A wave of African tourism

South Africa is intrinsically linked to the continent and if tourism succeeds then the continent succeeds.

These were the words of the South African Minister of Tourism, Derek Hanekom, when he officially opened the INDABA yesterday.

Following a ribbon cutting ceremony, the Minister gave his official welcome together with the MEC for Economic Development, Tourism and Environmental Affairs in KwaZulu-Natal Michael Mabuyakhulu and the Mayor of Durban, James Nxumalo.

Last year, the Travel and Tourism Competitive Report, presented by the World Economic Forum, confirmed that tourism constitutes nine percent of Africa’s overall economy and that some African nations were well-positioned to benefit from the projected 4.9 percent growth in the continent’s travel and tourism business.

Tourism arrivals to the continent are projected to reach 130 million travellers by 2030, over double the current 50 million arrivals.

Hanekom urged members of the tourism industry across the continent to harness the rich potential of the sector by working together. “We are united in our common aspiration to brand Africa,” he said. “We are bound by our common past and our future is intertwined.

“INDABA gives us a sense of belonging. It is where we can come together to share knowledge and create partnerships,” he said. “The world’s tourists want what we have, authentic meaningful experiences and a taste of local communities. This gives more indigenous people the opportunity to become part of our tourism industry.

“At the same time, the packaging of our diverse tourism products, which reflect Africa’s travel experiences such as rich cultural and historical heritage as well as the continent’s exceptional natural wealth, should be tailor-made to suit tourists who are keen to move from our country to the others within the region.”

Continuing with the theme of tourism as key contributor to South Africa’s economy and job creator Mabuyakhulu told the audience that 4.5 percent of people in the country are employed by the sector.

He noted that while the leaders in tourism on the continent - South Africa, Botswana, Mauritius, Seychelles, Namibia, Zambia, Tanzania and Kenya - had in place essential policies for sustainable growth, all African countries needed to invest adequately in skills development and infrastructure.

“There are many examples of how tourism has grown emerging economies and while the INDABA will continue to bolster Africa’s image as a preferred destination, it is up to us as Africans to market ourselves to the rest of the world,” he said.

“In this regard it is critical that we integrate policies that will reflect positively on what our continent can offer. There needs to be investment into infrastructure, such as transport and hotel networks as well a balance between security and ease of movement. Africa also needs to tailor-make its products to suit tourists.”

Nxumalo said the City of Durban was honoured to host the biggest tourism event on the continent. “The INDABA helps us to be competitive and a major player in the tourism sector, bringing in a R60 million in direct revenue and R260 million over the longer term.”

Hanekom announced that negotiations to secure a partner for INDABA were at an advanced stage but he could not divulge any further details at this stage. He also shed away from the thorny issue of whether Durban would continue host the trade show, simply saying: “Indaba is here, stronger than ever!”
Inspired by the people of Rwanda, Sam Mensah will enlighten INDABA delegates about the Kigali dress collection in Meeting Room 22 at Tech talk, between 16:00 and 17:00 today.

The Kigali collection takes its inspiration from the people and natural landscape of Rwanda – from the cool colours of the Nyungwe Forest to the cold blues of Lake Kivu, one of Africa’s great lakes. The contemporary ready-to-wear pieces are made and inspired by Africa and its people.

“The main focus is the community tourism organisations’ individual kiosks where operators are on hand to provide insight into their tours,” said Mensah.

“Each of the nine organisations present a key project at Indaba, so visitors will experience something new and unique each day. It is a great opportunity to identify products in townships that need exposure and have the ability to grow,”

For more information visit stand DEC1A37

Not to be missed - all about the Kigali collection

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.

Printed on environmentally friendly Sappi Tripple Green gloss 115g/m².
Consultation will grow tourism in Africa

Open skies, interdepartmental collaboration and trust between government and industry were some of the topics discussed at the Ministerial Media Talk, which followed the official opening of INDABA yesterday.

