



Brought to you by *South African Tourism*

West Africa: Innovation attracts buyers to AFRICA'S TRAVEL INDABA!

For many years tourism has become vital to African economies and Africa's Travel Indaba (ATI) is home to building partnerships and collaborating within the African continent.

Over and above the 20 trade and association members hosted at ATI by South African Tourism, buyers who came out on curated travel packages through South African Tourism used an opportunity to create discounted packages for small travel agents from the West African region who wanted to attend the flagship event in Durban KZN. About 27 Nigerian travel agents from National Association of Nigerian Travel Agencies (NANTA) as well as 12 Ghanaian agents from Ghana Association of Travel & Tourism Agent (GATTA) bought the packages this year.

Stepping into the true essence of the importance of Africa's Travel Indaba and even more so, South Africa as a destination to the West Africa market, this is testament to the work and purpose that take place at ATI. South African Tourism aims to increase the travel packages for the coming future to ensure an increased participation from West Africa at ATI. This will also be to successfully facilitate deal making with trade in South Africa. This can only bode well for consumers in both Nigeria and Ghana as both nations will have a variety of Hyper-Personalised Holiday package offerings to South Africa.

According to the Regional Head of West Africa Hub, Thekiso Rakolojane



**Thekiso Rakolojane,
West Africa Hub**



**Mohammed Kwajaafa,
South African Tourism**



**Sophia Uzoigwe, E4 Travel
Centre LTD**



**Ahmed Naamann, Dodi
Travel & Tours**

the approach to Africa Travel Indaba 2022 is based on package attractions. "Through an integrated strategy, understanding the targeted market's needs and how the South African tourism industry can assist them, the objective is in giving them a platform to get transactions going," says Rakolojane

The curation has been conducted through attending to AGMs where they had their members and through this the industry has curated travel packages that offer the targeted markets' interests. The South African Tourism Industry has engaged with stakeholders like TKZN & GTA. "When it comes to the area, nobody knows

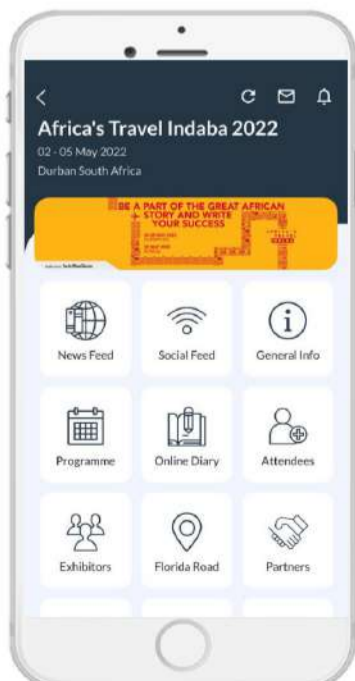
Africa like South African Tourism, they have been investing in the business and in our regions for the longest time. They know the requirements for every region, for instance, they know how to market Ghana, Kenya and other parts of Africa. They are experts and they are people who are on the ground," says Ahmed from Dodi Travel and Tour Groups from Ghana.

Just like his passion for South Africa, Ahmed says it is extremely important for his clients to experience South Africa in the best way, whether it be adventure, leisure, shopping or business. "My agency in Ghana has a lot of clients who used to do monthly business in Dubai, to buy clothes to sell in Ghana, but now they

come to South Africa because the market is so appealing here." Ahmed adds.

"When I heard of the package, I felt that it was a good deal, because you know normally I am a travel adviser and we know that this package doesn't come cheap. If you are doing almost eleven or twelve days and the price is reasonable I just thought that I might as well jump on it and then there was visa assistance, which is a lot more than we can ask for," says Sophia Uzoigwe from E4 Travel Centre LTD - Nigeria.

Witnessing from this example, this innovative way of attracting buyers to ATI can only connect the continent in a much bigger and better way.



Scan the QR code or search for **Africa's Travel Indaba 2022** on the App Stores



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SAA IS BACK IN THE African Sky

The success of tourism hinges on increased connectivity across the African continent, and South African Airways (SAA) is ready to take to the African skies after experiencing turbulence in recent times.

Speaking at a business briefing with buyers at the 2022 edition of Africa's Travel Indaba, interim SAA Chief Commercial Officer Simon Newton-Smith said plans are afoot to re-establish SAA as a global carrier.

"We are back in business and here to stay. Despite being back in the skies for a few months, we have already reached a 100 percent flight completion rate," said Newton-Smith.

He said establishing strategic partnerships is key to the SAA business model. "To ensure a sustainable airline, we have to fly to destinations where we can make a profit," he said.

"To contribute to Intra-Africa travel as part of the tourism sector's bounce-back strategy after Covid-19, we plan to add six to seven more routes to the heart of the African continent by the end of this year alone," he said.

He revealed that at present, SAA already flies to Accra (Ghana), Lagos (Nigeria), Kinshasa (DRC), Harare (Zimbabwe) and the Island of Mauritius.

According to most exhibitors and



Hupendra Meshram & Zodwa Mkandla each received an award at the SAA breakfast at the Elangeni Hotel in Durban yesterday.

African tourism ministers, the issue of connectivity across the continent is a bane in the sector's rebound.

To increase our footprint without the burden of capital outlay, Newton-Smith said, "We have entered into a strategic co-sharing partnership with Kenya Airways."

By 2023, he said SAA aims to navigate

the competition hurdles and offer harmonised schedules with Kenya Airways resulting in more flights at lower fares.

"The future of SAA lies in organic growth and strategic partnerships," he said. He added: "Africa is the only continent that offers aviation growth opportunities. We have four percent airlift

but 18 percent of the population."

Echoing similar sentiments about the importance of partnerships, Chief Director of Economic Sector Support at the Western Cape Department of Tourism Ilse van Schalkwyk said Cape Town International Airport was again buzzing.

"All 13 pre-covid-19 domestic routes are served again out of Cape Town International Airport, with capacity well over 80% of 2019 levels," said van Schalkwyk.

She said the future of tourism looks promising. "The future is solidifying domestic tourism, but most importantly, looking into more direct routes to reignite intra-African travel to reduce travel time and cost of travel," she concluded.



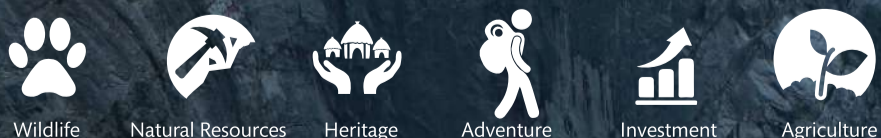
Simon Newton Smith, chief commercial officer for SAA.

