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NEWS



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AFRICA POISED FOR EXPONENTIAL GROWTH

Africa's Travel Indaba opened to much pomp and excitement on Thursday, 2 May. Welcoming ministers, exhibitors, African and international buyers, and tourism stakeholders, the event began with a moment of silence for those lost to floods in the region and across South Africa over the last few days. Africa's Travel Indaba celebrates the milestone of South Africa's 25th anniversary of its democracy. Tourism, too, has grown over the last 25 years, and as a sector continues to develop to become one that makes a difference to Africa's economy.

"We extend a hearty welcome to all visitors and delegates who are attending this prime tourism marketplace. Africa's Travel Indaba is one of the prestigious and award-winning events that brings together the local and international stakeholders in the tourism sector," said KwaZulu-Natal MEC for Economic Development, Tourism and Environmental Affairs, Mr Sihle Zikalala. "This Africa's Travel Indaba promotes the sharing of experiences; private and public partnerships that mark the growth of these industries. A lot has taken place since the 2018 Indaba. Among such developments is the opening of the bridge from KZN to Mozambique that has reduced travel distance from 6 to 2 hours. We are working hard to enhance the role of the tourism industry in South Africa through working with other African countries. We are also looking



to traditional markets in Europe and America. We call on all of you to utilise this year's Indaba to do business and network, but also to take the opportunity to explore the beautiful city of Durban."

Minister of Tourism, Mr Derek Hanekom, took to the stage in his usual charismatic manner, welcoming ministers, delegates and exhibitors alike to Africa's Travel Indaba. "It's an absolute honour and pleasure to be here with you today

as we kick off this magnificent show. Each year that I come to Africa's Travel indaba I am absolutely blown away by how much bigger and better it gets. Most especially, I am delighted by the increasing number of exhibitors from across the African continent displaying such amazing products and making this truly an African event. Africa's Travel Indaba has become synonymous with storytelling, and this year's theme, 'Africa's

Stories, Your success', reemphasises the importance of telling our own stories and showcasing our successes – too often the real stories of Africa are not told or simply not heard. This continent is teeming with stories and folklore that are woven into all the products and experiences that are showcased here."

Speaking about the vast potential that the African continent has to offer, Minister Hanekom dug into the latest travel stats for the industry. "In 2018, Africa reached 67million international tourist arrivals, an increase of 14million when compared to 2017. ▶

DON'T MISS OUT!

With South African President Cyril Ramaphosa attending Africa's Travel Indaba on Saturday, delegates are requested to please be punctual and arrive at the Inkosi Albert Luthuli International Convention Centre (ICC) by 08h00 on Saturday morning. Due to strict security protocol, delegates have to be seated by 08h15 and nobody will be allowed into the venue after this. Seats will be allocated on a first come, first serve basis.



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BRIEF PROFILE OF THE MOSES KOTANE LOCAL MUNICIPALITY

MKLM is one of the five local municipalities of Bojanala (Setswana word meaning tourism) Platinum District Municipality in the North West Province of the Republic of South

Africa. The municipality is named after the late struggle icon Moses Mauane Kotane and it shares borders with Rustenburg, Kgetleng Rivier, Ramotshere Moiloa and Thabazimbi Local Municipalities. Its headquarters

are based in Mogwase Township, with satellite offices in Madikwe Township.

The economy of Moses Kotane is characterised mainly by tourism, mining, and agriculture owing to its location within the major tourism and mining belt of the province, and is the home of Pilanesberg Game Reserve (the third largest national Park in South Africa, covering an area of 55 000 hectare), this malaria free game reserve is also the playground of the Big Five as well as one of Africa's premier vacation destination Sun City Resort.

There are also a number of nature reserves and lodges within MKLM, like Madikwe, Manyane and Bakgatla game reserves, Bakubung and Kwa Maritane lodge. These nature reserves are popular with tourists for walking trails, holidaying, especially camping, and game hunting. Just 20 minutes' drive from Sun City lies the Batswana Cultural Hub i.e. Mphebotho Cultural Museum. This vibrant community centre provides an alternative experience of the Bakgatla-Ba-Kgafela community living around the Pilanesberg Mountains in the North West province. The village tour is one of the unique products that are offered by the museum.

The municipality prides itself with quality service provision and visionary

leadership that makes us a caring municipality underpinned by minerals, agriculture and eco-tourism economy for the advancement of sustainable services to our communities.

The reburial of the remains of the late Moses Kotane in his ancestral village, Pella, remains to be on the tourism flagships that is being tapped into.

As we continue to market the municipality as the tourism destination of choice, we remain resolute on advancing the expanding our tourism offerings to ensure that tourism remains a catalyst for economic growth and job creation.

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Marketing Office:
SMogoe@moseskotane.gov.za





On the African continent we have grown on average by 7% for three years in a row. In total, directly and indirectly, our sector contributed to 8.5% to African GDP in 2018, supporting more than 24million jobs on the continent. Ethiopia was Africa's fastest growing travel economy, growing by nothing less than 48.6 % in 2018. This extraordinary growth is mostly contributed to Ethiopia establishing itself as a regional transport hub. Ethiopian Airlines must be acclaimed for bringing large volumes of tourists to the whole African continent. Egypt has demonstrated considerable resilience and through safety improvement such as Sharm el Sheikh, they've enticed international tourists to come back to their country. Kenya saw excellent tourist arrivals in 2018, growing by a whopping



37% to surpass the 2 million mark for the first time ever." Underscoring the importance of these figures, Minister Hanekom said that although they are impressive, far more can be done in order to realise Africa's true tourism possibilities. "The overall tourism contribution is still way below the global average of 10.4% of GDP," he explained. "This tells us that we have huge unrealised potential to unlock. The UNWTO predicts that 1.8billion people will be travelling globally by 2030 and that Africa will increase its share to 7% of all global arrivals. This would be 126million arrivals – almost double the amount we have currently. This would mean we have to see growth of 5% annually. Are we up for it? Yes we most definitely are!"

GET YOUR PIECE OF THE SHO'T LEFT PIE

The Sho't Left Travel Week is at Africa's Travel Indaba to engage with traders and register them for the upcoming event at the end of September. Mashoto Mokgethi, Head of Domestic Tourism at South African Tourism shares more.

Tell us briefly about Travel Week.

Last year we launched a campaign called Sho't Left Travel Week, and the whole purpose of it was to do a Black Friday of travel. So we looked at how best we encourage South Africans to travel. And the best way to do this is by giving them the best deals ever. We then sat and spoke to many of our trade partners, and we had 325 come on board last year, giving up to 50% off travel deals. They sold the deals between the 24th and 30th of September in line with Tourism Month, and you buy during that particular month – although your travel might only be valid from September to January.