The event was facilitated by New York-based news anchor Richard Quest. Apart from Minister of Tourism, Derek Hanekom, the high level the panel included Deputy Minister of Tourism, Tokozile Xasa, Mmatšatši Ramawela, CEO of the Tourism Business Council of SA and Gillian Saunders of Grant Thornton.

The panel addressed the strategic economic importance of tourism and the threats and opportunities associated with it, such as job creation, foreign direct spend and social development.

A key part of the discussion was the need for collaboration and engagement by other government departments with the National Department of Tourism when taking decisions on issues that have far reaching consequences. This was highlighted by the recent announcement of the South African Minister of Sport revoking the privilege of four of South Africa’s biggest sporting associations to host future events because of their failure to reach their agreed upon transformation numbers.

The Minister acknowledged that consultation is needed in such instances in order to balance doing the right thing for the country, without negatively affecting tourism. “It is our job to promote tourism. So we will engage with the Sports ministry,” the minister said.

The panel agreed that there is an opportunity to learn best practices from the continent and the world, a sentiment especially emphasised by Ramawela.

In his characteristic provocative style, Quest challenged the panel on the veracity of tourism growth figures for South Africa. He suggested that the quoted figure of 15 percent according to Grant Thornton’s Gillian Saunders, which is below the global average of four percent.

She noted, however, that the industry was significantly rescued by the depreciation of the rand despite the fact that studies could not find a direct correlation between currency depreciation and tourist arrivals.

Quest deftly pointed out that South African Airways (SAA) had seven CEO’s in four years, an issue of serious concern for the industry. “You must concede that SAA has become a political football and this has to stop,” he said.

Though they differed on a number of issues, panel members seemed to agree on the relevance and importance of a national carrier. They also agreed that trust between government and the private sector was essential to the growth and development of the tourism industry.

Digital trends in travel

Now more than ever, travellers are finding inspiration for their travels on the internet. According to Google, this trend is reflected in both leisure and business travellers. Research shows that 65 percent of leisure travellers use web search early in their travel journey compared to 60 percent of business travellers.

Internet search is the second largest source for travel information after word of mouth, and the number one source used in planning holidays and business trips. Based on usage trends, Google has developed the Traveler’s Road to Decision, a framework for travel decision-making which includes Dreaming, Researching, Booking, Experiencing and Sharing stages. On average the journey from dreaming to experiencing spans two to four months, and in that time, a traveller is likely to view 5 videos, conduct 34 searches and visit 380 web pages.

Amongst its seven online brands, Google lists YouTube as its top source of traffic for online search. Over 7.2 million unique users in South Africa view videos on YouTube per month. This represents a 53 percent increase in the number of viewers, year-on-year and a 70 percent growth in time spent watching videos.
Mass wedding - Knysna celebrates diversity

With terror and security scares against tourists filling many headlines in the past few months, the World Travel & Tourism Council launched a new research report quantifying for the first time the links between tourism and peace. While travel and tourism has often been recognised for its ability to drive peace, security, and understanding, there has been little empirical evidence to support this link.

The report, Tourism as a Driver for Peace, conducted with the Institute of Economics and Peace, the world’s pre-eminent think tank measuring peace, shows how important an open and sustainable tourism sector can be for the levels of peace in a country. Countries with more open and sustainable tourism sectors have higher levels of peace and lower levels of conflict and violence. Increases in tourism sustainability can lead to improvements in the functioning of governments.

As governments respond to tourism demand and create a welcoming environment for further tourism expansion, this ultimately increases future peace, the report states.

Over the last decade the world has become increasingly unequal in terms of its levels of peacefulness. With the most peaceful countries enjoying increasing levels of peace and prosperity, the least peaceful countries are facing greater levels of violence and conflict. The research shows that the more sustainable and open a country’s tourism sector, the less peace levels have declined. Even in conflict-affected countries, all of which saw their levels of peace drop between 2008 and 2015, those that had more open and sustainable tourism saw a significantly lower drop in peace than countries with less sustainable tourism sectors.

Steve Killelea, Founder and Executive Chairman of the Institute of Economics and Peace says the data shows how tourism and peace can support each other and create a welcoming environment for further tourism expansion, this ultimately increases future peace.