Where in South Africa is The North West Province

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 Setlagole

SHO'T LEFT

Travel Week Is Back!

This year's Sho't Left Travel Week, a domestic tourism initiative that promotes products and experiences at affordable discounted rates, has been launched at Africa's Travel Indaba in Durban.

Taking place from the 5th to 11th September during Tourism Month, Sho't Left Travel Week is a robust response to the challenges South African tourists face when looking to travel domestically.

According to South African Tourism's Head of Domestic Tourism, Mashoto Mokgethi, Sho't Left Travel Week is meant to curb the travel barrier of affordability. Consumers will be able to get up to 50 percent off any participating products during the week-long campaign for travel at any period in the year.

"One of the issues South Africans always had is that they are being charged like international tourists, hence we have Travel Week. Only South Africans can access Sho't Left Travel Week and they are the only ones who can get those discounts. We are reviving the industry because we put quite a lot of investment in making sure we market Sho't Left Travel Week."

The campaign invites all South African businesses to sign up as partners of Travel Week. It supports these participating businesses through media and marketing

investment. Powered by South African Tourism's data-inspired, multi-channel marketing efforts, businesses are given optimal visibility amongst the nation's domestic travellers.

"To participate in the Sho't Left Travel Week, businesses need to also have a website, a telephone number, amongst the elements that a consumer can actually access, and it is important to showcase the safety of the place you have in terms of Covid-19," said Mokgethi.

Last year's campaign attracted 665 product owners to the platform, despite the country being under Covid-19 lockdown. Mokgethi said the products spanned all nine provinces and ranged from a trip in the Eastern Cape to a beautiful boutique hotel in Limpopo. This year, she is hoping to exceed that number.

When COVID-induced regulations were relaxed following strict lockdown measures, South Africa saw a significant upsurge in domestic travel. Since October last year, local travel has improved dramatically.

"When everything closed more South Africans explored their own country. During lockdown, people who would usually spend their money in Bali, Dubai or Mauritius decided to



explore their own country and spend money in South Africa" said Mokgethi.

"Even though a lot of borders are open now, we are still seeing quite a lot of people travelling because, after all, it is their country to enjoy," she added.

For Mokgethi, domestic tourism has the ability to turn the ordinary South African into a storyteller and ambassador of their town, city or country. The campaign message, "It's your country, enjoy it, because nothing is more fun than a Sho't Left," alludes to South Africans owning the country's narrative.

"Once you have a strong domestic market it makes our international market work quite beautifully. International tourists want to hear the stories from us. As South Africans, the story is that the country is ours. It is nobody else's country. If you cannot enjoy your country, we cannot expect anybody else to do so," said Mokgethi.

Sho't Left Travel Week looks to evolve South African's travel culture by inspiring them to get out of the house and experience the array of beautiful attractions across the country. The Sho't Left concept is built around people taking short breaks to explore more of South Africa.

Registrations for businesses who wish to participate in this year's Sho't left Travel Week opened at Africa's Travel Indaba on 3rd May and will run until 25th

August 2022. Visit the Sho't Left stand Africa's Travel Indaba to find out more, register your business, and upload your amazing deals. Alternatively, register online at www.deals.southafrica.net.

Follow #TravelMzansiWise, a domestic tourism social media campaign that promotes safe local travel by encouraging businesses and tourists to wear masks, sanitise hands and maintain social distancing to prevent the spread of Covid-19.

Africa's largest travel trade show, Africa's Travel Indaba, is currently taking place at the Inkosi Albert Luthuli International Convention Centre.

Download the Africa's Travel Indaba app from the Apple or Google Play stores. Visit the official Africa's Travel Indaba website for more information.



You can follow Africa's Travel Indaba on the following platforms with the hashtag:

- Facebook: SA Travel Trade
- Twitter: @Travel_Indaba
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For media enquiries, email: mediaq@southafrica.net

AN AFRICAN LEGEND ROVOS RAIL'S HANDS-ON SERVICE CREATES EXCEPTIONAL EXPERIENCES

Since its establishment in 1989, Rovos Rail has earned an international reputation for its truly world-class travel experiences. Owned by a man truly dedicated to service; Rohan Vos has always been known to be hands-on throughout his years of service to his guests. The two most important ingredients in the Rovos Rail recipe for success is Rohan's attentiveness to his guests and his efforts in getting to meet and connect with

his guests personally. "It's their 'I Care' attitude that creates excellent service and he has always designed his schedule to align with train routes," says

Known as the biggest and oldest luxury train in Africa, Rovos Rail takes you on specially designed train journeys spanning 48 hours to 15 days, Rovos Rail offers off-train excursions in some of the continent's greatest destinations. The Rovos Rail experience offers a simpler,

more elegant era encompassing the timeless grace and high romance of African exploration. "We have just completed train number 6 and extended some of our trips by 2-3 days for guests to be able to enjoy a destination for a few more hours," says Rohan Vos - Founder of Rovos Rail. A true example of how heart and passion is the epitome of excellent service within the tourism industry. The Indaba team would like to wish Rovos Rail a happy 33rd birthday.



DURBAN BOUNCE BACK!!!

Welcome to Durban and experience and enjoy a safe and memorable holiday break, with world-class tourism and recreation options in and around South Africa's sunshine city. Durban has a variety of products and services to entice everyone's appetite!



1. **Wet and Wild City**

A trip to this coastal city would be incomplete without a stroll on one of Durban's spectacular beaches. Enjoy Southern Africa's longest beachfront promenade for a lazy meal with a sea view. Scenic waterfalls, dams and beaches offer relaxing picnic options. world-class water parks guarantee wet and wonderful fun, and for the more adventurous, ocean adventures bring you up close and personal with the creatures of the deep.

2. **Sea, sand, and sunshine**

Fresh air, wide-open spaces, great weather, and stunning natural surroundings are on your doorstep, allowing you to embrace the beauty of Mother Nature. Heading west to Phezulu Safari Park and Giba Gorge Mountain Bike Park, via the Valley of 1000 Hills or north to Sugar Rush Park and Holla Trails, the beauty of awe-inspiring scenery will make the bustle of the city a distant memory.

3. **Adventure awaits**

Whether it's shark diving, skydiving, mountain biking, surfing, or deep-sea fishing, Durban gets the adrenaline pumping! For the slightly less adventurous, hot air balloon trips and horse rides offer more tranquil options.

