

INDABA Daily News



SOUTH AFRICAN TOURISM

Issue 1 | 7 May 2016

f SATravelTrade

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#INDABA2016

Rise Africa Rise

If tourism is a sector of progress for the people of Africa, then the tourism INDABA is its embodiment. With exhibitors from 18 countries like Benin, Kenya, Rwanda, Uganda and Zambia - Indaba boasts more exhibitors from the continent under one roof than any other event, and with over nine of the continent's tourism ministers present, it is the premier African travel and tourism show in the world.

Warm and welcoming, like its people, INDABA stirs a feeling of belonging amongst all who attend - from exhibitors, buyers, delegates and visitors, and this year the Indaba is expected to deliver better business results and more meaningful interactions with key buyers from across the globe - again demonstrating the growth and potential of this sector.

For established companies like Tsogo Sun, Indaba offers the opportunity to connect with loyal existing clients and the potential to develop new business. "INDABA is where we finalise contracts with our clients and consolidate our brand with operators we've developed relationships with over the year," says Belinda Pedersen, General Manager International Sales at Tsogo Sun. "It's also a good platform to lay the foundation for our growth strategy for the year ahead.

"Our only concern is that the travel show competes with four other trade shows on the continent," says Pedersen. "We expect that quality of buyers will remain consistently high to ensure the continued relevance of the show."

This is a sentiment echoed by Director of Tourism at Malawi Tourism, Isaac Katopola. "We have been exhibiting at INDABA for the last 14 years, and compared to previous years, last year the halls were quieter. We think that this is the result of competition from other shows. That said, we did excellent business last year and based on the number of appointments already secured, the prospects for this year are

looking good."

Marketing and Tourism Executive for the Limpopo Tourism Agency, Lulama Tshabala is equally upbeat. She predicts that the industry will perform better as a result of the currency weakness and more varied itineraries. Now more than ever, South Africa is a value-for-money destination and we must use this to our advantage," she says. "We will be encouraging our tour operators to cross-sell and put together shorter itineraries that deliver unforgettable experiences. This we believe will give visitors a good taste of the country and encourage repeat visits.

"We are excited about the mix of SMME exhibitors that we're able to give the platform to meet international buyers and to write deals and we are looking forward to doing good business at Indaba this year."

"As a first time exhibitor, I'm very excited by the opportunity to do business at Indaba this year," says Marlin Veerensamy, Director of Ananzi Marketing and Travel. "I attended Indaba last year as a roving exhibitor and found it really valuable. I hope through this platform to partner with tour operators and business to expand my business and the market."

"South Africa's tourism story is one of inclusiveness," says Minister of Tourism, Derek Hanekom. "We as a continent are linked together by the ability to tell our story, and so realise our dreams for a prosperous future. Tourism can re-shape lives, bring new hope and make dreams come true - not only for individuals and communities, but for millions of people on the continent.

"The power of tourism to build and brand Africa is undisputed and INDABA plays a key role in this, achieving our ambition. Thank you to SA Tourism and their partners for this great event. Together we invite you to be part of the new success story that tourism is creating."



Demonstrating that we are linked together by the ability to tell our story - Lulama Tshabala of the Limpopo Tourism Agency, Tourism Minister Derek Hanekom, Belinda Pedersen of Tsogo Sun and Marlin Veerensamy of Ananzi Marketing and Travel.

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Swiss hotel group enters East Africa

Swiss International Hotels and Resorts is expanding its business portfolio on the African continent through new hotel investments in Kenya and Rwanda.

The global hotel chain and Mount Kenya Holiday Homes plan to co-develop a resort on the foothills of Mount Kenya. The agreement will see an investment of \$70 million. The resort, Swiss International Mount Kenya Resort, is expected to start operations next year and construction is under way.

The resort will offer 67 four-bedroom villas and 128 apartments, 86 townhouses and 75 hotel suites. Other facilities include a nine-hole – reversible to 18-hole – golf course, a golf clubhouse, two restaurants and a spa.

“Swiss International is fully committed to hotel expansion in Africa,” says Chairman and Chief Executive Officer of Swiss International, Henri Kennedy.

The developer, Ronald Ndegwa, said it was an achievement to have Swiss International on board as the group would help maintain high standards in the resort.

In Rwanda, Swiss International signed a management agreement with the owners of the Villa Portofino hotel in Kigali last month.

The 51-roomed upscale hotel is now known as Swiss International Villa Portofino Kigali. The hotel has a Swiss Café, restaurant and lounge, a Ted & Co bar and lounge, a conference facility, a spa, a pool and gym.

Swiss International is already represented in Nigeria with two hotels, and one hotel in Sierra Leone. Currently, the group is associated with hotels in Switzerland, Germany, The Netherlands, Greater China, the Middle East and Africa.



Mount Kenya – location for a new Swiss International Hotels resort.