Tourism’s economic impact is now well established and tangible role in contributing to global peace. With the continued facilitation of travel for business and leisure purposes, governments should also continue to focus on tourism development for the benefit of their people. Governments should also make policy decisions that balance the safety of their citizens with the continued facilitation of travel for business and leisure purposes.

“Governments around the world are increasingly looking to the sector to provide livelihoods and jobs, and drive economic development. However, the benefits of tourism as a force for good, its ability to bring peace, security and understanding have been harder to quantify. Travel and tourism does have a strong link to creating peaceful societies. In a world of increasing risk and security concerns, this is compelling evidence of why governments should make policy decisions that balance the safety of their citizens with the continued facilitation of travel for business and leisure purposes,”

Steve Killelea, Founder and Executive Chairman of the Institute of Economics and Peace says the data shows how tourism and peace can support each other and increase societal resilience, prosperity and peace in the long term.

“This also shows how the tourism sector is one of the key areas in which the private sector can play a positive and tangible role in contributing to global peace.”
Jozi woos Chinese market

Joburg Tourism has teamed up with Union Pay, the world’s largest card payment company, in a move to attract millions of Chinese tourists to the City of Gold and other parts of South Africa – and the rest of the continent.

Represented by Union Pay International representative Xing Gan and Joburg Tourism’s Head, Nabintu Petsana, the two entities will promote the acceptance of Union Pay cards, optimise the card-using environment and provide more convenient services to cardholders visiting Johannesburg. They will also conduct joint marketing activities to increase the popularity of Johannesburg’s tourism services and products among Chinese tourists.

With more than 5 billion cards in issue and a presence in 150 countries, Union Pay is larger than Visa and MasterCard combined. More than 100 000 of these cards have been issued in 48 African countries. Two South African banking institutions – First National Bank and Standard Bank – are already in partnership with Union Pay, Africa, which entered the scheme in January, will start processing payments in June this year. The move is expected to create several thousands of jobs in the local tourism industry and boost Johannesburg and South Africa’s economy.

Every month, more than 14 000 Chinese tourists, most of whom are Union Pay card-carrying members, visit South Africa. China has become South Africa’s fourth largest overseas resources market. Statistics from the China Tourism Academy also show that China surpassed Germany and the US as the biggest market for outbound tourism in 2012. China will have more than 400 million outbound tourists in the next five years – on average a Chinese tourist spends $6 200 (nearly R100 000) on a ten-day trip. As Chinese tourists travel in groups and have high spending power, they are a sought-after tourism market sector.

Joburg Tourism is working with local tourism industry players, encouraging them to embrace the Union Pay partnership, which will also be promoted when the marketing team participates in international Asian trade shows.

Visit stand DEC1D 31.

Endangered species update

The Hoedspruit Endangered Species Centre has upgraded its website to fully reflect all its programmes, projects and donation options. Besides breeding endangered species, the centre provides a rehabilitation facility for animals orphaned or maimed due to poaching. To read more about the centre and the ten rhinos there go to www.hesic.co.za, or visit stand ICCMQO.

Safari Tart blog re-launched

Safari Tart, the world’s first and only authoritative safari review blog - online since January 2008 - has been re-launched at Indaba 2016, with a sleek new look and mobile functionality.

Safari Tart’s new business model offers landing page sponsorship opportunities reaching a dedicated niche audience of international safari travellers. Six cost-effective content sponsorship zones and discounted packages are available with the first three months at no cost.

Safari Tart is a well-known name in safari journalism, originated by Carrie Hampton who gained the cheeky accolade after clocking up visits to over 200 safari lodges in southern and east Africa in the course of writing books, magazines and online articles.

If you want valuable exposure of your lodge or safari product, Indaba is the right time and place to meet Carrie. And if anyone can exceed visits to 200 individual safari lodges, Carrie is dying to meet you.

International flights to Africa rebound

International arrivals to Africa are up, with Namibia, Kenya and South Africa leading the growth.