4. **Shop till you drop.**

Durban boasts world-class malls, boutique retail outlets, outdoor strip malls and markets. All have stringent safety measures in place for peace of mind while you get your retail fix. From high end to homemade, traditional to innovative, there's something for everyone in this vibrant city.

5. **Vibrance, colour and heritage**

Durban is all about colour! A rich cultural tapestry, woven with the multicoloured fabric of the nation, can be found in numerous museums and art galleries within the city. Here, you can browse and buy the stunning handiwork of some of Durban's most talented emerging or established local artists.

6. **Wine and Dine**

Durban's diverse cultures are shown in its amazing selection of cuisine setting it apart from any other city in South Africa. Try a famous Bunny Chow made with a traditional curry, or venture to a Shisa Nyama for an authentic local taste. Fine Dining, and silver service – Durban has it all!



For more information: www.visitdurban.travel or follow us on @DNBTourism.



Food As A TOURIST ATTRACTION

The local cuisine of a destination is a unique and valuable tourist attraction source. A traveller's local food experience creates an unforgettable memory that can influence travel decisions for a destination.

Africa's Travel Indaba is all about promoting Africa's destinations along with the amazing food and cultures that are tied to the destination. Tasting authentic foods that are unique to a destination leads to the tourists' cultural exploration of the particular destination, which is an experiential way for tourists to perceive a new different culture. A good food experience helps to increase the attractiveness of the destination, increasing visitor satisfaction and revisit intention.

Businesses in the hospitality sector have been hit hard over the past year and rebuilding or launching something new could seem like a daunting task within such a time. This doesn't seem to be an issue for South African chefs Ndu and Ntokozo, owners of the newly opened Authentiq Bar and Restaurant. Authentiq Bar and Restaurant in Florida



Road, Durban promotes African flavours through authentic African dishes. "The influences of our food and what we do is built on the purpose of promoting African cuisine. When people come to a destination they want to experience the local, authentic food of that destination, they don't want to eat what they normally do anywhere else."

"The way in which we prepare our food is what makes it uniquely African. Authentiq wants to tell a story and deliver an experience through what we do and not from an inyama perspective but from the influences of our own unique spices and through the style of cooking. Chicken is chicken but



the way you prepare it is how you bring that cultural influence," says Chef Ndu. Gastronomy is on the rise and the demand for professionals with experience in hospitality is growing immensely. This increasing demand comes from various sources, including companies in the food and beverage industry as well as local and national governments that are looking to promote food tourism.

African cuisine reflects the diverse range of culinary traditions embodied by the various communities that inhabit each individual country. Africa's Travel Indaba is a platform for countries to boost their tourism through their unique culinary offerings.



**Spotted at the Africa
Tourism Indaba:**

**Burundian chef Coco Reinarz
who has advanced in the culinary
renaissance of African cuisine and
Amanda Kotze-Nhlapo
Chief Convention Bureau
Officer at South
African Tourism**

Flying luxuriously With EMIRATES AIRLINES

The Emirates Airlines was one of the many exhibitors who were present during the Africa's Travel Indaba 2022. Even with its stand the airline maintained its overly luxurious standards and was easy to spot with the bright red blue colors of the United Arab Emirates. The stewardess stood out at the front of the stall promoting the airline draped in their ever so recognizable uniform.

"Indaba being the largest travel trade show in Africa and Emirates being one of the largest operators from South Africa and being in South Africa for more than 25 years, we need a platform to connect our industry partners to connect." said Regional Manager of Southern Africa for Emirates Airlines Afzal Parambil.

Emirates Airlines is indeed excited to be part of the Africa's Travel Indaba 2022 once again. They are looking to engage with key stakeholders and other exhibitors in the industry to help improve all travel purposes. South Africa being one of the leading countries that use the airline in his region, Parambil is wants to put South Africa on the map and explore other means of making revenue through the airline such as creating a premium economy class. The premium economy class that is set to be introduced by the airline to consumers is



Emirates caption: Robyn Stander (Emirates Durban Sales Manager), Ekaterina Solonovich (Cabin Crew, Dinesh Saran (Emirates Corporate Sales Manager), Sasha Grimmacher (Cabin Crew), Afzal Parambil (Emirates Regional Manager Southern Africa) at the Emirates stand.

set to accommodate persons who wish to fly with Emirates on a slightly lower budget but still get to experience the services of the airline. Parambil alongside the airlines Corporate Sales Manager in South Africa, Dinesh Saran, share that taking part in the Indaba means learning how to do things

in the African way but still maintaining the lofty standards the airline possesses.

Parambil is looking to extend the countries that the airline reaches and hoping that he can do that here during the Africa's Travel Indaba. He wants to make sure that the international airline remains a household

name in and out of Africa, especially in the regions where it operates the most; that includes West and East Africa. Robyn Stander who is the Durban Sales Manager for the airline, welcomes this proposal that Parambil and Saran and strongly believes that it will propel their airline to even greater heights.

THE EAST OF AFRICA

Geographically speaking, the East of Africa is well known for its magnificent physical features, which makes it huge in the tourism industry, as it has all the elements tourists are intrigued by, from the wildlife, rivers and waters, the nature as well as the culture and heritage and let's not forget the activities that come with while visiting these beautiful destinations.

Today we took the time to get to know some of these destinations in the East of Africa. Let's get to know Mozambique, Zambia and Mauritius on deeper level.



Mauritius

Mauritius known for its wonderful white beaches and land that widely planted with sugar cane. Mauritius is considered to be a luxury destination because of its very serene environment.

We met with the lovely Janet de Kretser who is a senior Consultant who briefed us on how Mauritius was affect as a tourism destination by the pandemic.

Like all the other traveling destinations, Mauritius was horribly affected during the pandemic but a bit more than the other as well. Mauritius experienced a set back in December 2021 when Mauritius was put in the COVID 19 red list. This experience was quite difficult for them as December is when holiday destinations experience a large volume of travellers.

"South Africans are a forgiving nation," says Janet. Once Mauritius was operating again, the other countries took time before they considered Mauritius again, but South Africans immediately started making bookings once they started operating.

The Air Mauritius are finally receiving bookings, and the last couple of months have been picking up quite nicely, states Janet.

Mauritius has started a campaign called secret Mauritius, to draw in tourists, and also to let the travellers aware of the Hidden Gems in Mauritius, the entire idea of the campaign is to encourage the tourists to get out and fully explore the destination.

Janet closes by saying that the people in Mauritius are so appreciative of the tourism as it's a huge industry for the island, and they are ready to welcome the back tourists.



