



TOURISM TUESDAYS

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APRIL 2025 EDITION



South Africa

Inspiring new ways

NOTE FROM THE EDITOR

Welcome to the first edition of **Tourism Tuesdays** for the new financial year!

The quarter is off to a busy start. We recently marked the successful launch of the 2025 edition of Africa's Travel Indaba. Prior to that, the Minister led the launch of the Easter campaign and, earlier in April, our Africa Hub team travelled to Ghana alongside the Minister for a trade engagement to deepen our ties with this key market.

Meanwhile, our South African National Convention Bureau (SANCB) team is currently in Dubai, representing South Africa at the Arabian Travel Market, which kicked off on 28 April. This platform is a vital gateway into one of our significant source markets and we're confident that our presence will yield meaningful connections.

At the end of March, South African Tourism unveiled a new global brand campaign: South Africa Awaits – Come Find your Joy. At its heart is a message that resonates deeply: **“In a world where life's joys get lost in rushed daily routines, our new global campaign is an invitation to reignite that child-like curiosity and embrace the thrill of exploration.”**

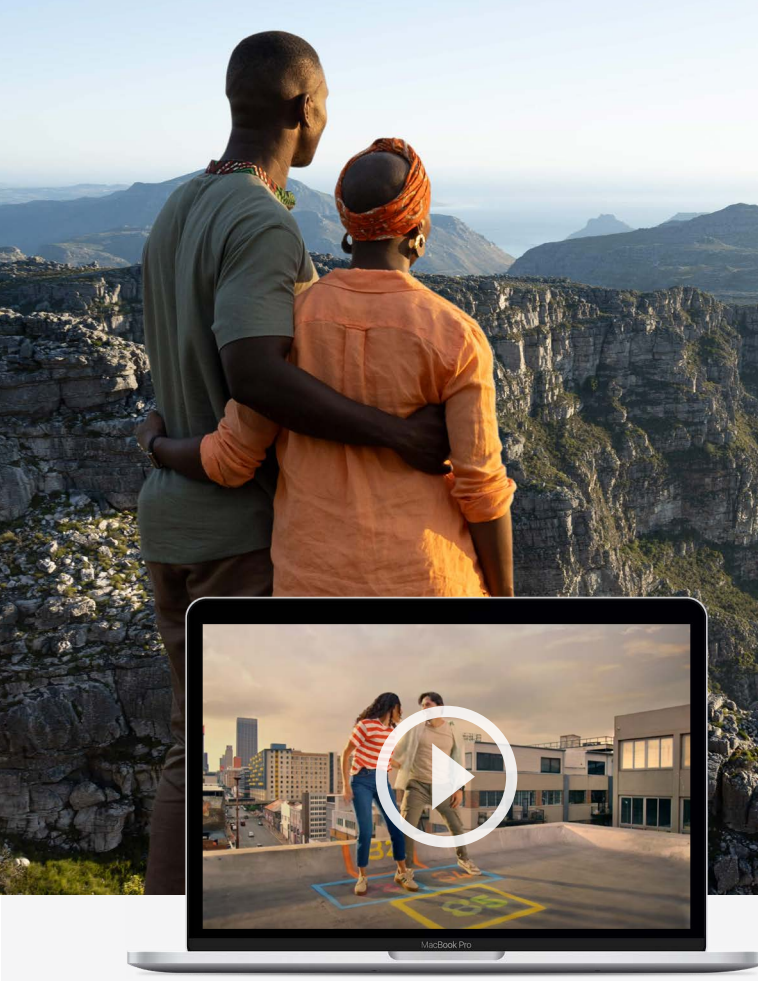
The call is clear:



With just 14 days to go until Africa's Travel Indaba, the excitement is building! This year's show promises to be bigger and better, with even more buyers and exhibitors already confirmed. Our teams are hard at work making final preparations and we look forward to another successful showcase of the best our country and continent have to offer.

Here's to more growth, collaboration, and unforgettable travel experiences.

Warm regards,
The Tourism Tuesdays Team



South African Tourism Presses Play on New Global Brand Campaign: ‘South Africa Awaits – Come Find Your Joy!’

