trade show and networking platform for Small and Medium Enterprises.



**Image Courtesy of The North West Business Expo Company*

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10. The Capetonian

Location: South Africa

Stand: H17

The Capetonian offers spacious accommodations with stunning city views, ideally situated between the Atlantic Seaboard and Table Mountain, making it perfect for business and leisure travellers.

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**Image Courtesy of The Capetonian*

11. Springbok Atlas Tours & Safaris



**Image Courtesy of Springbok Atlas Tours & Safaris // Tourism Update*

Location: South Africa

Stand: H15

Springbok Atlas Tours & Safaris, named "South Africa's Leading Tour Operator" for five years since 2018, offers tours and safaris that showcase Southern Africa's essence, including its people, breathtaking locations, and wildlife.

[CLICK HERE FOR MORE INFORMATION](#)

12. Roscco Shuttles and Tours

Location: South Africa

Stand: J14

Roscco Shuttle Services provides safe and reliable transportation for airport transfers and special events. Their professional team ensures timely and comfortable rides, offering flexible options for one-time trips, regular shuttles, or tailored group transportation.

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**Image Courtesy of Roscco Shuttles and Tours // Weg*

13. Preferred Hotels & Resorts

Location: South Africa

Stand: A29

Preferred Hotels & Resorts offers a diverse global portfolio of independent hotels and unique experiences. With five collections, travellers can curate inspirations, create lasting memories, and explore new opportunities.

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**Image Courtesy of Preferred Hotels & Resorts*

14. Pula Nala Lodge



**Image Courtesy of Pula Nala Lodge // Hotels.com*

Location: South Africa

Stand: C6

Enjoy your visit to Rustenburg with a stay at Pula Nala Lodge. Guests can take a dip in the outdoor pool and indulge in deep-tissue massages or aromatherapy. Other highlights at this luxurious lodge include a terrace and a garden.

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15. Kruger Lowveld Ehlanzeni

Location: South Africa

Stand: F3

The Kruger Lowveld is famous for its breathtaking attractions in the Panorama region, including the Great Escarpment with its dramatic canyons and peaks like "God's Window" and "Devil's Knuckles." It also features some of the world's largest man-made forests near Sabie and Graskop.



**Image Supplied*

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South Africa Participates at Vakantiebeurs 2025



**Image Supplied*

South African Tourism (SA Tourism) participated at Vakantiebeurs 2025, along with 19 South African travel industry product owners. Vakantiebeurs took place from 8 to 12 January 2025 and is the leading Dutch consumer travel exhibition in Utrecht. The SA Tourism stand sharers consisted of 10 small enterprises backed by the Tourism Incentive Programme of the South African Department of Tourism.

Vakantiebeurs is a yearly travel exhibition in the Netherlands where travel agencies and cultural organisations from around the globe converge in one location to showcase their nations and promote their travel services.

The Netherlands continues to be South Africa's fourth largest overseas source market, recording 118 796 arrivals between

January and November 2024, a 0,7% increase vs 2023.

For professionals in the travel trade industry, Vakantiebeurs serves as an essential platform for networking, knowledge sharing, and discovering the latest trends. This year's edition of the show drew an impressive crowd of over 71,000 visitors.



**Image Supplied*

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Trevor Noah: Flying the South African Flag High at the 2025 Grammys



**Image Courtesy of Emma McIntyre // Getty Images*

Trevor Noah is once again bringing his charm, wit, and global appeal to one of the biggest stages in the global entertainment industry. The celebrated comedian will host the 2025 **Grammy Awards** for the fifth consecutive year, cementing his reputation as a world-class entertainer and a shining ambassador for African excellence.

Broadcasting live from the iconic Crypto.com Arena in Los Angeles on Sunday, 2 February, Trevor will continue to showcase his unique ability to blend humour with heartfelt connection, winning over audiences from every corner of the globe.

Trevor's journey from the historic township of Soweto to his huge success in the bright lights of Hollywood is a testament to the power of talent, and authenticity.

With each Grammy appearance, he not only entertains but also puts South Africa (and indeed the rest of the African continent) in the global spotlight.

On his podcast, *What Now? with Trevor Noah*, he consistently celebrates his South African heritage while engaging with diverse guests from various countries.

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SA Film “The Last Ranger” Nominated for an Oscar



**Image Supplied*

The Last Ranger, a powerful isiXhosa short film, has earned a nomination for Best Live Action Short Film at the 97th **Academy Awards**, set to take place in March this year.