How are you attracting traders?

We've got promoters around, we've got this particular activation space (adjacent to the SA Tourism stand) where people can come and register. We're doing an activation that basically says, "come get your piece of the Travel Week pie". So this activation is literally a pie that we're baking. At 12pm yesterday (2 May) the chef began kneading the dough, and the pie will be served today (3 May) at 12pm. We want to show traders that if you partner with Sho't Left you, too, can get a piece of the pie – and our pie in this sense is that we've dedicated a minimum of R15 million for media on Travel Week where we will be promoting all our deals on many different platforms.

How can trade get involved?

Trade can register on deals.southafrica.net and to find out more, when we launch the consumer campaign then shotleft.co.za will be our website for all the deals for Travel Week and the rest of the year.

How successful was last year's Travel Week?

We did a survey of the 325 traders who took part and only 37 responded. But of these, they sold R1.4 million worth of deals – so if you compound it, it's safe to say that it's quite a successful campaign, with many people saying they will come back this year.

And for consumers?

We had 100 000 people viewing our deals on our website, and of those, 10% bought experiences on our site. We give traders a toolkit so that the website can take visitors to their own platforms where people can access deals, too. Like a white label campaign with uniform branding showcasing that they're part of Travel Week.

TODAY'S SCHEDULE

TIME	EVENT	VENUE
08h30 - 10h00	Speed Marketing - Urban and Luxury Vibe	Meeting Room 22, ICC
10h00 - 11h00	FEDHASA: Imvelo Awards Launch	Media Centre
11h00 - 12h00	Business Conversation Stream 3: South America: Markets beyond African borders	South Foyer, ICC
11h00 - 12h00	Business Conversation Stream 3: How to grow domestic tourism on the continent	ICC Hall 6
14h00 - 15h00	Business Conversation Stream 4: Ensuring Africa's communities benefit more from wildlife	South Foyer, ICC
14h00 - 15h00	Sho't Left Travel Week Announcement	ICC Hall 6
15h00 - 16h00	Green Stand Awards	Media Centre

REASONS TO TAKE A PIECE OF THE SHO'T LEFT PIE

Are you poised for growth and expect exponential success in 2019? Sho't Left Travel Week gives South African tourism trade an opportunity to get a piece of the pie to the value of R15-million to market and sell your product or service during Sho't Left Travel Week 2019 on 24-30 September 2019.

- Investment by South African Tourism to the value of **R15 m**, spread across TV, outdoor, radio, digital & social media.
- Collateral support for you to promote additional deals on your own platform, that you can download.
- Seasonality of offers means that you will be able to offer discounts to consumers during your quieter periods, at your discretion.
- Improved provincial spread, where provinces that usually get fewer visitors will have the opportunity to showcase their offerings and affordability to a much wider audience.
- Travel Week is one of the most significant tourism marketing opportunities in the country.
- A better understanding of market opportunity: South African Tourism has access to the right marketing and consumer insight to grow your ROI.
- Travel Week is the best local travel deal campaign South Africa has on offer.
- It gives you an opportunity to sell directly to the consumer on a highly promoted platform (reach of **41 mil** and PR of **R33 m**).

Don't miss out! Grab your slice of the pie during Africa's Travel Indaba on May 2-4 2019. Register on www.deals.southafrica.net or at the **Sho't Left Travel Week stand**.



MOLEMANE EYE NATURE RESERVE



An attractive destination for nature lovers who want a rustic, off the beaten track get away. Situated 45km from the town of Lichtenburg and just 11km from Ottoshoop on the Lichtenburg/ Zeerust road (R505). The eye on its own can generate 2 250 000 liters of water per day and feeds the Molemane and Marico Rivers.

Fishing is permitted on the reserve and angling for bass on a strictly catch and release basis. No live bait may be used and only artificial lures with barbless hooks are permitted.

In 1992 Elizabeth Duncan Rose (Né Gubbins) bequeathed her farm the Malmani Oog to the North West Parks & Tourism Board on the condition that it be made into a nature reserve and

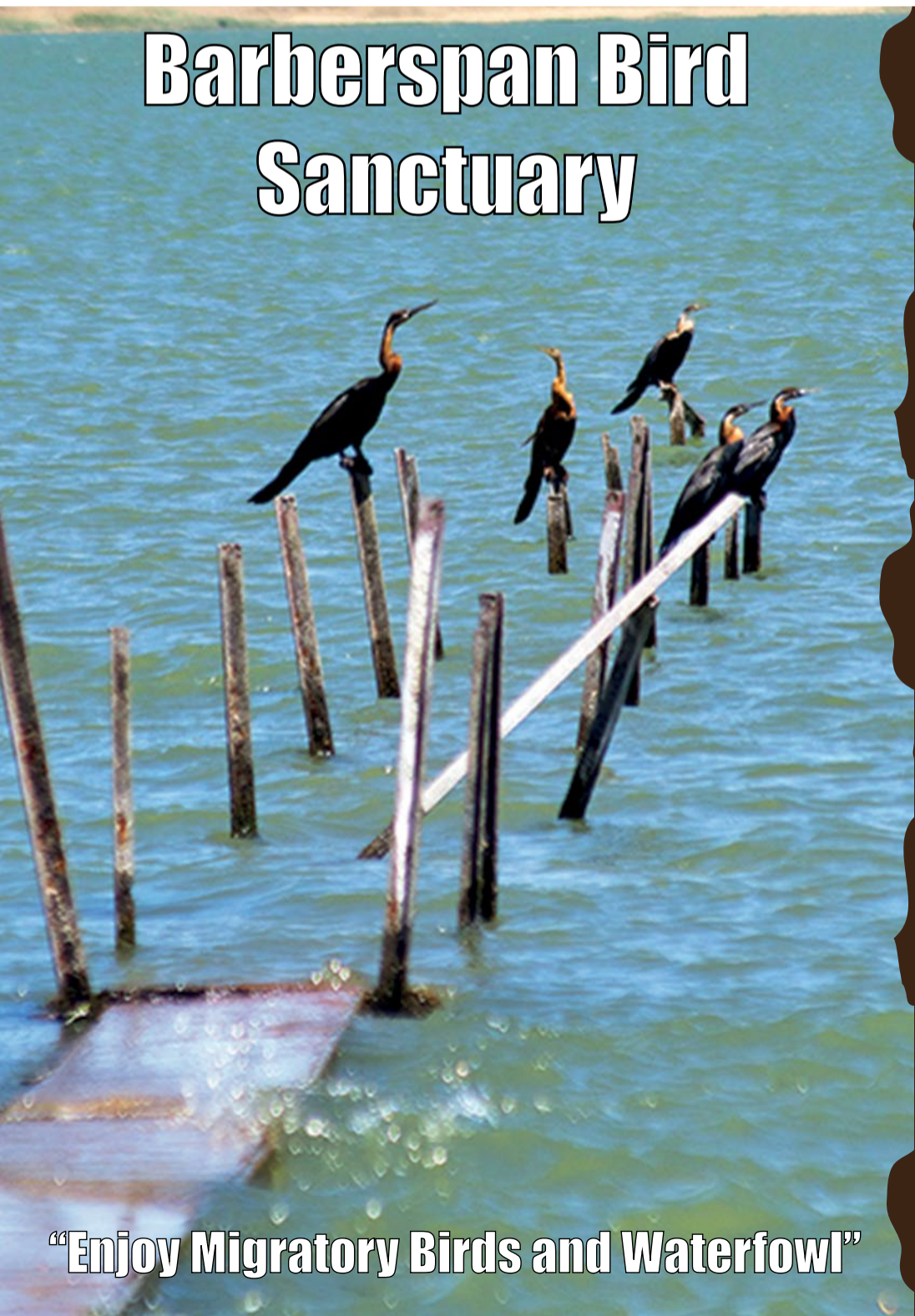
should not be sold. Elizabeth inherited the farm from her father, a distinguished collector of Africana, Dr John Gubbins, who made his money mining fluorspar.