Mozambique

Very well known for its fresh sea food, Makhondo arts and craft and the beautiful, secluded beaches and the serene tropical islands.

We were pleased to meet with the CEO, Marco Vaz Dos Anjos from the Mozambique Tourism Authority where we asked him what they expected from this year's Africa's Travel Indaba. Mozambique expected to specifically gain new knowledge and new ideas on how the other countries are approaching tourism since the pandemic hit.

The CEO further mentioned a campaign that the Mozambique is currently running which is called Fikani which will take place in October. During this campaign they expect to test the gastronomy as well as receiving agreements with their operators.

During this years Africa's Travel Indaba which is currently taking place, Mozambique has managed to bring 25 Exhibitors Which has been an increase in the numbers.

South Africa is not the only source market that Mozambique has they also have, Tanzania, France, Germany and Portugal being their biggest one.

Since the pandemic hit, Mozambique has received some assistance from their Government, being here at the Africa's Travel Indaba they expect that it will help them in terms of exposing them to the travellers while assuring them that they are open for business.



Zambia

The best kept secret in Africa as some would say. Zambia is well known for its pioneering of Safari walks and incredible wildlife.

Justine N.Mbanga who is the Tourism Promotions Manager at the Zambia Tourism Agency, welcomed us with warm hands as we wanted to know more about Zambia.

Zambia has been operating throughout the pandemic, the idea of closing down the country during peak Covid 19 was never supported in Zambia, starts off Justine. Since traveling has returned throughout the world Zambia want the world to know that they are operating and are excitedly waiting for any travellers. Although everything is operating, but the focus during this pandemic is safety, and Zambia guarantees safety for all the travellers during their visits.

Within the two years of the Pandemic, Zambia diverted more to the Domestic traveling side of tourism. Justine states that during that period they had saying "Take a holiday and have it local."

Zambia promotes their destination within five main pillars, Culture, Adventure, Wildlife, Heritage and the Business sector.

Within the African Continent, Zambia's source market is mostly in South Africa and Tanzania due to the business sector.

In closing Justine mentions the reason why people should visit Zambia is because of the incredible Wildlife, as well as one of the seven natural wonders of the world, which is the Victoria falls, exciting activities including one of the best game parks in the world.

INDABA GROWING THE AFRICAN CONTINENT



Exhibiting for the first time this year at Africa's Travel Indaba; the beautiful island country of Cape Verde is ready to make connections and attract tourists to their destination.

The overwhelming majority of the population of Cape Verde is of mixed European and African descent which placed much of the country's focus on European relationships and travel. After realigning and reshifting the thinking on what the country has to offer, the newly appointed municipality witnessed the opportunities that lie within intra-African travel. Fast forward to the year 2022 and Cape Verde is ready to shift gears and promote their destination to the rest of Africa as a travellers' destination of choice.

"We are extremely excited about coming to a show like Africa's Travel to promote our destination that I believe many people here have not heard of before," says Victor Constantino - exhibitor for the Cape Verde Islands. "We have so much to offer and people need to see that. I am hopeful that good connections and partnerships will come from us being here this year," he adds.

The destination boasts product offerings of 10 islands; each with a different climate for travellers to enjoy. A platform like Africa's Travel Indaba is proof that countries like Cape Verde can be seen and promote their products to ensure the destinations secure strong tourism relationships around the continent and globally.

This is the true essence of what Africa's Travel Indaba is all about - growing the African continent and pushing African travel.

Africa's Travel Indaba Networking Mixer reunites

THE LGBTQ+ MEMBERS OF THE TRAVEL INDUSTRY

In celebration of the return of Africa's Travel Indaba, South African Tourism (SAT) and the International LGBTQ+ Travel Association (IGLTA) hosted a meet up of the travel industry's LGBTQ+ tourism family.

The curator of this Pop-Up networking event, Mr Justin Barnette acknowledged the fact that South Africa and North America have displayed the most investment in the appreciation of the LGBTQ+ community. He went on to state that one of the main aims for the event is to "amplify and appreciate the LGBTQ+ travellers globally and in South Africa". The event involved a lot of long-overdue warm hugs, a robust networking session that allowed the exchange of contacts amongst those who were attending. Mr Barnette also stated that "the media and suppliers attending the event are all dedicated to amplifying South Africa's invitation to LGBTQ+ travellers from across the globe to #MeetSouthAfrica and "Come Out" into the Rainbow Nation.

Chief Travel Architect of Ladies Touch Events & Travel, Vivian Perez based between Los Angeles and



Puerto Vallarta, said, "On my first visit to South Africa I have been impressed by the welcoming spirit of both the tourism industry and the South African people. There are so many incredible experiences perfect for my clients and I am already planning a group trip for later this year."

President of South African Tourism North America, Jerry Mpufane said, "we look forward to continuing our work with the International LGBTQ+ Travel Association, (IGLTA) to make sure that when LGBTQ+ travellers think of traveling to the African continent they think of South Africa. We

will continue flying our rainbow flag proudly as we show the many rich, authentically African experiences that our beautiful country has to offer."

IGLTA membership manager for South Africa, Martina Barth noted that, "the enthusiasm for South Africa from LGBTQ+ buyers and media is most encouraging. Our South African IGLTA member properties, tour operators and organizations are ready and willing to assist with planning truly unforgettable itineraries for their clients."

With a diverse range of activities and landscapes, plus a rich and dynamic culture, South Africa offers huge variety and opportunities for LGBTQ+ travellers. Our affordable luxury experiences, at a range of price points suitable for any budget, offers great value for money in terms of service and experience. The established LGBTQ+ communities and scenes in Cape Town and Johannesburg, plus smaller communities in Pretoria and Durban, topped up with the warmth, friendliness and sense of humour of the South African people will truly be the most memorable part of any visit.

*KZN has it all***BELIEVE IT**

KwaZulu-Natal welcomes all delegates to the Africa's Travel Indaba 2022 happening at the Durban ICC from 2 - 5 May. Visit the Tourism KZN stand at DEC1G25 and DEC1G24.

AFRICA'S
TRAVEL
INDABA



Zulu Kingdom. **Exceptional**

INDABA 2022 AFRICA'S TIME HAS COME

African exhibitors and ministers of tourism have called for more regional collaboration to revitalise the tourism sector, following two years of the devastation caused by the Covid-19 pandemic.

Speaking on day one of the Travel Indaba, Zambia's Tourism Minister Rodney Sikumba said tourism is viewed as a critical sector contributing significantly to the country's DGP, after mining and agriculture.