Directed by Cindy Lee, *The Last Ranger* is inspired by real events in the **Eastern Cape province**, and tells the moving story of Thandi, a rhino that miraculously survived a brutal poaching attack at Kariega Game Reserve. The film also highlights the bravery of a determined conservationist fighting to protect South Africa’s wildlife.

This poignant tale tells the story of South Africa’s endangered animals while it celebrates the conservationists who work tirelessly to safeguard them.

Written by David Lee, Darwin Shaw, and Will Hawks, the film features outstanding

performances from Avumile Qongqo, Liyabona Mroqoza, and Makhaola Ndebele, further highlighting South Africa’s reputation of brilliant storytelling and cinematic excellence.

With its earnest narrative and stunning visuals, *The Last Ranger*, continues to captivate audiences worldwide, bringing attention to South Africa’s rich wildlife heritage and its fight against poaching.

[CLICK HERE FOR MORE INFORMATION](#)



**Image Supplied*

Lorna Maseko Brings a Taste of Africa to the Skies



**Image Courtesy of Lorna Maseko // Instagram*

Award-winning chef and TV personality, Lorna Maseko has partnered with South African Airways (SAA) to elevate the in-flight business class dining experience.

As part of this exciting collaboration, Maseko will curate a special menu for SAA's business class passengers, infusing traditional South African and pan-African flavours into every dish, bringing these rich flavours to the skies and enhancing travellers' experiences.

"This has been a dream come true. South Africa to the world," Maseko shared, expressing her excitement about the partnership.

The menu reflects her roots in Johannesburg, blending her heritage as a proud **Motswana** from Alexandra township, with the vibrant and diverse culinary traditions of the African continent.

South Africa's gastronomy offering continues to impress the world over. Through this collaboration, Maseko's menu will masterfully showcase our continent's diverse gastronomy, celebrating the richness of our heritage while, giving passengers a unique and authentic taste of Africa.

SAA Resumes Daily Flights Between JHB and Dar es Salaam



**Image Courtesy of Reuters*

Starting Monday 20th January this year, South African Airways (SAA) resumed its daily flights between Johannesburg and Dar es Salaam, Tanzania.

"This flight is not simply a milestone for SAA and linking Johannesburg and Dar es Salaam through air travel; it heralds a bridge that connects two of Africa's most influential economies and strengthens the friendship between our nations," says Professor John Lamola, SAA's interim CEO.

"It brings together industries, communities and resources, enabling us to unlock greater prosperity, foster collaboration and generate new opportunities for trade, investment and development for both our economies, and the people of South Africa and Tanzania."

Dar es Salaam is East Africa's largest city by population size and is an important regional economic and logistical hub. It is also a gateway for popular tourist attractions in the region.

South Africa accounts for a significant proportion of foreign direct investment in Tanzania, and the two countries have a robust trade in agricultural products, precious metals, chemicals and machinery.

Lamola says the relaunch represents SAA's strategic initiative to strengthen the airline's presence across Africa.

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SA Tourism Gears Up for ITB Berlin 2025 with Vibrant Showcase



**Image Supplied*

South Africa will be participating at the 2025 edition of ITB Berlin from 4 to 6 March. Various travel trade partners are set to showcase the variety of the country's world-class experiences at this global trade show.

Team South Africa will be led by the Minister of Tourism, Patricia de Lille. This delegation includes 48 exhibitors and 15 SMMEs comprising of an array of products including destination management companies, hotels, and airlines.

South Africa's presence at ITB Berlin is part of the tourism sector's continued effort to market and promote South Africa as an appealing and attractive tourist destination.

Additionally, being part of this travel show is an excellent opportunity for the tourism sector to meet business partners and conclude mutually beneficial deals that will ultimately contribute to the country's economy.

South Africa will be exhibiting at Hall 20, Stand 201 at ITB Berlin, 04 to 06 March 2025.

Cape Town Voted Number One City in The World



**Image Supplied*

Cape Town voted number one city in the world by **Time Out**.

The Mother City topped the publication's annual list of the Best Cities in the World, with 82% of Capetonians describing the city as beautiful, and 97% of locals saying it makes them happy.

"Where else can you visit a colony of African penguins, taste world-class wines, stroll Blue Flag beaches, enjoy views from one of the New 7 Wonders of Nature, and experience vibrant nightlife – all in a day?"