The caravan and campsites are located along the river and have ablution, braai facilities and electricity points. Twelve two bedded tents along the lake with en-suite shower and toilet and a communal kitchen with stove and fridge.



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www.northwestparks.org.za
Tel: 018 397 1500

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at stand No. DEC1D05



A country in one province.

Welcome to Limpopo.

Limpopo is a land of beautiful and contrasting landscapes, typical of Africa. Our people, comprised of various ethnic and cultural groups, live in harmony - also with our provincial compatriots in Gauteng, Mpumalanga and the North West Province.

And over all of this, the iconic baobab tree reigns as the king of nature. The largest baobab tree in the world, the Sunland Baobab, is right here in Limpopo.

Whether our nature reserves, our mountains, our game viewing, our tropical forests, bush and shrubs to semi-desert areas interest you, Limpopo is truly a country in one province.

Come see for yourself.

Visit us at stand V19.



www.golimpopo.com



#WESKUS

Find us on the West Coast of South Africa where you can discover the Spirit of the SAN, taste a Lekker Bokkom, dance Die Riel, take a Donkey Cart Ride in the Cederberg, walk on Eve's Footprint, learn which exotic animals roamed the West Coast of SA 5 million years ago and spend a day in the lives of the local Weskus people.

Every continent has a West Coast region but only South Africa has a **Weskus**. The Weskus region stretches from Cape Town towards Namibia, on the West Coast of South Africa and includes the Swartland, West Coast Peninsula, Bergrivier, Cederberg and the Namaqua West Coast areas.

!Khwa ttu, a San Cultural and Education Centre - Meet the Southern first people of South Africa.

Ganzekraal Holiday Resort can host 120 people sharing in self-catering chalets. It is about 60 km from Cape Town and ideal for on the beach weddings and conferences. It has a kitchen, a reception hall, a conference hall and a boma. www.weskustourism.org

At the **West Coast Fossil Park**, extraordinary discoveries will blow your mind. Fossils of the African bear, sabre-tooth cat and short-necked giraffe, which first dwelled the West Coast plains and are now extinct, can be seen here. Learn more how this was possible and what other exotic animals roamed the West Coast 5 million years ago. www.fossilpark.org.za

Drive to **Velddrif** and visit the SA Fisheries Museum, the one of its kind in South Africa. Do not miss a visit to **Bokkomlaan**, where three generations of anglers still operate to catch

Mullets and dry out to make the local and unique delicatessen, Bokkoms. Lunch can be enjoyed at the Vishuis restaurant that used to be a factory to salt the Mullets in big tanks.

Cederberg & Rooibos: The Cederberg is one of the richest archaeological sites in the world, and the origin of modern humans is written on its rocks. Experience a **Donkey Cart Ride from**

Heuningvlei, through the mountains and watch **Die Riel** dance that is still alive and well celebrating the heritage of the Khoi and San. www.clanwilliam.info

Stay with the locals and enjoy a homestay experience in goedverwacht: Reaching Piketberg via the N7, turn off on the Velddrif road to reach Goedverwacht. Here you will have the opportunity to connect with homestay families on a

different level. Take part in a historical walk around the community, visit the Moravian church, the mill museum, the local school and the slave graves. www.travelbergrivier.co.za/goedverwacht

Experience the history of agriculture: The **Jan Danckaert museum in Porterville** exhibits the local history of the town and surrounding area and has an extensive collection of agricultural implements on display. The Museum also has replicas of the San Rock Art. The **Wheat Industry Museum in Moorreesburg** depicts the history of the Wheat Industry since the times of the Pharos in Egypt.

Contact us

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Email: tourism@wcdm.co.za

Web: www.weskustourism.co.za

DEC HALL1 B16





UGU SOUTH COAST TOURISM LAUNCHES FLAGSHIP EVENTS



The newly appointed CEO of Ugu South Coast Tourism (USCT), Phelisa Mangcu, has announced the launch of the destination management organisation's flagship events. The KZN South Coast destination is known as 'Your 365 destination', with events always having been key to the destination's positioning. "In identifying our flagship events, we will now be able to give our support in a much more focused way to those key events that are iconic to our region. These events have great potential for boosting the tourism economy of the area and strengthening our reputation as a great events destination." The region's annual flagship events are

the South Coast Bike Fest™ (26-28 April) the Ugu Jazz Festival (29 June), the South Coast Fever MTB Series (7 July-22 Sep), the Uvukile Gospel Festival (21 April) and the Ugu Film Festival (12-15 September). The Ugu Film Festival attracts the film trade to this established film region, which will this year see the launch by Ugu South Coast Tourism of its first official Film Office. Furthering the impact of events on the destination, the DMO is also actively promoting the area as an emerging, fresh and inspiring business tourism destination. For long a favoured and well-established South African and international holiday destination, the KZN South Coast boasts 39 beaches on the warm Indian Ocean,

with 7 Blue Flag beaches and year-round sunny weather. It's also known as the Golf Coast, with 11 golf courses in close proximity. May to August, the famous natural phenomenon, the Sardine Run, takes place around its coastline. "Our beaches are a huge attraction for holidaymakers, but this year will see us giving our hinterland a boost, too, as part of the destination's new focus," Phelisa emphasised. Areas such as KwaNzimakwe and KwaXolo, which is marketed under cultural adventure experience brand, the Great Drives Out, will be given developmental attention, with a 4x4 route planned between these areas. "This way we can share the tourism benefit with the rural communities,"

she continued. Another hinterland initiative is the colourful, traditional Maidens Ceremony, which will happen on 6 July in KwaNyuswa. USCT is in the process of appointing digital, advertising and MICE agencies to overhaul its marketing platforms and assist in implementing its new vision. **Please visit USCT at its stand at DEC 1A14 to discuss how we can do business with you.**



- LIRA. LADYSMITH
- BLACK MAMBAZO.
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- JUDITH SEPHUMA.
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NEW TECH INITIATIVE TO REVOLUTIONISE INDUSTRY

South Africa's Tourism Minister Mr. Derek Hanekom today launched Jurni, an innovative public-private venture that will revolutionise and transform South Africa's Travel and Tourism Industry.