"The tourism sector was hit the hardest by Covid-19. We are here as part of the rebound," Sikumba said.

He added: "We expect to reconnect with our travel partners and buyers from our continent and beyond."

On Zambia's unique selling proposition, he said the country prides itself on the fantastic destination, including the Big Victoria Falls and the magnificent Big Five, to name just a few.

He revealed that Zambia accounts for 40 percent of the waterfalls in the Southern African Development Community (SADEC) region.

He called for the Intra-African travel and the need to improve connectivity, fast-tracking the e-Visa regime on the continent, and looking forward to the visa-free travel in the future.

To improve Intra-Africa travel, he called for the African travellers to be treated as locals throughout the continent, not as international tourists, to manage the high cost of tourism.

Eswatini Tourism Authority (ETA) Chief Executive Officer (CEO) Linda Nxumalo said they are here as part of the tourism sector's bounce-back strategy.

"Africa's Travel Indaba is a great place to meet buyers. All subsectors of the tourism value chain are represented here," Nxumalo said.

She revealed that the tourism sector suffered greatly in Eswatini during the pandemic. "Covid-19 humbled us, yet it taught us the importance of focusing on domestic tourism," she said.

She added: "We are looking at regional tourism as our key to bounce back from Covid-19".

Furthermore, she said they are

here at the travel trade show "to market our beautiful landscapes and most giant granite and, yes, we are open for business."

CEO of Mozambique Tourism Authority Marco Vaz dos Anjos said his country is proud of its delicious local cuisine and 2.7 kilometres of the coastal area.

He said the biggest stumbling block to regional travel is connectivity in Africa. "We are here to network and invite other exhibitors to come to the clean waters of the Indian Ocean and big marine."

Dos Anjos said, "Our greatest weakness lies in connectivity. First of all, we need to know our weakness: interconnectivity."

Nonetheless, he called for greater cooperation. "We must put away our differences and promote sharing the good parts that we each have in abundance," he concluded.

Rita Likukuma, Acting Chief Executive of the Zimbabwe Tourism Authority (ZTA), said, "Intra-regional travel will shape the future of tourism, especially

after Covid-19. We are now focused on developing Southern African and global market," Likukuma said.

He added: "Zim is a beautiful country, and to demonstrate our seriousness, we have 27 exhibitors here to showcase our beautiful destinations, including the big Victoria Falls, Great Zimbabwe National Monument, and Lake Kariba."

"We pride ourselves on good weather, peace and tranquillity, and a safe destination. We have an abundance of wildlife," he said.

He explained that Zimbabwe is pinning its hopes on divine intervention. "We expect Africa's Travel Indaba 2022 edition to bring us together in a Moses biblical sense of the world after two years of Covid-19 separation."

He called for fellow Africans to support each other by attending each other's local travel shows.

On integration, he called for free visa travel on the continent. "We have to speed up visa-free travel throughout the continent and improve connectivity," he concluded.

UNWTO

On a mission to promote African Tourism

Tourism in South Africa has been on a two-year halt due to the Covid-19 pandemic, and to get the economy back up and running, the United World Tourism Organisation (UNWTO) said they are hard at work in building trust among people so that they invest in the African continent.

The organisation's director for the regional department of tourism Africa Elcia Grandcourt said that building trust among travellers is a key point in rebuilding the economy.

"We need to put the message out there that South Africa is the place to invest in. Building trust among travellers is important so that they can come back to SA and see what we have to offer them to have them invest their money with us," said Grandcourt.

Grandcourt said the organisation is promoting their work purely on the three key pillars which are sustainability, economic, and social aspects.

Grandcourt emphasised that working with the government has been the key factor in them hatching

a plan together to assist with the rebuilding of the economy

"Tourism in the country has been the main priority. We are living in a world where digitalisation is the go-to form of communication. Most of our work is focused on digital transformation innovation and investment in the tourism sector. Training and education on capacity building among our youth and women so that we can provide the space for them to be empowered and to promote the tourism sector," said Grandcourt.

The Indaba tourism is an opportunity for organisations and companies to see what other countries have to expose in what they are doing to liven up their economy.

Grandcourt said the country previously had several activities in the past to highlight how the work they've done is sustaining the economy.

"Recently we worked on a pilot project involving women at a local community in Limpopo where we helped train the woman doing



artworks. There is so much more that can be done to boost our economy. The list is endless! We need people to invest in the country to bring it back up to sustain it," she said.

According to the Grandcourt, one of the main reasons people come to the country is due to the impeccable versatile foods.

"Gastronomy and our wine farms are some of the areas we are driving as an organisation to bring more people to visit the country. Gastronomy is more than just food, it's about the connection that brings people and cultures together," she added.

Mpumalanga Beyond WILDLIFE

Mpumalanga is one of South Africa's provinces endowed with natural attractions and experiences bound to astound any traveller.

Expediently dubbed South Africa's adventure capital, Mpumalanga offers an array of activities ranging from, abseiling, white water river rafting, fly-fishing, paragliding, mountain biking, bungee jumping, hiking and 4X4 trails to name a few.

The province is undoubtedly the ultimate in terms of wildlife experience. The Kruger National Park, the Sabi Sands private game reserve and other game reserves dotted throughout the province offer an exhilarating and unequalled experience that brings visitors in close proximity to nature. The Kruger Park boasts a conservancy area spanning 2 million hectares rich with flora and fauna.

The Lowveld escarpment (Panorama Route) offers spectacular landscapes with attractions like the Blyde River Canyon (3rd largest in the world), majestic waterfalls and high altitude scenic drives leading to attractions like God's Window, the Bourke's Luck Potholes and the Three Rondavels.

The province also boasts a rich heritage, which is greatly unexplored. The myriad heritage sites include the



Samora Machel monument near Mbuzini, Makhonjwa Mountains in Barberton boasting rock formations dating back to more than 3,5 billion years. Other sites not to be missed are the mining village of Pilgrim's Rest, the Highveld Heritage Route abound with adventurous tales into history, the stone circles of Mpumalanga, Goliath's footprint to name just a few.

Bird watchers can have a glimpse of more than 500 different birds endemic in the Kruger Park or the Chrissiesmeer areas in the southern part of the province.

The midveld, offers trout fishing opportunities in pristine rivers and dams with Dullstroom referred to as South Africa's trout-fishing Mecca. The Ndebele culture in the Highveld region boasts icons like Sarah Mahlangu who have managed to preserve,

package and export the colourful culture to international countries.