PROGRAMME FOR TODAY, 7 MAY 2016

- 08:00 - 12:00** **RETOSA LAUNCH OF THE ONLINE LEARNING PROGRAMME**
Meeting Room 21 DEF | **All INDABA delegates** | marketing@retosa.co.za
- 09:20 - 09:30** **TRADE FLOOR OPENING**
Official INDABA 2016 Trade Floor Opening by the Minister of Tourism
ICC Exhibition entrance | **All INDABA delegates**
- 11:00 - 12:30** **MINISTER'S MEDIA TALK**
CC Auditorium Hall 1AB | **All INDABA delegates**
- 12:00 - 13:00** **TECH TALK - GOOGLE**
Dikla Blum & Tumi Chaka, Google.
Meeting Room 21 ABC | **All INDABA delegates**
- 13:00 - 14:00** **TRADE TALK - TGCSA**
Darryl Erasmus, Chief Quality Assurance Officer & panel.
Meeting Room 21 ABC | **All INDABA delegates**
- 14:00 - 15:00** **TRADE TALK - SOUTH AFRICAN TOURISM**
Debbie Damant, Country Manager SAT, Melanie Leloup, Trade Relations Manager SAT.
Meeting Room 21 ABC | **All INDABA delegates**
- 15:00 - 16:00** **TRADE TALK - SOUTH AFRICAN TOURISM**
Aneshree Rambally, Trade Relations Manager, Product, SAT.
Meeting Room 21 ABC | **All INDABA delegates**
- 16:00 - 17:00** **TRADE TALK - TOMSA**
Matsatsi Ramawela, CEO of TBCSA & panel.
Meeting Room 21 ABC | **All INDABA delegates**
- 18:00 - 20:00** **INDABA WELCOME COCKTAIL**
INDABA welcome cocktail - Opening cocktail. Authentic South African networking event
South Foyer | **All INDABA delegates to RSVP, limited seats**

Indaba Daily News

The Indaba Daily News, official newspaper of Indaba, is published by Junxion Communications.

We would like to hear from you - e-mail: martin@junxionpr.co.za

Also read Indaba Daily News on www.indaba-southafrica.net.

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Let's make your INDABA memorable

We hope our porters and concierges greeted with warm smiles King Shaka International Airport yesterday. As our valuable stakeholders, it was imperative for us to ensure that you made it to the shuttles' meeting point without any trouble and hope the snack packs with our delicious South African rooibos tea refreshments came in handy in transit to your respective accommodation.

We know how busy your schedule is and it's easy to run out of power, so to keep you connected we also provided you with power banks.

Should you need to power-up during the business day, find our recharge stations positioned at various points on the trade floor.

The weatherman may be predicting rain and moderate temperatures for most of the weekend but please take precaution and use the sunscreen provided – it's called sunny Durban for a reason.

Look out for our famous shoeshine station with its Zebra chairs located on the concourse for you to rest your feet as our shoe shiners, smartly dressed in traditional shirts, give your shoes the royal treatment.

If you are spotted wearing a Welcome pin, by our finders you stand a chance to win one of five iPads. So remember to wear your welcome pin at all times as you conduct your business.

To all the moms at the show, we can't make up for the fact that you will be spending Mothers' day on the trade floor but please take the time to visit our mobile spa for a mini manicure on Mother's Day. You will receive a small gift bag from the INDABA team as our way of saying: we know that you sacrifice dearly for your families and we thank you for choosing to be at INDABA 2016 this Mother's day. Enjoy the show!

The INDABA team.



The CEO of the ICC Durban, Lindiwe Rakharebe and Acting South African Tourism CEO, Sthembiso Dlamini rolling out the red carpet to welcome the thousands of Indaba delegates who will be hard at work with meetings that will put Africa on top!

How to navigate INDABA

INDABA 2016 is finally here, whether it's your first INDABA or your tenth, most of us can use some tips and tricks for making it to the end of the event. Here are a few tips to help you survive and get the most out of your experience.

Be comfortable

Keep in mind that the show is not Africa's largest tourism event for nothing, so wear comfortable shoes for walking. Remember the exhibition covers over 10 000 square metres

Plan

INDABA runs over three days and includes a line-up of fantastic speakers. There are 14 speakers from around the world, including companies such as Google and Air BnB presenting TechTalks. Confirmed speakers include Alana Witte, Revinate (Director: France, Middle East and Africa), Ross Kata – Expedia, and Jerome Touze – WAYN.

The opening of the trade floor, a highlight of the show, will be addressed by the Minister of Tourism, Derek Hanekom, the MEC for the KwaZulu-Natal Department of Economic Development and Tourism and Environmental Affairs, Michael Mabuyakhulu and the Mayor of Durban, James Nxumalo.

Keep an open-mind

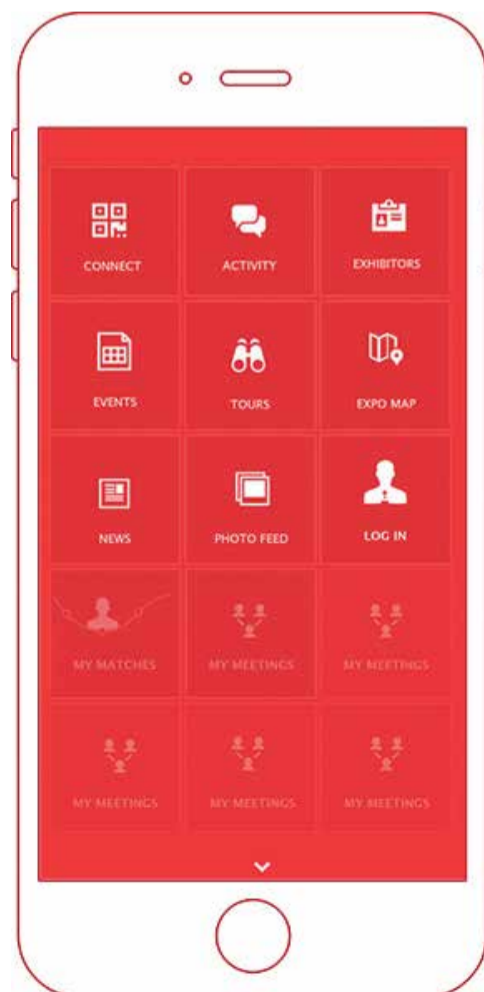
INDABA presents the perfect occasion for you to meet with like-minded people as well as engage in discussions on business opportunities. The Online Diary System can help you plan and schedule all your meetings. There are opportunities at every corner.