A first-of-its-kind Travel and Tourism Data Management Company, Jurni will deliver unbiased, consolidated and comprehensive tourism data that will equip tourism businesses with valuable insights to inform their business strategies. At the same time, Jurni will develop a booking tool that will improve access of small and medium tourism enterprises to the global market as well as a visitor portal that will better showcase the South African tourism product.

"Tourism data and information sources in South Africa are disparate and do not provide intelligence at a granular level to inform South Africa's travel and tourism sector. With the launch of Jurni, existing data sources will be consolidated, as well as digital platforms developed to harness missing data and plug data gaps identified by the tourism sector.

"These data sources will be merged into one comprehensive, consolidated and unbiased tourism data hub for the benefit



of the entire tourism sector," explains Dr. Nomvuselelo Songelwa, CEO of Jurni.

Digital platforms that will be developed with the tourism sector's input over the coming months include:

- A mobile-optimised and affordable SMME booking tool that will empower all tourism businesses, including the smaller SMMEs, to access the global

market and increase the visibility of South Africa's 'hidden' tourism attractions and establishments.

- A visitor app & information portal that will provide travellers to South Africa with a wealth of useful real-time travel information including, among others, GEO-location and mapping of South African experiences,

access to a tourist safety tool, a helpline and social media sharing.

The data generated through these new digital platforms will be consolidated with existing data sources into a tourism data hub that will equip South Africa's tourism businesses with improved insights to inform their business strategies and decision-making – the core focus for Jurni, explains Dr. Songelwa.

Jurni is the official rebranding of the National Tourism Visitor Information System (NTVIS) initiative, which was launched by Amadeus IT in conjunction with the South African Department of Tourism and the Thebe Tourism Group at Indaba last year.

The investment by Amadeus was intended to respond to the real needs of South Africa's travel and tourism industry. As such, the participation of private and public sector in the initiative was key, explains Andy Hedley, MD Amadeus Southern Africa. "Amadeus felt that an industry alliance including key stakeholders such as South Africa's Department of Tourism would ensure this overarching goal is met. We are pleased that Jurni also enjoys the support of leading private-sector tourism associations."

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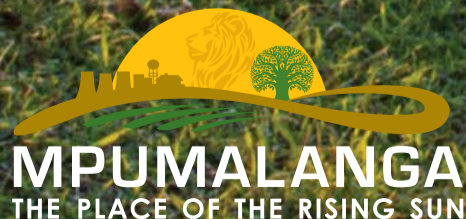


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CAN AFRICA STREAMLINE TOURISM FOR MAXIMUM GAINS?

There is a growing crescendo of industry voices that call for countries in Sub-Saharan Africa to diversify their economies and reduce over-reliance on commodities for earning foreign exchange. This call makes a lot of sense, given that African economies are often left vulnerable and the poor even poorer whenever commodity prices drop due to external factors and decisions taken elsewhere in the world that they often have no control over. Nigeria is an example of one of the countries that took a huge hit, in recent years, after the fall in the price crude oil.

This call was repeated in a presentation given by Christele Chokossy, from Euromonitor. The research data she shared show a country like Rwanda to be a frontrunner in regional economic growth because of smart, business friendly, decisions taken by the government. These range from the promotion of passport-free travel with its neighbors, 100% African Visa-on-arrival regime since 2013, and a generally easy entry access for business travelers, with visas being



easily made applied for and obtained at various ports of entry into the country. As a result, 13% of jobs in Rwanda are within the tourism industry and the revenue from tourism has gone up by over 13.8% in recent years, resulting in a 14.4% GDP growth. The growth of the local business tourism sector and the broader MICE (Meetings, Incentives,

Conferences and Events) sector continues to grow and to inject much needed foreign exchange earnings into the local economy, thanks to government foresight.

Air Ethiopia also leads the pack of regional airlines such as Kenya Airways and South African Airways due to smart investments in strategic partnerships with smaller regional airlines and memberships

of global airline alliances such as the STAR Alliance, all of which have enabled it to substantially grow the number of routes and destinations it services, either directly or through code sharing with its partners. Because of this growth, Addis Ababa, the Ethiopian capital, is fast growing into a regional hub for connecting several Sub-Saharan destinations. The economic ripple effects benefit the local hospitality industry, as many travelers have to make overnight stops and spend money locally before heading to their final destinations.

Investing in niche sectors such as MICE, Sports Tourism, Beverage & Food Tourism, Religious Tourism, Eco-Tourism, and Medical Tourism, would be the first approach for Sub-Saharan countries to diversify their economies. The second one would be for them to ease travel through increased regional integration, more flexible entry-visa regimes, and better airline connectivity. The third one would require them to invest more in technologies of the future and integrate disruptive technologies such as Airbnb into the mainstream tourism economy.

SHOPPING IS OUR TOURISM BUSINESS!

They are here to shop, but they are also here to eat, party and explore. So let's make sure they take home one more thing, great memories of our great City!

SAY 'HEITA HOLLA' MAKE A VISITOR'S DAY.

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SUN CITY IS HARD TO MATCH FOR CONFERENCING WITH A DIFFERENCE



South Africans. For the first time, they could explore the previously forbidden delights of topless extravaganza dancers, concerts by international bands and artists, and the thrill of glamour gambling. Over the years the resort has been entrenched as a preferred destination for corporate conferencing.

"The recent Sun City refurbishment gives guests and delegates a variety of new and memorable experiences, with the new and revitalised Sun City poised to claim its position as not only a premier conference destination but one of the finest resorts worldwide," says Raul de Lima, General Manager at Sun City.

Sun City is a place that never sleeps, with an array of experiences available to delegates after hours which make conferencing at Sun City unique; from hot air balloon rides and game drives at the nearby Pilanesberg National Park to beach parties at the Valley of Waves, socialising

at The Shebeen, beer tasting at sunset at The Brew Monkey, gaming at the casino and revelling on the dance floor at Encore. When it comes to conferencing with a difference, Sun City is hard to match.