A bold and immersive global brand campaign brings South Africa’s vibrant spirit to the world.

South Africa Awaits – Come Find Your Joy!’ is a celebration of the country’s boundless energy, rich culture, and extraordinary experiences. This dynamic campaign invites travellers to rediscover their sense of wonder, embracing the joy that travel to South Africa can unlock.

“In a world where life’s simple joys often get lost in the rush of daily routines, our new global campaign is an invitation to reignite that child-like curiosity and

embrace the thrill of exploration,” says Thembisile Sehloho, Chief Marketing Officer of South African Tourism.

“At the heart of this campaign is a powerful and emotive television advert that reflects the true essence of South Africa, where every corner holds an opportunity to experience something magical, something that makes you pause, smile, and truly feel alive.”



A Storytelling Masterpiece Rooted in Culture

The global brand campaign advert features award-winning local talents, including internationally renowned musician and producer Zakes Bantwini and acclaimed chef Wandile Mabaso, who embody the creativity and innovation that define South Africa’s cultural landscape.

The music featured is by legendary singer-songwriter **Vusi Mahlasela** (pictured left), who we partnered with on his track to reflect the message of the campaign.

“I love my country; it’s my home and this advert reminds those living here and everyone visiting how amazing South Africa is,” Vusi said. “It shows all sides of our country, shares its beauty and highlights the warm welcome you’ll always get when you arrive here.”

Watch Vusi’s full interview [here](#).

Beyond Tourism: A Celebration of South African Identity

This campaign is more than just an invitation to visit – it's a reaffirmation of South Africa's position as a leading global destination for leisure, culture, and adventure. It aligns seamlessly with South African Tourism's broader vision of driving economic growth and community upliftment through tourism.

“Our campaign is about so much more than just showcasing breathtaking landscapes – it's about telling an authentic, deeply rooted South African story,” explains Sehloho. **“By spotlighting our people, our traditions, and our artistic spirit, we're offering the world a truly immersive and meaningful travel experience.”**

The campaign is also a strategic move towards achieving the country's ambitious tourism growth targets, as outlined in the government's National Development Plan. This initiative is set to play a crucial role in positioning South Africa as a top global travel destination.



A Movement of Joy and Discovery

The 'South Africa Awaits – Come Find Your Joy!' campaign is set to inspire a new wave of travellers to embark on their own South African adventure. It's a call to experience the nation's music, culture, landscapes, and cuisine – all elements that make South Africa an irresistible destination for joy-seekers.

Sehloho concludes, “The world is ready to rediscover joy and South Africa is ready to offer it. The time to visit is now.”



Africa's Travel Indaba 2025: The Countdown Has Begun

On 23 April 2025, Patricia de Lille, our Minister of Tourism, officially launched the countdown to this year's Africa's Travel Indaba at an event held at the Moses Mabhida Stadium in Durban, KwaZulu-Natal.

In her keynote address, Minister de Lille said: "The theme for Africa's Travel Indaba, 'Unlimited Africa', is

not just a slogan – it's the essence of this important gathering because Africa's Travel Indaba is not just a trade show; it's a celebration of who we are."

Africa's Travel Indaba 2025 is proudly produced in partnership with the KwaZulu-Natal Tourism and Film Authority, the City of Durban, and the Inkosi Albert Luthuli Convention Centre.

Africa's Travel Indaba 2025: More Buyers, More Exhibitors and More Business



Buyers from more than 55 countries are already confirmed to attend this year's Africa's Travel Indaba, promoting the very best of Africa.

More buyers have registered and confirmed to attend this year's Africa's Travel Indaba when compared to the same time last year, with a 14.4% increase in hosted buyer applications.

To date, a total of 908 buyers have been vetted and approved, with many already locking in meetings with exhibitors. Interest is surging from major markets including the United States, China, the United Kingdom, and India.

Buyers' roles are crucial in curating, packaging, and promoting the best of Africa to global travellers. Africa's Travel Indaba offers great value to buyers through our world-class online diary where they aren't just attending the show; they can book pre-scheduled meetings to network and get exclusive access to exhibitors of all sizes, including small-, medium- and micro-sized enterprises (SMMEs).