Be technology-savvy

Download the INDABA app, available for both Android and IOS devices from the INDABA website. It will provide you with all the latest INDABA news from South African Tourism. The app has a detailed map that allows you to navigate through the trade floor.

Ensure you follow the conversation on social media through the hashtag, #INDABA2016.

Enjoy Africa's Top Travel Show



#Experience Limpopo!

Limpopo; the land of the Mapungubwe Golden Rhino, the Royal Kraal of the rain making Queen Modjadji, Kruger National Park and majestic Baobab tree, Limpopo is distinctive in its ample variety of attractions. Our majestic mountain vistas will enthrall your soul, come experience the warm weather of this beautiful land.

Some of South Africa best golf courses are found in Limpopo. You will get spoilt by the fascinating flora and fauna. Our longer days give outdoor sports enthusiasts and adrenaline junkies extended hours of fun. Come experience our family fun activities which include caravanning and camping, adventure experiences, water sports, archery, fishing, quad biking, horseback riding, hiking, spa treatments, games drives, cultural tours and much more. Limpopo is best family holiday destination at any given time of the year. Make your next holiday a Limpopo holiday!

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Dining with elephants

Final touches are being done to The Elephant Café on the banks of the Zambezi River – a restaurant which offers a dining experience combined with viewing elephants and other wildlife.

Part of the Zambezi elephant trails experience in Zambia, a boat trip will take guests up-river to this dining venue where a meal can be enjoyed whilst surrounded by a special elephant family.

Running the kitchen is well-known food blogger Annabel Hughes. Nicknamed the 'Bush gourmet in the Zambezi Valley', Annabel focuses on making the most of local ingredients and fresh produce.

"I add my own twist to fresh, simple dishes, using mostly what can be found in the area.

"Being a part of the Elephant Café is something I could only have dreamed of and to showcase my recipes I

have been developing with wild edibles and local, seasonal ingredients here in Livingstone. This new venture is a gift that has uplifted my confidence, flooded my imagination and fulfilled a dream of feeding people in a way that's unforgettable."

Kenyan-born and educated in Zambia, Annabel has travelled widely and since returning to Africa has intensified her research about wild food, "a subject I became interested in while completing the Virginia Master Naturalist programme in 2011. Mongongo nuts, marulas, wild sour plums, baobab and muchingachinga fruit are all found in this area. Over time I hope to develop more and more recipes, using these wild edibles," says Annabel.

Sharing the limelight at this river-deck restaurant is the hand-reared resident herd of elephants. The animals graze close to The Elephant Café, providing diners with an unforgettable viewing experience. Most of the ten gentle beasts were rescued from drought and culls decades ago and some assimilated from the wild. Over time three babies have been born into the herd. They now live in a safe human-monitored environment with their handlers using the positive reinforcement method.

The Elephant Café is due to open at the beginning of July.



Paradox of choice



International travellers are often presented with a paradox of choice - whether to travel inland for game viewing or experience world-class beaches.

Jenman African Safaris has put together an 8-day tour that combines the best of both worlds - viewing the Big Five at the famous Kruger National Park and enjoying resort relaxation on Mozambique's coral coast.

The tour starts in Johannesburg with three days at

Lukimbi Safari Lodge in the Kruger National Park, and excellent game drives. Guests then fly to the popular seaside town Vilanculos in Mozambique, enjoying the luxurious Massinga Beach resort. This beautiful part of Mozambique's coast offers great water activities like snorkelling, kayaking and surfing, and excellent dining.

For more information visit stand ODB14.

Join free heritage tour tomorrow

Durban Tourism, in partnership with Inanda, Ntuzuma, Kwamashu (INK) Tourism, invites Indaba delegates for a free Inanda township heritage tour.

The tour will depart at 13:00 tomorrow afternoon (8 May) from the ICC and return at 17:00. Lunch at the Under the Moon Lounge is included.

Seats are limited – book with Brenda Phakathi on Brenda.phakathi@durban.gov.za or 073 291 8472.



Umlazi Township Tourism Experience African urban culture

Umlazi is the third biggest township in South Africa with its own unique number plate – NUZ. It is also rich in historical, cultural and political heritage. It is where a new African urban culture is developing.

Umlazi is famously known for its urban vibey lifestyle. From the fashion, to entertainment, urban shopping malls, first class sport facilities and eatery establishments (Eyadini, Max's Lifestyle, Nuz Vegas, and Sdis Tavern, etc.). Umlazi boasts a beautiful park – How Long Park (now a host venue to a number of musical shows).

Enjoy 360° views of Umlazi from Inwabi mountain summit, which stands at approximately 360m above sea level. Come and explore Umlazi through its fascinating, interactive tourism route and experience a unique Umlazi township vibe with its friendly people over the much loved shisanyama (meat cooked on an open fire) in one of our classy eateries/lounges.



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NUZ 4031



Limpopo's kingdoms shrouded in myth

Much like the mists that blanket the mountains of Limpopo, the province's history is shrouded in mystery. Tales of kingdoms made of gold and rain queens are still being told today and, like all mythologies, they continue to shape the mindscape of Limpopo's people.

Yet these stories are grounded less in folklore than they are in fact. The city of Mapungubwe, rich in ivory and gold, really existed, the fighting spirit of the Bapedi kingdom inspired activists in the liberation struggle, and the Modjadji, or the Rain Queen of the Balobedu people, still holds the royal kraal today.