"We will not lose the momentum garnered over the past 40 years. We continue to source the latest innovations in gaming, leisure and conferencing to ensure that Sun City remains an iconic premier lifestyle resort on South Africa's tourism map for another 40 years and beyond. As the old adage goes: life begins at 40," says Raul de Lima.

For more information about conferencing at Sun City, please contact +27 14 557 1000 / www.suninternational.com / scenq@suninternational.com or connect with us on Facebook @SunCitySA or follow us on Twitter @SunCityResortSA and Instagram @SunCityResortSA.

Nothing can beat the high level of interaction and collaboration that comes with meeting face to face and off site. The opportunities to connect, engage and create that conferences offer, promote teamwork, productivity and performance. It has been 40 years since Sun

International's legendary Sun City opened its doors, marking the start of a new era in leisure and entertainment for South Africa. Emerging from the dry African bush in what was then known as Bophuthatswana, the resort, launched by hotel magnate Sol Kerzner, instantly captured the hearts and imaginations of entertainment-hungry



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8 PLACES TO VISIT WHILST IN DURBAN DURING INDABA

Looking for something to do in Durban during indaba and when you are next in durban with your family. We recommend that you visit these gems.

UShaka Marine World

No visit to Durban would be complete without spending a day at UShaka Marine World. A treat for the entire family, check out the largest aquarium in the Southern Hemisphere, dolphin, seals and penguins. Have some fun at the slides, super tubes and splash pools, or take a diving adventure. There's plenty to do for kids and adults alike. Expect a day of fun and excitement.
Address: 1 King Shaka Avenue, Durban
Web: www.ushakamarineworld.co.za

1. Golden Mile

Take a walking tour of the Durban beachfront from the Golden Mile. The promenade has high-rise hotels, plenty of eateries, shops, restaurants and entertainment facilities for the kids. Hire a bike and cycle the mile or stop off at a bench with an ice cream and watch the surfers have fun on the water. There's plenty to see on the Mile and you'll be surrounded by other walkers, joggers, skateboarders and Segway riders. A great spot to visit on the Golden Mile is Mini Town - a miniature replica of Durban with a rail network, airport, and harbour scene.
Address: Beach Walk, Durban Central, Durban

2. Botanical Gardens

Northwest of the city centre you'll find the oldest surviving botanic garden in Africa. Take a stroll through beautiful and interesting plants like cycads, orchids, bromeliads and palms. A bonus is the rich birdlife found in the park with at least 50 different species of birds. The Botanical Gardens should be on any visitor's must-see list in this city.
Address: 70 John Zikhali Rd, Durban
Web: www.durbanbotanicgardens.org.za

3. Umgeni River Bird Park

The Umgeni River Bird Park boasts more than 200 species of birds! Some of which are only found at this bird park in Africa. Take a walk on the various paths through green landscapes and crashing waterfalls while catching a glimpse of species from Southeast Asia and Australia including lorries and aras, as well as indigenous birds. Don't miss the bird show where you can learn more about exotic species.
Address: 490 Riverside Road, Durban North
Web: www.umgeniriverbirdpark.co.za

4. The Sri Sri Radha Radhanath Temple (Hare Krishna Temple)

Put aside a few hours to visit the beautiful Hare Krishna Temple in Westcliffe. Take in the beautiful and distinct exterior architecture featuring gold-tipped domes and gilded statues, and the lavish interior of marble tiles, gold-tinted windows and crystal chandeliers. The lotus-shaped garden is a feast for the eyes and should not be missed. While you're visiting, make sure to try out the well-known Indian vegetarian restaurant, Govinda's for a delicious meal and freshly squeezed juice.
Address: 50 Bhaktivendanta Swami Cir, Westcliff, Durban
Web: iskcondurban.net/

5. Valley of a Thousand Hills

The unbelievably beautiful and scenic Valley of a Thousand Hills is a breath-taking addition to any Durban visitor itinerary. Think beautiful rolling hills as far as the eye can see, majestic views from hilltops abound, traditional villages scattered throughout and an old road that will lead you to the edge of the valley for breath-taking views.

Web: www.zulu.org.za/experience/routes/1000-hills

6. Port Natal Maritime Museum

Pay the Durban Harbour a visit and pop in at the Port Natal Maritime Museum and learn about historical sea voyages and how maritime culture has influenced Durban. It's a great educational excursion for adults and kids alike and the vessels like the steam tug JR More, the minesweeper SAS Durban and the Ulundi and NCS Challenger are an exciting highlight.
Address: Bay end of Samora Machel Street, next to BAT centre, Durban
Web: durbanhistorymuseums.org.za/port-natal-maritime-museum/

7. Umgeni Steam Train

Take a trip back in time and treat the family to an old steam train ride. The train runs on weekends and the route is from Kloof Station through the Valley of 1 000 hills to Inchanga and back. Expect the journey to last about 3 hours and you get to spend some time at a delightful craft and food market at Inchanga before returning home.
Web: www.umgenisteamrailway.co.za

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THE SECRET TO SELLING AFRICA AS A TRAVEL DESTINATION REVEALED



Martin Bamford, Sales Manager at tour operator, Africa Collection, has been in the tourism game for many years and specialises in selling Africa as a destination to UK travellers. As a certified international hosted buyer at this year's Africa's Travel Indaba, the continent's largest tourism trade show, Bamford sheds some light on how he packages Africa as an international travel destination and why Africa's Travel Indaba is the perfect platform to showcase it.

What are UK tourists looking for when they travel to Africa?

We cater to all tourists' requirements and usually find that first time visitor requirements differ greatly from those returning for second, third or more times – which is the incredible strength that Southern/Eastern Africa offers; high repeat business. All are looking for excellent value for money and a good standard of accommodation, both of which are very achievable.

Africa is still seen as very adventurous and exciting, so we tailor their itineraries to be as exciting as possible.

What are some of the opportunities lying dormant within Africa and are waiting to be taken advantage of?

Family adventure trips have started to take off again recently which is good

as it usually leads to higher priced bookings. Finding new and exciting options for repeat clients to gain new experiences is always great fun and these will often include combining more than one country. We are also looking to promote some very interesting twin-centre trips that are often overlooked – especially Cape Town and the Indian Ocean.

What are some of the mainstays of Africa that Africa Collection stick to?

Cape Town remains very popular with UK tourists so itineraries will often start here or will at least include a stay in the vicinity. The Garden Route is also another usual inclusion often with a safari element and/or a beach stay tagged on to the end. We pride ourselves on having a very knowledgeable and passionate team and we're used to making strong recommendations and building complicated itineraries, often combining several destinations or countries.

As a buyer, what are you looking for at this year's Africa's Travel Indaba?