International flight bookings to Africa for the European summer season are currently almost 6 percent ahead of where they were at this time last year, according to the latest data from ForwardKeys, which analyses reservation transactions daily.

The figures show a 5.9 percent increase in forward bookings from May to October compared with 2015, with robust growth in arrivals from across the globe as well as from within the continent.

The data shows forward bookings from Europe - which at 57 percent has the biggest market share - are up 6.0 percent. Travel within Africa is also increasing and at a faster rate, up 6.2 percent. The Americas, with a market share of 15 percent, are up 12.3 percent.

Bookings made for the beginning of May onwards show that nearly all the top African destinations are seeing an increase in international arrivals. Namibia tops the list, up 31.2 percent on the previous year, with Kenya in second place, up 27.7 percent, followed by South Africa, up 21.6 percent.

Southern African Tourism Update

Driven by a desire to provide our customers with the exact service and vehicle they need, we are making some notable upgrades to our growing fleet.

To meet our international customers’ needs, we have made a significant move towards including automatic transmission cars to our Group K and N. This simply means that international customers visiting our shores can now access the widest choice of customised vehicles to suit their driving needs. We are equally excited to bring the new lead cars in each of these group including the Toyota Rav and the Hyundai Tucson in Group K (Speciality / SUV) and the Hyundai H1 will take lead in our Group N (People Carrier – 8 seater).

Our customers’ needs are always changing. What is needed or wanted today is not the same for tomorrow. Our diverse and flexible fleet allows us to cope with the ever changing requirements, particularly from our international customers. We are equally confident that these upgrades will support our ongoing commitment of delivering best rental vehicles at great value, which our customers have come to appreciate.

More Automatics on Fleet
Enhancing the visitor experience
– Tourism department

Improving visitor experiences in South Africa is an important goal for the Department of Tourism, which has allocated a large portion of its budget to the task. Initiatives in this regard include guide training, enhancing attractions and maintaining the country’s beaches.

Tourism Minister Derek Hanekom told Tourism Update around R800 million was left after allocations had been made to SA Tourism.

“A large chunk of that is spent on social responsibility programmes and small business support while it also goes into running the department. This included salary and office costs and offices abroad.

“While we don’t have a massive department we do have regulatory responsibilities and that budget has to do that.

“Those were no magic split for the budget and no easy answer to whether less money should be spent on the department and more on marketing the country internationally. We simply cannot put our entire budget into marketing campaigns. There are costs to running the department. We do believe, however, that by spending the budget more wisely to improve visitor experiences, we will automatically be marketing the country more.”

He said it was important that improvements were continuously being made to improve the product and to allow travellers a better experience while in South Africa.

With this in mind the department is increasing language courses for guides.

“Having guides that speak the language of visitors is of increasing importance. It allows for a more profound experience and as a department we have earmarked language courses for guides as a priority. Two language training courses were on track for this year, which would see guides trained to speak Russian and Mandarin.

“At the same time we are not packaging our cultural diversity well enough. This is an area where we want to see more budget being spent on. Cultural villages have to be extended and expanded to allow for real experiences that wow visitors.

Hanekom said one area that would receive immediate attention was the Cradle of Humankind in Maropeng, where the department was funding enhancements.

“While there are many places in the country where little needs to be done to create an experience that blows visitors away, there are many attractions including the likes of Robben Island that need work. We have to enhance what is on offer to allow for more profound and captivating experiences.

“At Robben Island visitor information services would be enhanced in the next few months while the department was also in the process of training guides. Crucial information about the island is also being digitised which means that this legacy will be preserved for future generations.

“Sites such as the Nelson Mandela capture site in KwaZulu Natal would be improved.

“This will see signage and information improved not only at this site but several other iconic national heritage sites that symbolise the life of Nelson Mandela such as the statues of Madiba at the Union Buildings and Freedom Park in Gauteng and the Drakenstein Correctional Facility in the Western Cape.”

Hanekom said making the South African experience more memorable was a priority for the ‘Working for Tourism’ programme set to be launched in the next few months.