Mpumalanga is an ideal golf destination with a myriad of world class golf estates and courses

that provide sheer enjoyment of the game in complete serenity.

Get off the beaten track and explore the many other offerings on offer. Visit www.mpumalanga.com for more information.

Have you ever...

- Hiked the Blyde River Canyon trails through the deepest green canyon in the world?
- Visited the cultural villages at Loopspruit, Botshabelo, Matsamo, Ebutsini and Shabalala?
- Visited the Samora Machel monument and museum at Mbuzini?
- Birdwatched at Wakkerstroom, Chrissiesmeer and the Southern Grasslands?
- Rock climbed at Waterval Boven?
- Explored the southern grasslands archaeological sites from Ermelo?
- Photographed the sculptural wonder of the Bourke's Luck Potholes?
- Taken a historical gold mining tour of Pilgrim's Rest and Barberton or panned for gold?
- Played golf at Skukuza in the Kruger National Park or many other Mpumalanga golf courses?
- Explored the Sudwala Caves, the oldest dolomite caves in the world?

TOP 10 THINGS YOU MIGHT NOT HAVE KNOWN ABOUT MPUMALANGA

1. South Africa's first stock exchange was built in Barberton in 1884 during the gold rush.
2. The world-renowned artist Gerald Sekoto was born at Botshabelo near Middelburg on 9 December 1913.
3. Makhonjwa Mountains in Barberton boast the oldest rock formations in the world dating back 3,5 billion years.
4. By far the world's largest underground coalmining complex is in Secunda, making Mpumalanga South Africa's powerhouse.
5. The Blyde River Canyon is the 3rd largest in the world and the largest green canyon.
6. The Kruger National Park is 2 million hectares in size.
7. Ray Phiri, Marriam Makeba, Hugh Masekela, Zakes Nkosi, Lucky Dube, Rebecca Malope all hail from Mpumalanga.
8. The Sudwala Caves are the oldest known dolomite caves in the world. The caves are approximately 2 000 million years old.
9. Pilgrim's Rest was the second town in South Africa after Kimberly to be electrified. The electricity was generated from a hydro electrical plant in the Blyde River Canyon built in 1911.
10. The giant footprint otherwise known as the Goliath's Footprint embossed on a rock on a farm near Ermelo is 6ft long.

Thumbs Up For Africa's TRAVEL INDABA

Owned and managed by South African Tourism, Africa's Travel Indaba has established itself as the world's leading African tourism trade show.

Africa's Travel Indaba 2022 is expected to bring together approximately 3700 delegates from across the globe to reconnect, share experiences and rebuild the tourism industry. Tourism has always been the fastest-growing sector in the world but after experiencing the heights of COVID-19 tourism was one of the most affected sectors.

The Indaba could not have come at a better time. With the world slowly opening up again and tourism bodies getting ready to reshape and reopen the best of tourism experiences, delegates are understanding the value behind shows like Africa's Travel Indaba.

"It is such a privilege to be here at Indaba and while we are here, businesses need to liaise and partner, especially with the private sectors because it's extremely important to push tourism through private sector partnerships and Indaba is a place where this kind of connection can happen."

- Refloee Ramone, Boundless Southern Africa

"We have been doing Africa's Travel Indaba for the past 25 years and there is definitely a good reason behind doing it. We engage with business to business customers from all over the world. Indaba has changed over the years, I think before people came to write business but with technology giving customers more immediate access, Indaba is now a chance to connect with customers face-to-face, give an update on products and share ideas."

- Hara Jackson, Legacy Hotel & Resorts

VOICES FROM THE FLOOR

"Africa's Travel Indaba is a great way to make new connections. We have been here for many years and what we are hoping to achieve this year is interaction with many stakeholders who will give us the value we are looking for and tourism sector investors who are interested in investing into the beautiful country of Zambia."

- Chavunga Lunga, Zambia Tourism Agency

"Indaba is the broadest show that is focused on Africa. Tourism is a people to people business and it is vitally important that as a trade and an industry we are able to connect face-to-face, discuss and make new connections and in my mind Indaba fulfils all of that - from my start-ups all the way to established names. It provides the opportunity for Africa to grow."

- Chris Mears, African Travel and Tourism Association.

"Covid-19 has been extremely straining on the tourism industry in the past year and Indaba is extremely important because it gave us a platform now to connect with people like our suppliers and partners and build even bigger connections."

- Bukhosi Mpofo, Khanondo Safaris & Tours

"We are a new establishment and this being our first year at Indaba is really a great opportunity to show people our products and build a good client market."

- Thusie Pather, Golf Course Boutique Guesthouse



AFRICA SHINES



LET'S VISIT OUR SOUTH

African Provinces

LET'S TAKE A SHORT LEFT TO FREE STATE

The Free State is a province of wide skylines and blue skies, with farmland, mountains, goldfields and broadly scattered towns. Some of South Africa's most esteemed San (Bushman) rock craftsmanship is found in the Free State. The region is well known for its warm South African cordiality and blend of culture.

The province consists of numerous attractions and activities to be experienced by tourists such as Bloemfontein. Bloemfontein is known for its attractiveness and warm neighborliness. Named the City of Roses, there are scores of flawless spots to see and investigate. Guests searching for convenience can choose from guesthouses, B&B's, cabins and inns. Bloemfontein's name signifies "wellspring of blossoms" and it isn't shocking in light of the fact that, in the core of the city, it is plentiful in flower hedges. Hamilton Park lies at the foot of Naval Hill and is home to one of the biggest assortment of orchids on earth.

Beth Bethlehem is the biggest business place in the eastern Free State. It lies on the Liebenbergs River only south of the Rooiberg Mountain on the N5. The town is named after the scriptural Bethlehem not for the introduction of Jesus, but rather for its wheat developing limit. Harrismith is one of the five fleece delivering locale in the country. The town fills in as something of a passage into the Drakensberg Mountains. Sterkfontein dam nearby is the third biggest dam in the nation and a shelter for water aficionados. Additionally, Phuthaditjhaba is a Sotho town in the area of the Free State. It was laid out in 1974 as the capital of QwaQwa. Its ongoing name is a seSotho word that signifies 'meeting spot of countries or clans'.

The Northern Free State is the most open piece of the Free State to Gauteng. It lies not so much as an hour from OR Tambo International Airport. This natural region is additionally wealthy in water, and figures out how to spin together a rich assortment of exercises. The Vredefort Dome is South Africa's seventh World Heritage Site, perceived as the biggest and most established shooting star sway site on the planet. The Vaal Dam and waterway give easy water play time from riding the white waters in a

pontoon or kayak to cruising the waters of the dam on a yacht.