Mapungubwe - South Africa's lost city of gold

While Europe was caught in the grips of the Crusades almost 900 years ago, Mapungubwe Limpopo was a thriving trade hub of southern Africa. It was the centre of the largest kingdom in the region, built on gold and ivory trade between 1220 and 1300. It was abandoned in the 14th century.

It was home to an advanced culture of people of the time – the ancestors of the Shona people of Zimbabwe, according to South Africa.info. They had a flourishing agricultural industry and grew to a population of about 5 000. They also traded with merchants from China, India and Egypt.

Mapungubwe, meaning 'hill of the jackals', was situated near where the Shase River flows into the Limpopo River, on a farm called Greefswald. It was surrounded by savannah, where malaria and sleeping

sickness made it difficult to farm cattle.

Discovered in 1932, the Iron Age site was hidden until recently, and was declared a World Heritage site by the United Nations Educational, Scientific and Cultural Organisation in 2003. So far, 23 graves have been discovered, with three bodies buried in the upright, seated position associated with royalty. With them were a variety of gold and copper items, exotic glass beads, and other prestigious objects.

These finds provide evidence not only of the early smelting of gold in southern Africa, but of the extensive wealth and social differentiation of the people of Mapungubwe.

Bapedi's fighting spirit

No other name is as synonymous with the Bapedi kingdom as that of the warrior king Sekhukhune. The king and his contemporaries left an enduring legacy in a surviving Pedi nation, a powerful spirit of resistance, foundations of the freedom struggle and the pride of Africans in general.

Born in 1814, Sekhukhune became king after his father's death in 1861. He fought in two wars - the first a triumph over the South African Republic and its Swazi allies in 1876 and the second a defeat to the British and Swazis in 1879.

The king was held in Pretoria until 1881 and then assassinated by a rival in 1882. Two more kings bearing the same name followed, one of whom attended the

founding conference of the African National Congress.

King Sekhukhune III died in 2007 before the Commission on Traditional Leadership could find a king of the Bapedi nation. The current king, Thulare III, took the royal seat in 2010.

Modjadji - South Africa's rain queen

Modjadji, or the Rain Queen, has ruled over the Balobedu people for two centuries. South Africa's only matrilineal seat, the Modjadji's royal kraal is just north of Tzaneen. The dynasty has always remained secretive.

She is said to have special powers, one of which is – as her name suggests – to bring rain. So powerful is the Modjadji that it is said King Shaka Zulu asked for her blessing.

The Rain Queen is also believed to be the inspiration behind the books by author H Rider Haggard - She and King Solomon's Mines.

The Balobedu crown descends according to female primogeniture - her eldest daughter is always her successor, so the title of Rain Queen is normally passed from mother to daughter. Currently, there is no Modjadji. The last queen, Makobo Modjadji VI, died on 12 June 2005 in a hospital in Polokwane. The details surrounding her death are not clear and her successor has not been appointed yet.

Visit stand DEC1 CO2

Visuals key to telling adventure travel stories - survey

The majority of adventure travel professionals in a recent survey said visuals were core to how they communicated and told their brand's story.

Photos and videos are vital for adventure travel communications and these visuals form part of all marketing strategies.

This is according to a recent study by PhotoShelter, a digital asset management platform, and the Adventure Travel Trade Association (ATTA), which surveyed over 200 adventure travel professionals.

The findings revealed that 72 percent of respondents said visuals were core to how they communicated and told their brand's story, 74 percent said they used visuals to add excitement to their content and 49 percent used visuals to showcase products, innovations or features clearly and quickly.

"Photos and videos are core to how adventure travel organisations communicate and tell their brand's stories," said Andrew Fingerman, CEO of PhotoShelter. "Adventure travel brands have enormous potential to engage customers with visual content."

Fingerman also highlighted that very few organisations were prepared to manage massive amounts of visual content. "As adventure travel brands capture and create more visual content, they will need to broaden their strategies behind digital asset management, including centralisation, storage, searchability and accessibility."

The report, Visual Communication Trends and Challenges in Adventure Travel, can be accessed at <http://librisblog.photoshelter.com/atta-libris-report/>.

Southern African Tourism Update

SATSA relaunches annual guide

Information is power and it is power that the Southern African Tourism Services Association (SATSA) hopes to deliver to the industry's fingertips with the Indaba 2016 launch of the association's popular annual SATSA Guide.

Over the years the guide has evolved as a key information tool for the global travel industry, selling

Southern Africa and SATSA members.

The SATSA Guide is getting a facelift, one that will see it no longer featured in print. Rather, the guide will now be available online only, with additional functionality that will improve the search for members and access up-to-date information.

This guide provides local and international buyers with advice and information on quality tourism partners in the Southern African inbound tourism industry. It also acts as a useful sales tool for the SATSA family, assuring buyers that the members featured have committed to service excellence and quality.

Visit stand ICC E01

Car Rental Industry Gaining Competitive Traction

The car rental industry plays a significant part in the South African value chain, contributing more than 5 billion rand in revenue during 2015. It is on this basis that anyone can appreciate the value that car rental providers add to an already weakened economy. In South Africa, the implications of doing business sustainably reach well beyond the car rental or travel industries.

According to Southern African Vehicle Rental and Leasing Association's (SAVRALA) statistics, the car rental industry has shown no growth over the past two years from 2014. Fast forward to the present, the whole industry is showing a flat to negative growth, all due to the straining current economic climate, says Lance Smith, Executive: Sales at Avis Southern Africa.