“This programme will kick off in this financial year with the employment of 200 young people who will assist in retaining the blue flag status of our beaches. This all ensures South Africa is marketed,” he said.

“After spending time on one of our beaches people go home and they market the country further.”

Hanekom admitted that the budget had constraints in that it could never possibly pay for everything that needed to be done which was why the department was reviewing not only the budget of SA Tourism to ensure money was spent well but also that of the department itself.

“Some projects we have invested in have been very successful and some not so much. We are currently relooking at the model that we use for this process so that it becomes more sustainable and that we see more success,” he said.

“It remains difficult to find the right balance between how much money should be spent on marketing the country and how much for the department.

“We believe if we use the budget that we do have left after allocating funds to SA Tourism well, we can, without any additional marketing, bring higher numbers of people to South Africa.”

Southern African Tourism Update

Enhancing attractions and maintaining the country’s beaches

Hanekom said this was of increasing importance. It allows for a more profound experience and as a department we have earmarked language courses for guides as a priority.

Inanda heritage route

Echoes of Durban’s turbulent past

Inanda heritage route falls within INK, which is an acronym for Inanda, Ntuzuma and KwaMashu. The said areas boosted themselves with tourism attractions that are yet to be explored and experienced by both local and international visitors.

INK is rich in historical sites, educational facilities and entertainment venues as well as natural attractions, for example, Inanda Dam and uMzinyathi falls. Come and explore the INK area, meet the local people and take indelible memories home.

Tel: 031 322 2856

www.durbanexperience.co.za

Visit us at stand DEC 1A37
Pubs, restaurants, museums, high street shopping and friendly bars, but all throbbing to the township beat. That's a day out in Soweto, yet another vibrant tourism destination to discover in Gauteng.

JOHANNESBURG • MSAWAWA (SOWETO)

SAY HOWZIT TO QUIET AND FRIENDLY KASIE LIFE WHERE EVERYTHING IS LOUD

Pubs, restaurants, museums, high street shopping and friendly bars, but all throbbing to the township beat. That's a day out in Soweto, yet another vibrant tourism destination to discover in Gauteng.

www.gauteng.net

ALEXANDRA | DOWNTOWN JOBURG | FORDSBURG & FIETAS | SOWETO
Lending a helping hand to IKhaya Le Themba

When people hop on and off City Sightseeing’s red open-top buses in Cape Town they not only buy an amazing day out in one of the world’s most fabulous cities, but they also contribute to the care of disadvantaged and marginalised children at the IKhaya Le Themba aftercare facility in Hout Bay, Cape Town.

IKhaya Le Themba means Home of Hope and was started in 2004. Today it stands as a beacon of hope for hundreds of children and offers after school care to more than 100 youngsters in the area. This care includes visiting their homes and giving support to their families and primary caregivers.

City Sightseeing Cape Town has handed over sufficient funds to complete one of the facility’s classrooms and subsidises one teacher’s salary. “It is an honour for us to help this very worthy cause in an area we visit daily,” says CEO Claus Tworeck.

The City Sightseeing Blue Mini Peninsula Tour of Cape Town offers a guided Imizamo Yethu walking tour that gives people a chance to interact with IKhaya Le Themba children and their teachers. “The Imizamo Yethu visit is a popular choice which speaks to the modern travelers need for urban experiences,” says Claus. “Being able to connect on a one to one basis creates lasting memories for locals and visitors alike.”

For more information visit stand OD17.

The boma’s feast of fun is getting feistier

South African chef Arnold Tanzer with the team at The Boma.

The Boma – dinner and drum show, a popular Victoria Falls experience, is being refreshed with a focus on enhancing and modernising the food and entertainment.

Changes include fine-tuning both the food offering - under the guidance of South African celebrity chef Arnold Tanzer – and the dancing and drumming, as well as the addition of new entertainment elements.

“The Boma is so much more than a meal,” said Africa Albida Tourism CEO Ross Kennedy.