Furthermore, in exploring the Free State province there are some wonderful climbing trails in and around the town up in the bumpy wide open that encompasses Parys; the town is dissipated with workmanship, collectible and coffeehouses, and you can do stream boating, abseiling and 4x4 courses as a component of the line up of exercises accessible to you. Yet, the geographical miracles of the Vredefort Dome are without uncertainty the superstars.

Travelers would not miss a chance to in exploring the town in Free State known as Parys. The town is basically a cultivating local area - tobacco, corn, sorghum and steers are totally cultivated nearby - however it has likewise turned into a famous town to visit, especially as a result of its vicinity to Johannesburg. Where the Vaal River meets the town, it extends for about a kilometer, its shores fixed with sobbing willows and a solicitation to those partial to water sports. The nation club, with its 9-opening fairway, lies on Golf Island, one of the islands that sprinkles the waters of the waterway near Parys and available by means of an engineered overpass.

LET'S TAKE A SHORT LEFT TO WESTERN CAPE

Western Cape draws millions of visitors each year to a seemingly small area if compared with other provinces in South Africa, but one that is so beautiful that it can't help the distinct attention it draws. The most anticipated destination in the Western Cape province is Cape Town although top attractions do not start and end in Cape Town (even if, as every day passes in a whirlwind of activity, there is forever something else to grab your attention). For instance Garden Route that is approximately about 500 kilometres away from Cape Town. The Garden Route is a seaside passage on the southern shore of South Africa, where old woods, streams, wetlands, ridges, stretches of ocean side, lakes, mountain view and native fynbos all converge to shape a scene of helpful magnificence.

The Western Cape is a province of South Africa with coasts lining the Indian and Atlantic seas. It's known for the port city of Cape Town and Robben Island, home to Nelson Mandela's infamous prison. Wine lands encompass towns like Stellenbosch.

The Western Cape is well known for its various attractions and renowned milestones, offers various day visit and touring valuable open doors. Visits in Cape Town, the "Mother City", offers excellent white sandy sea shores, Table Mountain, and the V&A Waterfront. Further abroad, take a visit to see Bushman artworks by the first occupants of the Cape in the Cedarberg, partake in the clean magnificence of the wild West Coast or take a drawn out visit to partake in the stunning landscape of the delightful Garden Route.

This is a portion of land like no other on the planet concerning excellence, normal attractions and extraordinary greenery - henceforth its name. Three of South Africa's top climbs happen here - the Otter Trail, the Tsitsikama and Dolphin trails. The Garden Route is a heaven for travellers interested in nature, bird watchers and isolation searchers and one of the most delightful pieces of the Western Cape. It lies sandwiched between the Outeniqua Mountains and the Indian Ocean and is on each vacationer's schedule.

prioritizes because travellers well-being - all the materials used for room decoration are environment friendly, and individual climate control can be adjusted accurately by degree. To experience the very best in the Northern Cape, Nare Boutique hotel offers a superior interior design, ambiance of natural sunlight and great views making the destination as a popular choice for hosting.

LET'S TAKE A SHORT LEFT TO NORTHERN CAPE

The Northern Cape area is South Africa's biggest province, with desert scenes and natural life. It shares Kgalagadi Transfrontier Park with Botswana, where red sand ridges cover lions and Falcons. Wild daisies and other springtime blossoms cover the regularly dry fields of Namagualand. The Northern Cape is South Africa's most bone-dry, semi-desert region. Known for its San rock workmanship, jewel diggings and 4X4 safaris, it is 900km from Kimberley to Springbok in the west.

Traveling through the Northern Cape is a mind boggling experience loaded with shocks. The extraordinary scene of Kalahari. The Kalahari region of Southern Africa is considered as the dry heart of the sub-mainland. It lies generally over the three way intersection of Botswana, Namibia and South Africa. This is primarily desert or semi-desert, yet in addition a scene of gigantic material abundance. The Oasis of the Kalahari, Kuruman, is the main town and its miracle wellspring, the Eye, has been known as the wellspring of Christianity. The Eye provided

water to the famous Moffat Mission from where the Gospel was spread profound into Africa.

The town of Kathu is located on the edge of the Kathu Forest Reserve with its magnificent camelthorn trees. Kathu owes its existence to the investigation of iron mineral stores by Iscor, which started in the area 45 kilometers south-west of Kuruman. Olifantshoak well-known as "Doorway to the White and Roaring Sands" is one of the most popular tourist attractions in South Africa. The white sand has a granular surface which doesn't blend in with the encompassing red sand, giving it an entirely different appearance from the red sand. The roads are great, the distances are wide and the fields are sweeping and variable. There are plenty of convenience choices from B&B accommodation up to hotels and private game stores.

Northern Cape brags of it numerous destinations with diverse activities that undoubtedly will offer a great experience for travellers. This includes the experience of African vineyards; a guest house, conference venue and wellness spa that offers a luxurious peaceful destination. This B&B/visitor house settled on the island of slow residing and a functioning ranch is essential for the rich, fruitful scene of the Green Kalahari close to Upington. It is in transit to Keimoes, Kakamas and

Augrabies Falls. As an enlisted sluggish food foundation, this exceptional Northern Cape convenience foundation's dinners are home cooked with a nation style energy and taste. African Vineyard is essential for the Open Africa Quiver Tree Food and Wine Route that runs along the Orange River from Upington to Kakamas in the Northern Cape, South Africa.

Furthermore, the Skoorsteenberg Farm is great attraction for travellers who love connecting to nature. Experience lovely nightfall and stars. Watch and feed livestock. Go for jackass rides. Or on the other hand simply unwind and appreciate!

The destination offers a campground region with Braai region, pool and trees for conceal. The farm offers activities such as wonderful hikes, cycles, bike tracks, and a small dam to cool down in. Additionally, wildlife on the farm includes springbok, gemsbok, black wildebeest, and ostriches. While the farms wonderful domestic farm animals are sheep, goats, donkeys, horses, chickens and geese.

Travelers with interest in exploring African cuisine will be exposed in divine modern dishes of Nare Boutique hotel. The hotel is situated in Kimberley and is famous for offering an experience of designed and comfortable combination. The destination

DURBAN ICC DELIVERS

World-Class Events



The Durban International Convention Centre (Durban ICC) is a world-class facility, renowned for its high standards of service excellence and has successfully staged some of the world's most prestigious and complex events.