Unlocking Value for Exhibitors

With the quality and diversity of buyers in attendance, exhibitors at Africa's Travel Indaba 2025 have a golden opportunity to connect with decision-makers who shape the future of global travel. The event's inclusive business model ensures that all exhibitors, including SMMEs, have equal access to high-value buyer meetings, creating new pathways for business growth and expansion.

That's why exhibitor interest for this year's Africa's Travel Indaba is also stronger than ever, with more than 1 200 exhibitors from 27 African countries already confirmed and 95% of the event's floor space filled. There's also an additional 400m² of exhibition space, which confirms exhibitors' commitment to claim their place at the heart of Africa's premier tourism marketplace.

“There has never been a more exciting time to invest in African tourism,” says **Darryl Erasmus**, South African Tourism's Chief Operating Officer. “With the high buyer interest and exhibitors ready to showcase the best of the African continent, Africa's Travel Indaba is the leading platform to unlock business opportunities and shape the future of travel on the continent.”



**AFRICA'S
TRAVEL
INDABA**



Africa's Travel Indaba 2025: Unlimited Potential

A pan-African trade show, Africa's Travel Indaba is one of the continent's largest business-to-business platforms that markets and promotes Africa as a preferred global leisure tourism destination. It showcases Africa as a continent of unlimited potential and Africa's Travel Indaba is where that future takes shape.

From safaris to cultural tourism and adventure travel, quality assured establishments, SMMEs, delegates will experience the full spectrum of Africa's diverse and evolving tourism landscape – actively shaping the future of travel in Africa.

**#TravelIndaba2025 #ATI2025 #UnlimitedAfrica
#SouthAfricaAwaits #ComeFindYourJoy**

SECURE YOUR SPOT AT AFRICA'S TRAVEL INDABA 2025

**Don't miss your chance to be
part of Africa's biggest and most
influential tourism gathering.**

Africa's Travel Indaba 2025 takes place from **12 to 15 May 2025** at the **Inkosi Albert Luthuli International Convention Centre** in Durban, KwaZulu-Natal.

To register as a buyer or exhibitor, visit:
www.indaba-southafrica.co.za



SA Returns to Arabian Travel Market

When it comes to attracting more visitors from the Middle East, the Arabian Travel Market trade show is the place to be.

South Africa is once again making its mark at the Arabian Travel Market (ATM) 2025 in Dubai, taking place from 28 April to 1 May. This year the African Convention Bureau will host 21 exhibitors at the South African stand.

The Middle East is a valuable market for South Africa, especially the UAE, which contributed 6 717 tourist arrivals in 2024. While overall arrivals from the region declined, Saudi Arabia showed a 12.1% growth.

Research shows that Middle Eastern travellers are typically aged between 35 and 50 years old, they travel in family groups, seeking luxury, and halaal-friendly cultural experiences. They also have a strong interest in multi-province holidays, which South Africa offers in abundance.

South Africa's return to the Arabian Travel Market signals its continued focus on driving tourism and growing business eventing in the Middle East region.

Easter Tourism Campaign Launch Kicks Up Some Sand!

Representatives from South African Tourism joined Patricia de Lille, our Minister of Tourism, on the dunes in Cape Town to kick-off the Easter tourism campaign.

Ahead of the long weekend, the Minister officially launched the campaign with an activation at Twin Venture and Jeep Tours Cape Town, located at the stunning Atlantis Dunes. The experience-driven venue, famous for quad-biking and sandboarding, offered the perfect setting to showcase South Africa's rich and diverse tourism offerings.

The campaign encouraged both local and international travellers to explore the country's breathtaking landscapes, vibrant culture, and unique experiences, especially those found in smaller towns and lesser-known destinations.

As South Africans took a Sho't Left over the holiday, the campaign served as a powerful reminder of the magic that awaits when we choose to explore our own backyard.



“Every night spent in a guesthouse, every meal at a local restaurant, and every souvenir bought from a market contributes to our economy. By supporting local tourism, we ensure that the benefits of travel extend beyond major cities, promoting inclusive economic growth.”