As I only joined Africa Collection as Sales Manager at the beginning of 2019, this is an excellent opportunity for me to meet existing suppliers and to discuss opportunities with new suppliers. The additional

product knowledge I will be learning from these suppliers plus further first-hand experience of South Africa will be invaluable too. It is so fortuitous to have this opportunity come at this point in my new role.

How many times have you attended the Travel Indaba?

This will be my fifth time – four as an exhibitor and once as a buyer.

What keeps you coming back to the Travel Indaba?

The show was always my favourite when I used to attend regularly, so I'm looking forward to seeing if much has changed. I have always found the show to be very well organised and entirely conducive to holding good meetings and encouraging new leads.

Why does Africa Collection focus specifically on Africa as a destination?

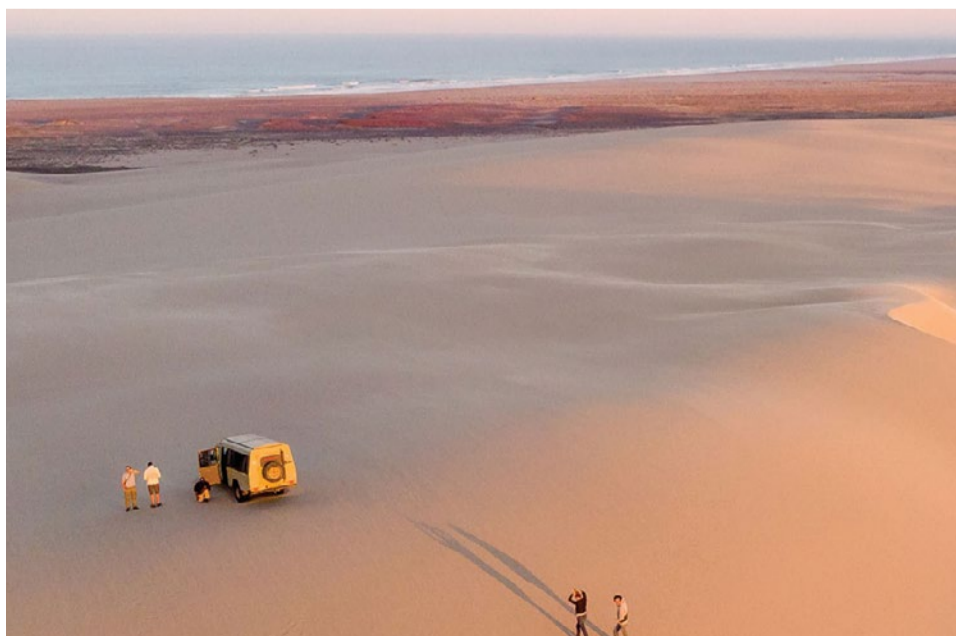
The directors and senior management team all have very close South African links. All also have an extensive Indian Ocean working background, so when the company was formed it drew from all this wealth in knowledge combined with a genuine passion for the destinations. This is crucial for a specialist tour operator and the secret to our success as we've built a great reputation within the African and Indian Ocean travel trade. This extends to having our own office in Cape Town.

How does Africa Collection continue making Africa a sought-after destination to tourists?

Our very knowledgeable and experienced team just get stronger each year through trips and training. This enables us to keep abreast of what is "hot", openings and improvements that may be taking place to keep travellers booking. For instance, family enquiries are making a resurgence of late, attracting bigger bookings with different requirements. We have adapted to take advantage of this. Our ability to combine various African – and Indian Ocean – destinations in one itinerary encourage our clients to book and to keep coming back to us for more.

How has Africa Collection evolved its offerings over the last ten years?

To be honest we have upheld the same principles that the company had when founded back in 2000. It was to guide our travel trade partners through the some complex itineraries that Africa has to offer. We have certainly moved with the times and as mentioned we are always striving to keep our portfolio and offerings fresh. We now offer a concierge service allowing exciting treats to be added to a booking. Our automated quote system provides some of the most comprehensive and readable quotes on the market.





GREEN: BEHIND THE SCENES

As pressure on natural resources increase, South African Tourism places a stronger focus on the importance of sustainability and aims to host Africa's Travel Indaba in a responsible manner. A great deal of work takes place in the background to ensure this event allows for business as usual – but done better. The event greening goals include: reducing waste to landfill through effective

recycling back of house (pic); increasing energy and water efficiency; encouraging eco-procurement by prioritising goods and services that are local and/or have a minimal negative effect on the environment; reducing unnecessary travel; communicating the greening goals and activities; as well as measuring the full impact and reporting on that after the event. "South African Tourism's commitment to greening Africa's Travel Indaba 2019 is

commendable. The initiative acknowledges the importance of responsible operations in all spheres of tourism, including in hosting industry events," says Greg McManus, chairman of the Event Greening Forum. The organisation has worked with the South African Tourism team to introduce sustainability at Meetings Africa since 2011. Find more information on these goals (#Ipledgegreen) as well as the Event Greening Guidelines on the event app.



ROVOS RAIL

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Since its establishment in 1989, Rovos Rail has earned an international reputation for its truly world-class travel experiences. Bespoke train safaris through the heart of Africa combine magnificent scenery with the glamour and excitement of the golden age of leisure travel. In a series of journeys lasting from 48 hours to 15 days, Rovos Rail links some of the subcontinent's greatest destinations. The beautifully rebuilt trains carry a maximum of 72 passengers in 36 superbly appointed suites and are also available for charter, while the Events Train caters for up to 250 guests and is suitable for daytime journeys. Rovos Rail has also established three stately seaside retreats in St James, Cape Town. CAPE TOWN | DURBAN | VICTORIA FALLS | GOLF SAFARI | AFRICAN COLLAGE | NAMIBIA | DAR ES SALAAM | ANGOLA

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QUOTES AND QUIPS



JOSELYNE KAYIMA
SALES & MARKETING
COORDINATOR AT ABACUS
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CHUNKY MDULI
MARKETING OFFICER AT
KINGDOM OF ESWATINI

When comparing today with previous Indabas, I feel like today was a bit slow – the first day almost feels like the last day. But it's okay, because the people who booked meetings have been coming in, so the stand has been quite busy.



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ANEW: FAMILY BUSINESS OF THE FUTURE

ANEW Hotels & Resorts was birthed out of deep family rooted business which originated in 1952. With humble beginnings and starting with a timber treatment plant in the small town of Harding, KwaZulu-Natal, South Africa.

The family business grew and expanded by purchasing farm land and increasing the treatment plants capacities to become the largest suppliers of treated wooden poles in the southern hemisphere.

development of ANEW Hotels & Resorts brand has taken much time, thought and preparation with a long-term stance.

ANEW Hotels & Resorts developed because of the people in the business, with courage, passion and a true calling to something more. ANEW Hotels & Resorts is the future of the group and prides itself with its deep rooted family style approach with staff and guests, not compromising on the little things.