The Durban ICC is a versatile venue of enormous dimensions, flexible enough to meet any need, no matter how extraordinary. The Centre offers the largest column-free, multipurpose event space on the African continent.

International and national conventions, exhibitions, sporting events, concerts and special occasions of every kind can be accommodated. Flexibility and versatility are key factors in the design of this state-of-the-art, technology-driven Centre.

This multi-award winning Centre has been voted "Africa's Leading Meetings and Conference Centre" by the World Travel Awards no fewer than 17 times. The Durban ICC prides itself on being a leading venue for meetings, business events, conferences and exhibitions on the African continent. However, this is not their own opinion, but rather the overwhelming feedback received from their clients who have voted it in the top 1% of Convention Centres worldwide.

Delegates visiting the Centre can look forward to superb standards of culinary excellence and hospitality. As part of the Durban ICC's gourmet evolution over the past 26 years in the industry, the Centre is completely reinventing its culinary offering in order to showcase some of Durban's authentic African cuisines. Furthermore, a wide range of new innovative packages have been designed to meet the unique needs of each target market, at the best possible rates.

The Durban ICC has always aimed to position itself as "Africa's Leading Convention Centre" but during this unprecedented global situation, the centre

has been focusing on the development of their high-tech Virtual Event solutions. The Centre is offering a range of innovative solutions such as Live-streaming events, Remote-presentation events, Hybrid events, and Video-on-Demand. For the uninitiated, a Hybrid Event is simply the combination of a traditional face-to-face event with an online component, which extends the reach of the conference to a wider audience using technology like live-streaming.

Demonstrating its commitment to quality, the Durban ICC is five-star graded by the Tourism Grading Council of South Africa and maintains its ISO9001, ISO14001 and ISO22000 certifications ensuring the highest international standards in Quality Management, Environmental Responsibility, Food Safety and Health and Safety. The Durban ICC is only convention centre in the country to hold all three of these certifications.

DURBAN ICC FAST FACTS

- Located in Durban, known as South Africa's entertainment "playground".

- Durban International Convention Centre (Durban ICC) comprised of the Durban ICC Arena and the Durban Exhibition Centre.

- Voted "Africa's Leading Meetings and Conference Centre" by the World Travel Awards no fewer than 17 times and continuously strives to deliver excellent service.

- Largest flat floor, column-free multi-purpose event space in Africa.

- Maximum capacity at the Convention Centre: 5000 delegates over 7000 sqm/in combination

- with the Exhibition Centre: 10,000 people.

- Ranked in the world's Top 15 Convention Centres by the International Association of Congress Centres (AIPC).

- The Centre is located 30-minutes from the King Shaka International Airport and over 3,600 Hotel rooms are within a 10-minute walk of the Centre.



DURBAN ICC
INTERNATIONAL CONVENTION CENTRE
INKOSI ALBERT LUTHULI ICC COMPLEX
SOUTH AFRICA



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Dinokeng has long been associated with conferencing, heritage and events. Close to Johannesburg and Pretoria but with serene surroundings it is the ideal location for a corporate breakaway or conference and leisure experiences. The major attractions in Dinokeng are Cullinan where the largest diamond in the world was found, Roodeplaat dam-popular with fishing and water sports activities. Dinokeng game reserve is the only Big Five game reserve in Gauteng, 90 Kilometers from OR Tambo International and Dinokeng Central which is the heart of Dinokeng.

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Spreading The Message Of Love ACROSS AFRICA

On Wednesday morning Africa's Travel Indaba 2022, delegates, exhibitors, and buyers traded in their suits and ties and were seen walking and running along the Durban Beach Front Promenade early in the morning for a great cause. Challenged by founder of Walk For Love Africa, a non profit organisation; Toni Ukachukwu, members of the Indaba accepted the challenge and walked and ran for 5km. The fun run is an intentional attempt by the organization to help spread

the message of love across Africa and the entire world. The organization solely focuses on Africa to try uplift Africans and to show love to one another by taking a fun run collectively regardless of where they are from. Ukachukwu said, "Africa is enough and can be self-reliant if we break down the barriers that impede travel and tourism in Africa which when broken and people can move around freely for trade and tourism it will in turn grow Africa's GDP and social economic development." Speaking to Toni he said that the



The Walk For Love Initiative is an intentional attempt to help spread the message of love across Africa and the entire world.



Toni Ukachukwu from Nigeria Founder of Walk for Love which took place at the Durban promenade yesterday morning.



PROGRAMME		THURSDAY, 5 MAY 2022
TIME	EVENT	VENUES
08h30 - 10h00	Speed Marketing - Living on the wild side (Wildlife and Safari)	Meeting Room 21, ICC
10h00 - 17h00	Exhibition Starts / Diary Meetings	Exhibition Areas
10h00 - 11h00	Africa's Travel Indaba Awards	Media Centre Presentation Room
10h30 - 11h30	Business Conversation Session 5	South Foyer, ICC
12h00 - 13h00	Media Conference - Bid Party Wrap Up	Media Centre Presentation Room
13h00 - 14h00	South African Tourism Stakeholder Engagement Session	SA Tourism Village
13h00 - 14h00	Lunch - Catering available from 12h00	Designated Venues
16h00 - 17h00	Live South Africa lekker hour - SAT Europe team stand activation	SAT Europe Stand
17h00	Show Closes	Exhibition Areas
18h00 - 00h00	Florida Road City Immersion Experience	Florida Road / Other

Indaba is an incredible platform to help spread his message of love as multiple African countries have gathered here to connect and make business. Toni is indeed for intra-African travel to discover the beauty that is within the continent and has challenged all stakeholders to consider it.

"Africans need to love one another and be able to do business with one another. We are not there yet, we know that when we begin to love ourselves enough, we can encourage to visit each other, to do business with each other, able to collaborate and partner. That is the Africa we will see." said Ukachukwu.

The organization strongly believes in a united Africa is enough to no

longer depend on the West and East anymore because Ukachukwu says the continent has enough resources to hold itself down. He believes that Africans need to start depending on each other first than to start looking for help or business outside of Africa.

The fun run was a major success as participants joined in for a refreshing and calming run along the beautiful beach front in Durban. The participants were on the ground at 07:00am and enjoyed the serene scene of the Indian ocean. Toni Ukachukwu wishes to thank all participant who took part, Black Inc for organizing the run and lastly the Africa's Travel Indaba for this great opportunity.

SOLA MEDIA

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