– Patricia de Lille, Minister of Tourism





South Africa Strengthens Tourism Ties with Ghana

In March 2025, South Africa's Minister of Tourism, Patricia de Lille, reaffirmed South Africa's commitment to strengthening tourism ties with Ghana during a high-profile outreach event in Accra.

At the event, the Minister highlighted the remarkable 149% increase in Ghanaian tourist arrivals to South Africa since the introduction of the visa waiver in November 2023, underscoring the positive impact of easing travel restrictions between the two nations.

In an address to members of the media and key trade partners, the Minister praised the efforts of Ghanaian travel trade partners who have continued to package and promote South Africa as a destination of choice, contributing to rising visitor numbers.

"Your dedication has not only helped boost arrivals but also strengthened the bridge between our two nations," the Minister said. "This allows more Ghanaians to experience South Africa."

The outreach programme placed special emphasis recognising that today's travellers seek personalised experiences. South Africa is tailoring its tourism offerings to cater to a range of interests and budgets – from adventure and culture to urban energy and tranquil coastal retreats.

A safe destination for MICE events

"We understand safety is a key consideration, and we remain committed to providing a secure, welcoming environment for all visitors," the Minister

said, reassuring travellers that South Africa is working tirelessly to enhance safety measures and build trust. .

Corporate Ghana was invited to explore South Africa as a leading destination for Meetings, Incentives, Conferences, and Events (MICE), with world-class facilities and unique venues set against breathtaking backdrops. "I invite Ghanaian corporates to 'Meet in South Africa', where business and leisure blend to create unforgettable experiences," said the Minister.

During a roundtable session, the Minister emphasised the importance of air connectivity and partnerships between the two countries, recognising these factors as crucial for tourism growth and diplomacy.

Telling the African story

The address also touched on South Africa's commitment to the broader goals of the G20, ensuring inclusive economic growth and a stronger African voice on the global stage. She also recognised the importance of travel content creators telling the African story.

Finally, as part of ongoing collaboration, the Minister extended a warm invitation to Ghanaian trade, content creators and media to attend Africa's Travel Indaba 2025 in May, the continent's premier travel trade show, where Africa's tourism potential is showcased to the world.

Northern Europe hosts *National Geographic* to showcase SA's responsible tourism efforts

Between 11 and 21 March, journalists from northern Europe visited our country to experience responsible tourism in Northern Cape and KwaZulu-Natal.



South African Tourism's North European Hub hosted journalists from *National Geographic*, in collaboration with the Northern Cape Tourism Authority and KwaZulu-Natal and Film Authority as a way of promoting some of the country's responsible tourism efforts.

The Netherlands is South Africa's fourth largest international source region, so hosting journalists from this territory was important because it's one of the ways the hub uses the power of the media to sell Destination South Africa and showcase the country's vast tourism products. Tourist arrivals from the Netherlands reached 13 626 in 2024, reflecting a 1.5% increase compared to 2023.



The Cape Experience

As part of the Northern Cape itinerary, South Africa's largest province by land area, the team visited the Kgalagadi Transfrontier Park, renowned for its red dunes. It's also a unique conservation area, formed by the merger of South Africa's Kalahari Gemsbok National Park and Botswana's Gemsbok National Park, aimed at protecting wildlife and promoting co-operation across the borders of the two countries.

The contingent also visited *Ouma Katrina Esau*, the last remaining speaker of the endangered N|uu language, an ancient San language from the Tuu family. This language re-emerged in the Northern Cape during the late 1990s when people who were able to speak the language fluently were encouraged to contribute to its survival and revival.

Previously, N|uu was spoken by one of many hunter-gatherer groups that populated Southern Africa. During apartheid, *Ouma Katrina* and other groups weren't allowed to speak their languages, and that's how it got to the point where there are now only a scant few speakers left. As a way of safeguarding the language, *Ouma Katrina* and her granddaughter *Claudia Snyman*, started teaching N|uu to local children in her community of *Rosedale, Upington*, in 2005.