To properly understand car rental in South Africa, one has to dig deeper into its segmentation. There are four major segments in the local car rental market, namely:

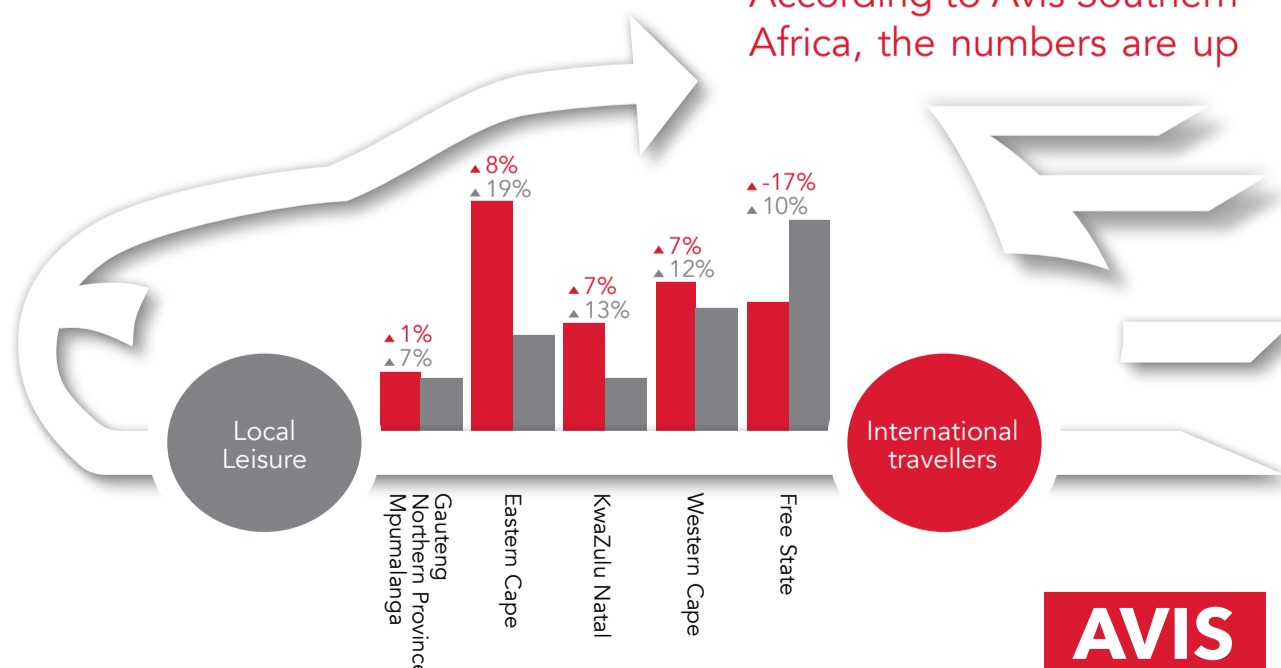
- Corporate/Government 36% of the market
- Foreign inbound 21% of the market
- Leisure 29% of the market
- Insurance replacement 14% of the market

Amongst these segments is local leisure, which is performing really well despite the tumultuous

conditions. This segment continues to provide an air of positivity with a growth of up to nearly 11%. Foreign inbound, is also showing positive growth of 4.5% in all markets despite the challenges brought on by the new visa regulations, particularly noting the applications for unabridged and in-person visas rules that came into effect in October 2014. Government rental business is also on the up with the upsurge of projects.

While all these segments are showing an encouraging trajectory, corporate South Africa is however presenting a negative growth. Another big market which is posting negative growth is the insurance replacement market. In examining growth patterns in the car rental industry, all provinces show domestic leisure growth and inbound showing little growth in all provinces except Free State, Smith concludes.

According to Avis Southern Africa, the numbers are up



240 new rooms for Kruger National Park

South African National Parks welcomes the approval by the South African Department of Environmental Affairs of the proposed 240-bed Malelane Safari Lodge in the Kruger National Park.

This is according to SANParks Managing Executive, Glenn Phillips who said this approval comes after a comprehensive independent environmental impact assessment report.

"The lodge will operate at a level higher than our ordinary camps in the park. It caters for those tourists who need to be served rather than our traditional self-catering service. There is a demand from the emerging market for a product that provides a full service in addition to the safari experience of the park. We currently offer self-catering facilities throughout the park which are hugely popular but fall short in meeting the needs of the emerging market."

Phillips said all applicable environmental scrutiny has been applied independently.

According to Traveller 24, the proposed Radisson Blu Safari Resort hotel will be a full-service facility, constructed on the periphery of the park at the Malelane Gate Precinct.

"Its impact will definitely be far less than the sprawling towns of Skukuza and Satara - in fact the total development footprint in the Kruger National Park is still less than four percent, making it a national park with the lowest development footprint in the world.

"This is in line with the peripheral development policy which allows for development on the periphery of the park, rather than within the park where there will be a greater ecological impact. The geographical location of the facility will make it accessible for 24 hours and eliminate the undesirable risk associated with late

arrivals and driving to the nearest camp.

"The facility is not a high-rise building in the mould of the general perception of a hotel with the 'bells and whistles' of a city hotel, but a development in line with the hallmark of SANParks' environmental ambience that will complement its surroundings."

"The lodge will operate at a level higher than our ordinary camps in the park, which serve the traditional self-catering market. In the initial fact sheet on the development, SANParks said that 'international visitors are accustomed to resort-style accommodation in national parks around the world, and expect the same when visiting the Kruger National Park'.

"There is a demand from the emerging market for a product that provides a full service in addition to the safari experience of the park," said Phillips.

Visit stand ICCS 02/04



Get sand between your toes with Tourvest

Tourvest Destination Management will be launching their new product portfolio - the Islands Collection.