Launching the new boma at the Tourism Indaba last night, Ross said it’s an entire evening of entertainment, featuring dance performances, songs, story-telling, face painting and an interactive drumming show. It is a celebration of Zimbabwe.

“We always ensure that The Boma delivers a multi-sensory evening, and with Arnold’s input and wide experience we are once again reshaping and restyling the product.

“Everything from food to service, uniforms and decor, entertainment and drumming, sound and light is under the spotlight and many changes are underway. Part of this energy has also gone into rebranding - hence the new logo, colours and style.

“The Boma, which has welcomed more than one million guests since 1992, is not being changed, but rejuvenated to ensure it remains a favourite Victoria Falls experience,” he said.

Arnold is assisting the team at The Boma – with a four-course meal that combines a platter of starters featuring skewered peppered impala, smoked crocodile tail and corn ciabatta and nymo fritters, soup from the campfire, a braai (barbecue) buffet with delicacies such as mopane worms, warthog steak and Zambezi bream, as well as beef, pork, chicken and vegetarian dishes and desserts.

“The Boma is iconic in Victoria Falls, so it has to be treated carefully - we are not trying to change it, but just re-energise it. It tells a story about the food and culture of Zimbabwe and the changes will make it more trendy, more contemporary, without losing its traditional feel. Africa is about hospitality and generosity. Wherever you go people always offer you food. Our idea is to bring wholesome food, chunk up the salads, and also to present them in slightly bigger, beautiful platters,” said Arnold.

The Boma opened with just 60 seats as an open air ‘bush’ restaurant to cater for guests at Lokuthula Lodges, and it has since grown into a ‘must do’ Victoria Falls experience, able to accommodate 320 diners.

Visit stand ODWA

Two new guided tours in Botswana

Springbok Atlas Tours & Safaris has launched two new exciting and refreshing tours in Botswana.

‘Botswana Explorer’ is a seven-day guided tour taking guests on an adventure through the untamed northern parts of Botswana to discover floodlands, grasslands, salt pans and more. After visiting the famous delta, the tour proceeds to the Ntwetwe salt pan, before making its way to the renowned Chobe National Park.

The eight-day ‘Best of Botswana & Namibia’ guided tour offers guests a wildlife exploration through Botswana’s much-loved Okavango Delta and Chobe Park and also showcases the northern extremes of Namibia with the lush Mahango Game Park, Zambezi region and Popa falls.

For more details or to collect a Guided Tours 2017 brochure, visit stand ICC I11.
For Aquila Private Game Reserve just outside Cape Town, October 2015 to January 2016 was very busy – four rhino calves were born. These births were the first since the traumatic poaching attack at the reserve in 2011. All calves and births proceeded in text book fashion, except for the third birth. This calf, born in the early hours of New Year’s Eve, had to be rescued from dehydration after being rejected by its mother. To further complicate matters the calf had attached itself to the father, who is very aggressive and he was making it impossible for veterinary staff to get near the calf.

Searing temperatures in the Karoo put the reserve itself to the father, who is very aggressive and he was making it impossible for veterinary staff to get near the calf.

The calf has adapted incredibly well to being bottle fed. It weighed 65kg when rescued and after nearly four months is well over 200kg. Aptly named Osim, which is a Tswana saying meaning, ‘From tomorrow it will be better’ has a team of dedicated staff members, headed up by Divan Grobler, Aquila Wildlife Conservation Manager.

The Aquila Rescue Centre handles the rearing process for the next 18 months after which it will be reintroduced to the rest of the rhino crush on the reserve. A great has been introduced to the rhino so that human contact can ease off. Initially a little nervous, the calf has now grown accustomed to her big friend.

The centre is a non-profit organisation set up by Aquila to care for animals in distress. It is also home to the Saving Private Rhino initiative which offers anti-poaching training free of charge to rangers working on private game reserves.

For more information, visit the website www.aquila.co.za.

Four rhino calves, three months – that’s Aquila!

Newmark expands into Africa

The establishment of its first office outside South Africa, in Luaka, and the creation of the Kaufela Collection in Zambia, marks Newmark hotels, reserves and lodge’s growth plan on the African continent.