ANEW
HOTELS & RESORTS

THE FUTURE OF SOUTH AFRICAN ANIMAL INTERACTION

A look back at SATSA's Animal Interactions Project findings and outcomes. Presented by SATSA committee members, Keira Powers, Gavin Reynolds and SATSA CEO, David Frost.

In today's day and age, people are becoming more socially conscious about how they interact with animals, whether it's through animal parks or in the wild. With an increasingly negative view of the animal interaction industry over recent years, the South African Tourism Services Association (SATSA) has taken it upon themselves to create an equitable solution. A solution that can pave the way forward in order to create a better industry for future generations, as well as the generations of today.

There is still a desire for these kinds of industries, even with some negative opinions circulating, but SATSA is looking to create an ethical movement forward with animals and wildlife in mind.

Through constructive workshops, discussions and online community surveys, SATSA has compiled a tool, for consumers, operators, and the overall industry about what the morally correct and ethical way

forward will be with regards to animal interaction and the tourism around it.

The tool is due to be published at the end of July this year.

SATSA have made it clear that they aren't creating laws to be followed, but rather a set of ethical guidelines to follow. Bringing everyone in the industry onto the same page with regards to animal interaction and how it affects South Africa as a tourism destination.

SATSA have made it clear that they aren't creating laws to be followed, but rather a set of ethical guidelines to follow.



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For more information contact the following Tourism Information offices

EL Airport: East London Airport Arrivals Terminal

KWT: 27 Taylor Street, King William's Town

Dimbaza: Wall of Fame, Main Road, Dimbaza

tourismunit@buffalocity.gov.za: Tourism Hub, Orient Complex

www.bctourism.co.za

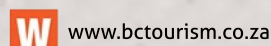
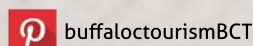
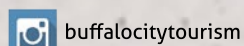
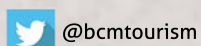
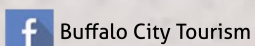
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EXPLORE THE GEMS

The Gems of the Northern Cape Province shine at Indaba 2019



THE NORTHERN CAPE will showcase an impressive selection of products and activities aimed to attract the attention of the trade and the media at Indaba. "Our local "Gems" have the capability to deliver the best experiences and act as champions for offering the service excellence that will create repeat visits to the Province. Do visit them at the Hidden Gem Village in the ICC and on the Experience Northern Cape stand in the DEC 1B03.

KLIPHUIS RESTAURANT EN HERBERG B&B in Fraserburg is situated on the Karoo Highlands Route. They offer signature Karoo hospitality and country food, and charm which radiates old world ambience. Guests are invited to explore the hiking route through this charming Karoo village, relax with a sundowner on the large patio or take a refreshing dip in the swimming pool. Business guests have access to a conference facility and catering to go. The property also offers a camping site for visitors that enjoy a more grassroots travel experience.

Ronel Le Roux - 083 227 2407
ronel.leroux66@gmail.com

JAKHALSDANS GUESTHOUSE on the Karoo Highlands Route is situated 7km outside Loxton on the Beaufort West road. It offers family Karoo experiences from fishing and game viewing to water skiing and bird watching. Beautiful gardens populated by a vast selection of birds surround the luxurious Guest House. The 13 000 hectares farm has an abundance of game which guests can explore on foot, bicycle, horse or game drive.

Linda van der Westhuizen 082 875 3339
info@jakhalsdans.co.za

TOUCH LETS GO is a travel and tour agency based in Galeshewe, Kimberley. They offer tailor-made township and cultural tours, excursions for the old aged and special interest groups, as well as airport transfers and full travel agency services.

Comet - 071 090 3628
cometmot@gmail.com

RIEMVASMAAK is a Nelson Mandela legacy project and key staging post on the Quiver Tree Food and Wine Route. Bordering the Augrabies Falls National Park Riemvasmaak offers spectacular scenery, traditional Nama cultural experiences, bird-watching, a number of mountain bike and 4x4 trails and a delectable hot spring to end a day of exploring the Green Kalahari outback. The Mountain Valley Coffee Shop is recommended. Accommodation are 8-bed and 4-bed chalets and a camping site situated at the foot of breath-taking granite cliffs.

Clarissa Damara: 083 873 7715
damaraclarissa91@gmail.com

SUTHERLAND STARGAZING EXPERIENCE, a key staging post on the Karoo Highlands Route where your expert connection with Africa's Milky Way and all of its hidden treasures and the galaxies beyond. A popular tour of the South African Astronomy Observatory is on offer and visitors will be taken into the South African

Large Telescope, the largest single optical telescope in the southern hemisphere and among the largest in the world. The 90 minute night time star gazing experience offers an opportunity to use the 16" Meade and 14" Celestron telescopes to explore the heavens. The tours are offered on Monday, Wednesday, Friday and Saturday. When booking tours, visitors will be notified of their tour starting time. In mid-winter it could be near 18:00 and later in mid-summer 20:00.

Anthony Mietas: 074 330 ANTHONY
asm@saa.ac.za

KAROO TRAVEL DIMENSIONS is a boutique travel agency and tour operator with its base in De Aar. They offer travel experiences around the lovely Karoo towns of De Aar, Hanover, Britstown, Carnavon, Colesberg and Norvalspont. The special donkey cart tours of De Aar is a charming way of experiencing the Karoo. Clients can also enjoy tours to the two largest dams in South Africa - the Gariiep and Vanderkloof dams and relax in the Gariiep Forever Resort. Other tour packages on offer include the Heritage Route of the Karoo, Bushman Rock Art Route, Olive Schreiner Route, Sheep Shearing Route and the Karoo Hunting route.

Noncedo Seekoei - 078 212 2441
nmseekoei@webmail.co.za

FRASERBURG ROCKS on the Karoo Highlands Route offers on site educational Paleontological, historical and cultural experiences around Fraserburg. They specialise in Karoo fossils, fossil footprints and geology. The historical and culture experiences include excursions to local museums, historical and Karoo buildings, as well as the cemeteries, while interacting with the distinctive Karoo residents to add to the Karoo charm.

Martiens Kruger - 061 058 5594
mjkruger99@gmail.com

HOTEL K GALAGADI in the Batlaros village near Kuruman is owned by the legendary Meschack Nkadimang. Meschack was voted South Africa's first Tourism Ambassador in 2008. A hallmark of Hotel Kgalagadi is the vintage cars built by Meschack himself. He is also good at crafting his own unique furniture to decorate the rooms in the hotel.