After doing extensive research and analysing international market trends, the company realised that the common trend for the international agent is to sell Southern Africa as a 'bush constituent' and then send the clients on a short flight to the Indian Ocean Islands for their 'beach constituent'.

The new portfolio will feature Mauritius, Mozambique, Seychelles, Reunion Island and Zanzibar, partnering with selected operators and a variety of hotels strategically placed around the islands. By extending their portfolio to the islands, Tourvest DM aims to become a complete package DMC for their agents who currently book through multiple operators, making the agents booking process and payments simpler and more streamlined.

The product portfolio will include a range of 3 - 5 star properties including the like of the One & Only Le Saint Geran and the Sun Resort hotels, all based on the island of Mauritius.

For more information visit stand ICCD001.

Name the South African city that changes colour every Spring

In October Tshwane undergoes an incredible transformation as the blossoming jacaranda trees turn the city into a purple-hued painting.



Visit our stand
DEC1D43

Explore Tshwane: it's unforgettable!

LEISURE IS OUR TOURISM BUSINESS!

International visitors come here to explore, experience and enjoy our heritage, history and sunshine. Let's make sure they take home one more thing, great memories of our great city.



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Putting Magalies Biosphere on the map

A New WORLD Class Eco-Tourism Destination

Efforts to market South Africa's newest UNESCO Biosphere have been given a boost with the signing of an agreement that will see the Magaliesberg Biosphere promoted across newspapers in the North West and Gauteng. The Magaliesberg Biosphere was designated as a United Nations Educational, Scientific and Cultural Organisation (UNESCO) protected area in June 2015, making it one of 651 reserves around the world including 15 trans-boundary sites, in 120 countries occurring in all regions of the world.

The bid to have the area declared as a biosphere was driven by a committee comprising members of the North West Department of Rural, Environment and Agricultural Development (READ), the Gauteng Department of Agriculture and Rural Development and the Magaliesberg Biosphere Initiative Group. The provincial government through the department of READ and the Finnish Environment Institute funded the project.

The Biosphere which extends across the Magaliesberg Mountains and World Heritage site, the Cradle of Humankind, is expected to draw tourists from across South Africa and the world as the region is unparalleled in its richness of history and biodiversity. It reflects many aspects of South

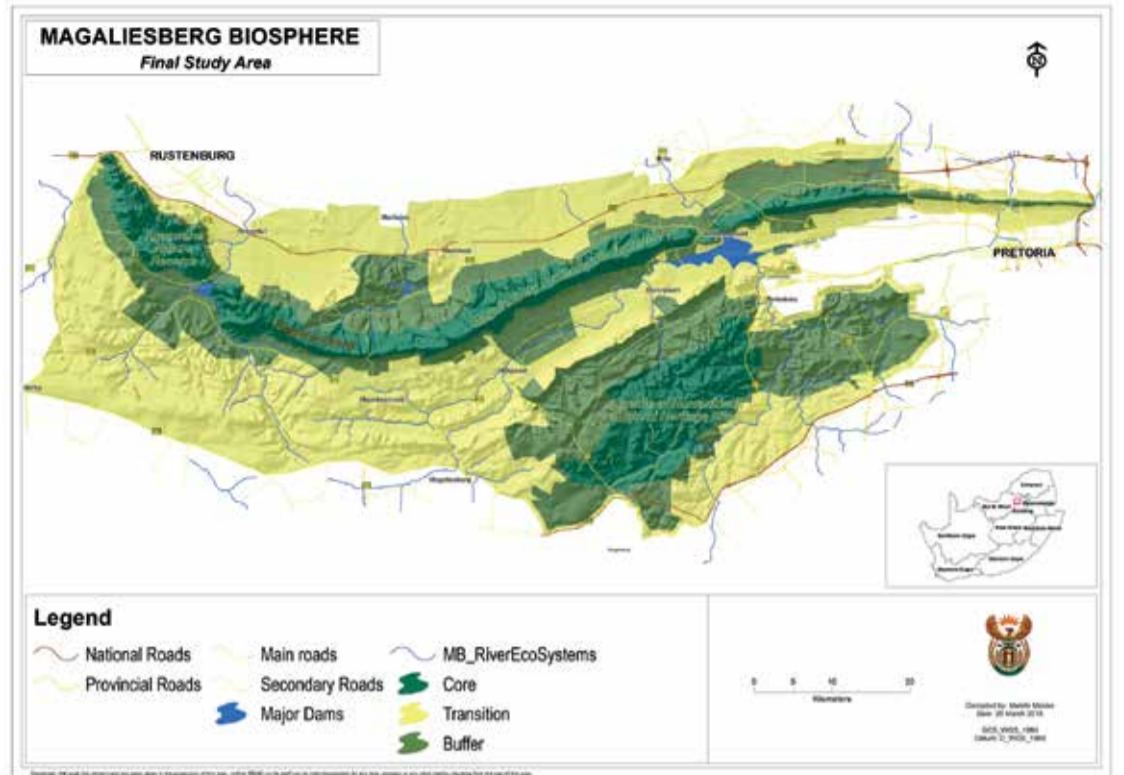
African geology, biodiversity, human evolution and history.

The Magaliesberg Biosphere has recently appointed a board which will oversee the plans to develop educational routes in the Magaliesberg Biosphere, and market the destination as a WORLD Class Eco Tourism Destination.

Hermien van Schalkwyk, Magaliesberg Biosphere board member says: "By next year we will be "READY" to showcase this beautiful destination and introduce the Magaliesberg Biosphere to the people."