Kaufela, which means ‘together’ in Lozi, brings together lodges of a certain quality standard under one management brand. The collection has already signed three independent lodges – 100 rooms - and plans to add another 400 rooms by the end of the year. The group is also taking on a new property in Zararifar and a further 170 room business hotel in Luaka.


“There are literally hundreds of independently owned lodges in Zambia that do not have the resources to market and sell their properties effectively. This collection is a solution that allows these lodges to retain their independence and individuality while benefiting not only from our management, sales, marketing and reservations infrastructure, but also our two representation offices in London and New York.

The collection will be competitively priced for tourism and business groups and the Newmark name and reputation will promote confidence, assurance and awareness.

“This is also a major intervention for Zambian tourism. It meets a business need for the lodge owners while helping visitors who often do not know what to expect when they make bookings.”

The Luaka office will also focus on other COMESA countries in Africa, such as Zimbabwe, Tanzania and Malawi.

“We allow iconic products to flourish” – Markovitz.

“The Luaka office is mandated to develop new territories depending upon the standard or size of the property.”

“We allow iconic products to flourish and we do not dilute the offering,” says Newmark Chief Executive Officer, Neel Markovitz.

“We pride ourselves on having great representation and systems, with a fluid strategy and the ability to ‘stock-broke’ our products across time zones at all times. Our offering will not be compromised. We turn down more properties than we take on – we very specific about the product portfolio. Our portfolio is managed and in some cases, invested in by Newmark.

The hotels are their own brands and this is why our properties constantly out-perform the market. We are not swamped or cramped by a global brand mind set.”

The group, which was established in 2007, attributes much of its success to the fact that the brands in its portfolio retain their individuality.

Visit stand ICCH01.

The tourism industry has had its ups and downs recently, courtesy of fluctuating economies and fewer people travelling.

In many African regions, these and other factors have heightened the markets, increased competition and forced the national tourism authorities to step up their marketing efforts so as to stand out from the crowd of competitors. Lesotho is not an exception to this and has developed the new identity which aims to attract more visitors to Lesotho by enhancing its visibility and awareness as a tourism destination.

For more information visit us on stand DE2CB01

The new brand also comes in two different shapes, making it truly sophisticated and user friendly while it does not diminish the aesthetic appeal of users’ products or clash with the shape of your collateral material in any way.

To all travellers, we invite you to discover Lesotho and experience the extraordinary altitude that makes Lesotho a unique land of abundant water and endless sky, an experience no one can ever get from any country in Africa except in the beautiful “KINGDOM IN THE SKY”.

Visit stand ICCE06.
The Groenkloof Nature Reserve was proclaimed more than a century ago, in 1895. Today Tshwane has a number of nature reserves. You can even see the Big 5 in the wild.

Name the South African city with the oldest game reserve in Africa

Explore Tshwane: it’s unforgettable!
INDABA DAILY NEWS 2016

Read all about it in the INDABA Daily News!

Mohamed Baba of Wes Travel shared his vision with the Tourism Ministry.

Majuda Ntombela creating Zulu magic.

Our natural wonders bring the countries of Africa together.

INDABA’s official opening attracted huge media interest.

The Robertson Small Hotel attracts the Dutch market.

The Cango Ostrich Farm always delivers a laugh.

Zimbabwe’s Khanondo Safaris and Tours welcomed the ministerial delegation.

Mmanoko Masehela, Member of Parliament and Mukelani Makhaye of the Victoria Street Market say the craft market is important to tourism.

#Experience Limpopo!

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

Some of South Africa’s best golf courses are found in Limpopo. You will get uplift by the refreshing flora and fauna. Our long hot days give outdoor sports enthusiasts and adrenaline junkies extended hours of fun.

Come experience our family fun activities which include canoeting and camping, adventure experiences, water sports, archery, fishing, caving, biking, horsetback 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 family a Limpopo holiday.

Tel: 015 293 3600 Fax: 086 525 1104

Go to www.golimpopo.com