A KwaZulu-Natal Extravaganza

The second leg of the trip was a visit to KwaZulu-Natal, a province known for its 600 kilometre-long coastline. It has pristine beaches, picturesque marine life and breathtaking coastal landscapes, strategically located in close proximity to nascent Zulu culture, heritage and wildlife spots, all of which hold significant appeal to different travellers.

While in the province, the team also visited the iSimangaliso Wetland Park known for its plethora of ecological and cultural treasures that span a coastline of 220km. It's also the country's first UNESCO World Heritage site.

The week-long itinerary showcased myriad tourism establishments that are environmentally responsible and have been intentionally created with the aim of benefitting local communities and the environment.

This included a visit to the Babanango Game Reserve which, over the years, has participated in one of the largest game translocation projects in the country, selectively sourcing more than 3 000 large mammal species and sensitively reintroducing them back to wilderness areas where they once roamed freely.

Rhino Ridge Safari Lodge offered delegates an unforgettable safari experience within the Hluhluwe-iMfolozi Park, renowned for its remarkable rhino conservation efforts in Southern Africa.

Over the years, there has been much evangelism about responsible tourism, ensuring that tourism-focused communities get maximised economic returns, as well as social and environmental benefits. Collectively, the tourism sector should continue with what's already been done towards creating diversified and better, more responsible, tourism products that people can enjoy, visit, and appreciate.





TGCSA CORNER

TOURISM GRADING COUNCIL
OF SOUTH AFRICA

April's Premium Properties

The properties in this month's showcase are exceptional and well worth a visit!

The Tourism Grading Council of South Africa's (TGCSA) 5-star Premium classification represents the highest level of luxury accommodation in the country.

This special designation distinguishes exceptional establishments from standard 5-star venues, and is awarded only to places offering outstanding quality,

ultra-personalised service, and the most memorable experiences.

The properties below exceed expectations in all areas, from superior furnishings and modern amenities to excellent cuisine and attentive hospitality. They form part of South Africa's wide variety of accommodation establishments on offer.



Ellerman House, Cape Town, Western Cape.



Leeu Estates, Franschhoek, Western Cape.



Tintswalo Atlantic, Cape Town, Western Cape.



Grootbos Garden Lodge, Gansbaai, Western Cape.



Malewane Lodge at Royal Malewane, Thornybush Game Reserve, Mpumalanga.



Farmstead Lodge at Royal Malewane, Thornybush Game Reserve, Mpumalanga.



Waterside Lodge at Royal Malewane, Thornybush Game Reserve, Mpumalanga.

EXPERIENCE OF
THE MONTH



Enjoy the new Seven Colours Sunday Lunch at The Maslow, Sandton

Why eat boring, soggy Sunday lunches when you can enjoy the full spectrum of flavour in the heart of Sandton, Johannesburg?

Sunday is traditionally the day – usually at lunchtime – when families and friends get together around a table to share a meal, tell stories about what’s been happening in their lives or what’s coming up, and embrace a sense of community. Also a tradition, but one that is uniquely South African, is to make this occasion a ‘Seven Colours’ feast.

As the name suggests, this feast features a vibrant assortment of dishes, typically including a combination of starches, vegetables and meats, each contributing a distinct array of colour to the plate.



EXPERIENCE OF THE MONTH

The name originates from the rich, colourful presentation of the meal, symbolising warmth, hospitality, and family gatherings. This beloved culinary tradition is deeply rooted in South African culture, particularly among Black communities, where it signifies abundance, togetherness, and the joy of home-cooked meals.

At The Maslow, Sandton, the Seven Colours Sunday Lunch offers so much abundance with its mouthwatering menu. Bridging the gap between summer picnics and easing into the cooler season, these lunches take place at the chic Lacuna Bistro on the first and last Sunday of the month from 25 May 2025 until the end of August 2025, from 13h30 to 16h30.

The cost is just R395 per person (R190 for children aged three to 10 years old) for a magnificent spread without the hassle and no washing up afterwards!

Load your plate with all the colours, from a selection of breads like *focaccia*, *amagwinya* and *dombolo*.