SOUTH AFRICA BIOSPHERES

- Kogelberg - approved in 1998
- Cape West Coast - approved in 2000; extension in 2003
- Waterberg - approved in 2001
- Kruger to Canyons - approved in 2001
- Cape Winelands - approved in 2007
- Vhembe - approved in 2009
- Gouritz Cluster and the Magaliesberg Biosphere Reserves were approved in June 2015.



South Africa
FREE STATE PROVINCE
Center yourself in the heart of South Africa

the free state's big 5

History & Heritage

"Forgetting your past is forever remaining ignorant" Aristotle

With its rich history, its breath-taking landscapes and its melting pot of cultures, the Free State is more than just a geographical heartland at the centre of South Africa. It's also a place where the South African gees or spirit shines brightly and where history comes in alive in its people and its places.

Experience this world with the Big 5...five unique routes that bring together all the sights, attractions and history of the unforgettable Free State province. As you journey through space and time, you'll do more than take pictures; you'll reconnect with where you came from and who you are.

Discover the true meaning of heritage

Follow the heritage trail through five fascinating regions using the Big 5 sub-routes:

The Cheetah Route

- See where the ANC was founded in 1912 and follow the ANC Liberation Route through the Waaiohoek Wesleyan Church, Maphikela House and Dikgareteneng.
- Visit the natural wonder of Naval Hill in Bloemfontein and see the Nelson Mandela statue, two historic British naval guns, the famous white horse sculpture, a Planetarium and a game reserve.
- The grandiose sandstone buildings which line President Brand Street are a boardwalk

of history - from the 1909 Supreme Court Building to the modern-day "glass palace" of the Bram Fisher Building.

The Eagle Route

- Kgalong la Mantsopa (Mantsopa's grave) is near Modderpoort, where the young prophetess Anna Mantsopa Makhetha fled after being banished by her brother, King Moshoeshoe. Mantsopa set up home in a sandstone cave in which she later accommodated a group of Anglican missionaries who in time turned the cave into a chapel.
- The Motoueng Caves (or Fertility Caves) are located 18km from Clarens. For centuries sangomas (African spiritualists) have conducted ritual ceremonies and offered sacrifices here, and some have lived there for years.
- The Basotho Cultural Village is a window on traditional Sotho life, from the 16th century to the present. Visitors can also see rock-art and indigenous medicinal plants nearby.
- South Africa's smallest church, the Llandaf Oratory, is an 8-seat Roman Catholic church built in memory of a young miner who died rescuing 8 co-workers in a mining accident in 1925.
- Surrender Hill, near Fouriesburg, is a monument to soldiers who died in the Anglo-Boer War. It is located on the spot where 4000 Boer guerrillas surrendered and were sent to India as prisoners.

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More African destination news on the cards

Trade publication Tourism Update will be expanding its coverage of East Africa, Zimbabwe, Zambia, Namibia, Botswana and Mozambique.

Each of these destinations will have a dedicated day for coverage in the publication's daily mailer that goes out to a database of over 11 000 trade readers.

The publication has been recruiting correspondents based in these destinations.

Mathias Ringa, who has been covering tourism for roughly two decades, has been appointed East Africa Correspondent.

"Mathias is a great addition to our editorial team. He comes with a wealth of experience and has already built relationships with tour operators, suppliers and officials in Kenya," says Editor Tessa Reed.

"He is at Tourism Indaba 2016 and will be looking to build relationships with members of the trade in Tanzania, Rwanda and Uganda,"

The move follows overseas trade readers requesting more editorial coverage of destinations outside South Africa.

"While our overseas readers are primarily sending clients to South Africa, they also have many clients interested in other destinations in Eastern and Southern Africa," says Now Media owner David Marsh.

"These readers rely on independent news to keep them updated on these destinations."



Building relationships with the trade in Tanzania, Rwanda and Uganda - Mathias Ringa.



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Leading hospitality group, Peermont, announces multi-million rand hotel extensions and resort refurbishments

Indaba 2016 – Peermont Hotels, Casinos and Resorts has announced two hotel extensions - an additional 100 rooms to the Peermont Metcourt at the Group's flagship Emperors Palace resort in Johannesburg, and a 20-key extension to the Peermont Metcourt hotel at the Khoroni Hotel, Casino and Convention Resort in Thohoyandou, in Limpopo. In addition, a variety of refurbishments and upgrades are taking place at a number of resort properties, totaling over R168m.

At Emperors Palace Hotel, Casino, Convention and Entertainment Resort, next to the O.R. Tambo International Airport, the R112m expansion of the popular, select-services 3-star Peermont Metcourt hotel by 100 rooms is currently underway, with the planned opening in December 2016. This will increase the hotel's capacity from a 248 to a 348-key facility and bring the resort's capacity to 757 rooms in total.

The expansion also compliments the existing hotels at the resort; the 5-star D'oreale Grande, the 4-star Mondior, and the 3-star Metcourt Suites.

The Peermont Metcourt is a modern, contemporary and functional hotel which was designed primarily for business travellers and convention centre guests, however the need has arisen to offer more family friendly rooms and to cater for large groups travelling on a budget, such as NGO's, sports and

religious associations. The new king and twin bed configuration of the rooms take these needs into consideration. The hotel will also feature one suite, with its own private balcony.

The 5166 m² extension includes an addition to the existing F.L.A.G. Café, an additional lift, enhanced access to the rest of the complex, a new façade opposite the Metcourt Suites and a 24-hour gymnasium.

Also due to open in December 2016, is the R22m 20-key extension of the Peermont Metcourt at Khoroni in Thohoyandou. Currently, the hotel features 87 comfortable rooms and the extension will add another 18 standard bedrooms and two suites. The design of the new rooms delivers a fresh, contemporary, afro-chic style, as well as the new 'wet room' bathroom layout.