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Cape Town offers this and more, from historic sites to cultural hubs: whether that's Kalk Bay's fishing heritage, East City's food scene, Time Out Market Cape Town, or Cape Point's natural beauty," Time Out revealed in their report.



**Image Supplied*



TGCSA CORNER

TOURISM GRADING COUNCIL OF SOUTH AFRICA

EXPERIENCES OF THE MONTH

February is for Love and Adventure!

As we step into the month of love, why not celebrate with unforgettable experiences that bring you closer? From romantic sunset cruises to stargazing, South Africa

offers the perfect backdrop to spark connection and create lasting memories.



**Image Courtesy of Anfani Boutique Hotel*

Anfani Boutique Hotel

Location: Gqeberha, Eastern Cape Province

Contact: +27 (0) 41 437 0030 |
reservations@anfanihotels.com

Located in the heart of Gqeberha (formerly Port Elizabeth) in the Eastern Cape, Anfani Boutique Hotel offers a comfortable and stylish place to stay for travellers looking for a relaxing and memorable experience.

The hotel combines modern design with warm, welcoming service, making it the perfect spot for both business and leisure guests.

With spacious rooms, delicious meals, and a focus on personal attention, Anfani Boutique Hotel makes sure every guest feels at home. Whether you're exploring the beauty of the Eastern Cape or enjoying the hotel's amenities, you can expect a high level of comfort and hospitality.

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EXPERIENCES OF THE MONTH



**Image Courtesy of FarmHouse 58*

Farmhouse 58

Location: R540 KROMDRAAI RD
Krugersdorp, Gauteng Province

Located in Krugersdorp, Gauteng, Farmhouse 58 offers a relaxing getaway with a focus on delicious, locally sourced food. This charming farm retreat lets visitors enjoy fresh, farm-to-table meals made with the best ingredients from the area. The restaurant's seasonal menu highlights South Africa's flavours, paired with fine local wines for a truly memorable experience.

With a commitment to sustainability, Farmhouse 58 provides a peaceful escape where guests can enjoy good food, great company, and the beauty of nature. It's an ideal destination for food lovers looking for an authentic and relaxed dining experience.

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PREMIUM PROPERTIES

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

1. Birkenhead House

Location: Voelklip, Hermanus, Western Cape Province

Perched on a breathtaking cliff with stunning views of the whale-watching haven of Walker Bay, Birkenhead House provides a unique seaside escape for those seeking relaxation and rejuvenation. Experience a blend of elegant décor, exceptional cuisine, and ultimate comfort.

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These 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:



**Courtesy of The Royal Portfolio*

2. Saxon Hotel



**Courtesy of The Saxon*

Location: Sandhurst, Johannesburg, Gauteng Province

This exquisite establishment harmoniously combines a wealth of cultural heritage with modern five-star hospitality. Set on ten acres of stunning indigenous gardens, the Saxon offers an unparalleled private and serene escape.

[CLICK HERE FOR MORE INFORMATION](#)

BENCHMARK PROPERTIES

Benchmark properties are those recommended by the TGCSA, 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 Tourism hosting needs. This team facilitates inclusive growth by incorporating emerging or transformed businesses, promoting geographic diversity across the country.

The following properties have been identified as Benchmark Properties:



**Courtesy of Amakhala Game Reserve*

1. Woodbury Manor

Location: Sidbury, Eastern Cape Province

Woodbury Manor is the latest offering in the Woodbury Collection started by the Gush family in 1999. This luxurious 5-star lodge specialises in exclusive bookings, complete with a personal guide and private chef, enabling you to design your ideal safari adventure at Amakhala Game Reserve.



**Courtesy of Amakhala Game Reserve*

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BENCHMARK PROPERTIES



**Image Courtesy of Safari Plains*

2. Safari Plains

Location: Mabula Game Reserve, Limpopo Province

Nestled in the Waterberg Mountains, Safari Plains elevates the concept of luxury in the bush. This stunning destination features open savannahs, diverse wildlife, and beautiful landscapes. Just hours from Johannesburg and Pretoria, it provides a spacious dining room, sophisticated lounge, impressive bar, and relaxing spa for all guests, including seasoned travellers, families, and first-time adventurers.



**Image Courtesy of Safari Plains*

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WANT TO FEATURE YOUR STORY?

Send your submissions to mediaq@southafrica.net.