Salads and sides include a curried three-bean salad; ruby-red coleslaw; roasted cinnamon butternut; creamed spinach, broccoli and cauliflower *gratin*; and creamy *samp risotto*; all served alongside honey-mustard roast chicken thighs, and lamb neck curry.

Finish off your feast with malva pudding and vanilla bean custard, with Chantilly cream; or enjoy milk tart, Peppermint Crisp tart and a *koeksister*, or ice cream.

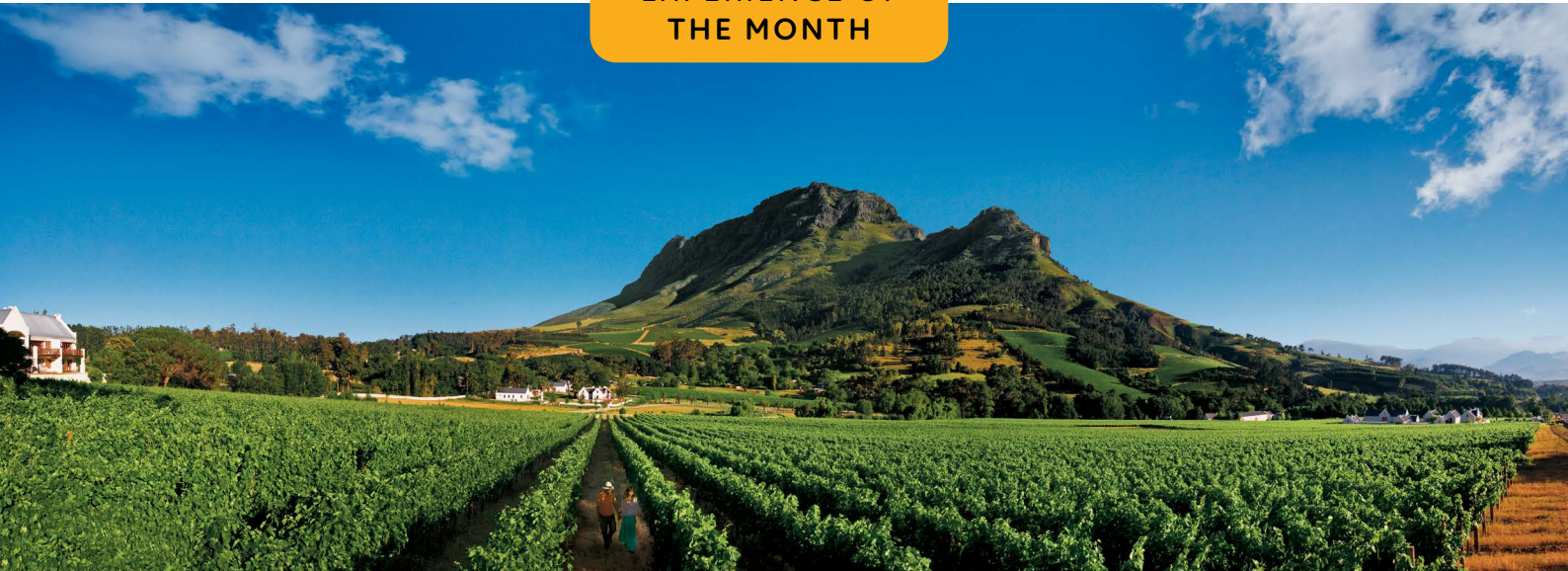


BOOK YOUR TABLE TODAY!

Dress up in your colourful Sunday best and head to Lacuna Bistro at The Maslow, Sandton, for the best Seven Colours Sunday Lunch you've ever had.

Seats are limited so book [here](#).

Questions? Email: lacuna.bistro@suninternational.com.



Raising a Glass to South Africa's Trailblazing Winemakers

As part of our celebration of South African wine, we're shining a spotlight on a powerful feature from *National Geographic* that explores how winemakers of colour are reshaping the local wine industry.



These bold pioneers are not only creating exciting new labels, but also transforming the face of South African viticulture, bringing diversity, innovation, and rich cultural stories into every bottle.

Read the full article [here](#).

**Let's toast to the innovators
crafting a more inclusive
and flavourful future for
South African wine!**