At Graceland Hotel, Casino and Country Club in Secunda, R13m has been spent on refurbishments, including upgrades of the presidential, the junior suites as well as three floors of the 4-star Peermont Walmont hotel, the addition of Madison's Bistro and Family restaurant, the painting of the resort exterior, upgrades to the Augusta Club Lounge and a new sprinkler irrigation system on the Gary Player-designed 18-hole championship inland links golf course and the relocation and expansion of the spa facilities. The final project is the replacement of the old



showbar with Moo Bar, a bold and stylish new sports and cocktail venue, due to open in June 2016.

Peermont's vibrant Zulu-themed Umfolozi Hotel, Casino and Convention Resort in Empangeni, is currently completing R4,3m in facility upgrades. These include an extension of the Metcourt hotel's F.L.A.G. Café, renovations to the casino bar and restrooms and an update to the video games arcade including a fresh new look and a variety of new games.

Klerksdorp's Rio Hotel, Casino and Convention Resort has almost completed a R6m refurbishment of the main casino with beautiful vibrant paint colours,

stylish fittings and fixtures and brighter and more colourful lighting features.

The Sedibeng Casino in Francistown, Botswana is being relocated from the Cresta Thapama Hotel into the Peermont Metcourt hotel and this incorporation will also see a new lounge area adjacent to the casino and a breakfast terrace restaurant.

"These are exciting upgrades to our properties," says Joint Acting Interim CEO, Thabo Mokwena, "and we are confident that we have addressed practical needs with the flair that our guests have come to expect from Peermont."



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Step up to your potential

New international representation for Africa Albida Tourism

Zoe Carroll and Kathryn Monaco have been appointed to represent hospitality group Albida Tourism in the United Kingdom and Ireland and North America.

With more than 20 years of experience in the travel industry, mostly specialising in Africa, Zoe says Zimbabwe will always be her first love.

"I am looking forward to marketing Africa Albida

Tourism, including its flagship property, Victoria Falls Safari Lodge."

New York-based Kathryn also has a track record spanning more than 20 years and a long standing involvement in Africa, including as president of the Association for Promotion of Tourism to Africa.

"We are delighted to welcome Zoe and Kathryn into the Albida family and know they will continue and

build on the good work," says Chief Executive Officer Ross Kennedy.

Both Zoe and Kathryn are present at Indaba 2016.

Africa Albida Tourism operates hotels and restaurants in prime tourist destinations in Zimbabwe and Botswana.

Visit stand ODWA.

Victoria Falls Safari Lodge



New product manager for Springbok Atlas Tours and Safaris

Chris Chibaduki has been appointed as Product and Contract Manager at Springbok Atlas Tours and Safaris.

Chris comes with over 20 years' experience with a passion for travel and coordinating operations. He has a strong organisational work ethic and a large network of industry partners – he prides himself on the ability to juggle many different projects at the same time.

With his strong negotiation and strategic buying skills combined with excellent product knowledge and market intelligence, Chris looks forward to maintaining excellent supplier relationships now and in the future.

Chris is attending Indaba 2016.

Visit stand ICCI11



Rearing to go! – Chris Chibaduki.

Iberia reinstates flights to South Africa



From 2 August Iberia will again fly to South Africa from Madrid.

According to Southern African Tourism Update, part of the airline's strategy is also to target the underserved market, offering connecting flights of only an hour.

Iberia will launch with three flights a week. Flight IB 6051 will depart Madrid at 23:45 on Mondays, Thursdays and Fridays to arrive in Johannesburg at 09:05 the next day. Return flight IB 6050 will depart Johannesburg at 20:15 on Tuesdays, Fridays and Saturdays to arrive in Madrid at 06:35 the next day.

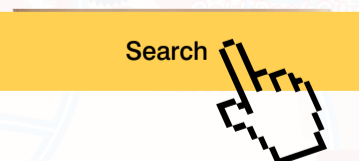
Iberia will fly the Johannesburg route, using an A330-300, which features 242 seats in economy and 36 in business class. The upgrades to the business-class cabin include lie-flat seats, each with direct access to the aisle.

The airline offers convenient connections from 20 destinations in South America, including Buenos Aires, São Paulo and Rio de Janeiro. In Europe, the airline serves 35 destinations, including Porto, Milan, Rome, Berlin, Frankfurt, Geneva and Zurich.



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From left - Kholeka Sigenu, Richard Walker, Phil LeFeuvre, Mbulelo Kafi and TEP's Salifou Siddo celebrating the rise of small entrepreneurs in tourism.



Is this Deputy Tourism Minister Tokozile Xasa at the Indaba golf day?



Marion Kalweit of Experience Africa Safaris, Caston Mashapure of Zimbabwe Lodges and Sally Wynn of Wild Zambezi say Zimbabwe offers some of the best African safaris.



Getting into the swing of things - Lovemore Sithole, Isaac Chigovanyika, Ceekey Kapambwe, Ashley Dube and Joe Mukwala at yesterday's Indaba golf event.



Off to Indaba's media welcoming event - the power of the pen still rules.



Trust me Tours - who will not trust Shirley Willemsse?

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Home to the fantastic Pilanesberg and Madikwe game reserves, the North West province offers up the big 5, fantastic bird-life and wide-open African skies.

The area boasts archaeological discoveries that go back to the beginnings of humankind, as well as the world-famous Sun City hotel complex, creatively dedicated to ancient lost civilizations and modern-day pleasures.

The Province of the North West is a must-see destination - one that is diverse and exciting.



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