Meschack Nkadimang - 072 457 6102
nnkadimang@yahoo.com

THE WORKSHOP KO KASI is an innovative tourism product that employs recycling and sustainable tourism practices to create a unique village tourism experience. This Kuruman based business, owned by two energetic young entrepreneurs, offers a set of unique nature

activities, including tree planting by guests, storytelling by the locals, and traditional fare with a twist.

Mpho Cornelius - 071 866 3517
baagisaniamarket@gmail.com

The **KALAHARI RIVER & SAFARI COMPANY** is situated along the Orange River, 14km above the Augrabies Falls National Park en route to Riemvasmaak. The property is an oasis to the stressed city dwellers travelling through the Green Kalahari. They offer rafting, kayaking, fishing, quad-biking, game drives, camping and cultural excursions to the Riemvasmaak community and nearby Augrabies National Park. A great stay over to explore the Quiver Tree Food and Wine Route with one of the best deck vantage points on the entire Orange River.

Danie van Zyl - 084 244 4408
info@kalahaririverandsafari.co.za

NATIVE MINDS HERITAGE TOURS is based in Galeshewe, one of South Africa's oldest townships. This tour operator presents unique cultural experiences and struggle history tours including an experience in the footsteps of political activist, Robert Sobukwe. They offer popular cycle tours through Kimberley's central business district and the historical parts of township of Galeshewe. The cycle tours offers a fresh perspective on the rich history of uprising and political activism of the area, storytelling by locals and cultural performances. Also offer is an authentic township homestay.

Boithumelo Phirisi - 078 069 5104
nativeminds396@gmail.com

GRAVITY ADVENTURES in the Green Kalahari offers Orange River wilderness safari tours for both leisure and business groups. Their tours encourage visitors to experience the adventure of being outdoors, camping on the banks of the Orange River and sleeping under the stars. A true bucket list experience of the Quiver Tree Food and Wine Route!

Marie-Louise Kellet - 082 692 4399
andrew@gravity.co.za

FUSION GARDENS RESTAURANT in Galeshewe, Kimberley, is an award-winning eatery and offers a truly unique fusion of African and Western cuisine. The garden-based restaurant features a new menu every day enhanced with produce from their own vegetable and herb gardens. Do not miss their tripe pizza and smokey mopani wraps.

Moses Mahumapelo - 079 520 9462
matsieng@vodamail.co.za

KALAHARI ROODUIN GUESTFARM on the Kalahari Red Dune Route features some of the biggest dunes in the southern Kalahari and is situated 20km from the Kgalagadi Transfrontier National Park. The property offers comfortable accommodation, home cooked meals and team-building activities. For the young at heart there is dune surfing and 4x4 routes to explore.

Tel. 063 846 1307
rooduinguestfarm@gmail.com

VINKIE ENTERPRISE, a Kalahari-based entrepreneur and tour guide on the Kalahari Red Dune Route, offers a tented bush camp on the traditional Khomani San farm Witdraai. The authentic bush experience includes daily interpretative walks with local Khomani San guides, storytelling, traditional dancing and food.

Vinkie Van Der Westhuizen: 072 977 0120
vinkie84@gmail.com

The **KALAHARI INFO CENTRE AND TENTED CAMP** owned by the legendary Bott family is situated in Rietfontein on the Kalahari Red Dune Route, a mere 2km from the Klein Menasse border control post between South Africa and Namibia. The property can accommodate up to 40 people. Visitors are spoiled with dune excursions and home cooked meals featuring mouth-watering local Kalahari dishes such as tripe, potbrood, roosterkoek, stampmielies (samp) and pumpkin fritters, a firm favourite.

Hendrik Bott - 072 159 6726
info@miertourism.co.za

AUKWATOWA TOURS is a Diamond Coast tour operator business based in Port Nolloth. They are your expert partner to explore the natural and cultural offerings of the Richtersveld World Heritage Site, Richtersveld Route and Namaqua Coastal Route. As a local tour operator they have special access to remote communities and their cultural treasures such as the traditional live-stock farmers, Nama dances and traditional food. If you want to experience the ins and outs, facts and fables of the local diamond and fishing industry, best you tour with the Aukwatowa team. They also offer safaris to the Kalahari, Namibia and Botswana and transfers.

Conrad Mouton - 073 651 8833
conrad@aukwatowa.co.za

For more information do visit stand DEC1B03
www.experiencenortherncape.com or
email to marketing@experiencenortherncape.com



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EXPERIENCE THE BERG AND MIDLANDS OF KWAZULU NATAL

The Harry Gwala Region incorporates part of the Southern Drakensberg and Midlands of KZN. The region shares part of the unique mountain ranges in the world (The Drakensberg World heritage site). The Region is well endowed with natural resources and relatively unspoilt natural environments. Activities such as horse riding, mountain biking, river rafting, abseiling and canoeing are available. Tourism within the rural areas brings out the culture and charm of the local people with cultural tours offering spectacular scenery.

RAIL TOURISM

Sisonke Steam Train and the Paton Country Narrow Gauge Railway have developed a fledgling steam rail tourism sector based on the existence of the underutilised Cape Natal Railway line and the remnants of the narrow gauge line from Ixopo to Carisbrooke with a proposed extension to UMzimkhulu. This steam train offer a chance to experience the beauty of the KwaZulu Natal Midlands and Southern Drakensberg, while the off train experiences will touch the ears of all people fortunate



enough to enjoy this journey. Linked to the Rail tourism is an Art Gallery and Museum, featuring the work of Gerald Bhengu as one of train experiences, the last son of Centocow. Bhengu is an internationally recognised artist and his artwork is represented in numerous public and private collections both locally and abroad. The art gallery celebrates the art

of Bhengu and also provides a historical record of African life prior to large scale transformation to modern times.

AVITOURISM / BIRDING

Birding within the region is a major attraction. The Ntsikeni Nature Reserve is a unique birding spot which is home to some rare bird species and has a Ramsar Convention Status.

MISSION TOURISM

Harry Gwala is an important site for a complex of monasteries and missions that the Trappist monks created in the 19th century across the Province of KwaZulu-Natal. The missions constitute a unique cultural and heritage tourism asset in the Harry Gwala district, and provides an important opportunity for story telling in that, among the greatest historical narrative of KwaZulu Natal is the remarkable story of the silent order of German Trappist monks who came to share their particular vision of Christian life with the population of the KZN region more than a hundred years ago.





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CULTURE & HERITAGE



Durban has wonderful tourism attractions and is therefore well positioned to take advantage of the continued growth in world and domestic tourism.

This has positioned our City not only as a gateway to the African continent, but also as a major player in the tourism and hospitality sector.

Focusing on heritage and culture, our visitors will be able to experience the City's diverse culture by being exposed to a number of vibrant lifestyle and interacting with people of all ages while enjoying a range of activities.

#durbanhasmore