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MEDIA RELEASE

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EXPERIENCE THE NORTHERN CAPE TOURISM AT INDABA 2018

Visitors to the Northern Cape Tourism stand at Indaba can look forward to discover the hidden Northern Cape gems in the Sustainability Village. Meet us from 8-10 May, at the main stand DEC1BO3, and also the outside stand ODWA 14 at Durban ICC.

The stories from 18 Northern Cape gems awaits you! Waiting for you to hear their stories as part of the South African Tourism experience. The hidden gems from the Northern Cape include small business tour operators, accommodation, arts and crafts attractions, restaurant owners and adventure operators.

According to the MEC for Economic Development and Tourism, Mr Mac Jack, the Northern Cape is ready to transform travel stories for 2018. MEC Jack said: "Our SMMEs have been identified as productive drivers of inclusive economic growth and development in the Northern Cape. They are considered an important contributor to the economy as drivers for job creating. I invite trade and buyers to meet the Northern Cape hidden gems at the Speed Marketing sessions during Indaba with the line-up ranging from culture, heritage and history, the township vibe and the wildlife & adventure."

The Northern Cape Tourism team further invites buyers and trade attending Indaba to explore the five Northern Cape routes at the stand. These routes are specifically packaged as easy DIY (Do It Yourself) options to explore the province. The incredible year-round experiences coupled with warm hospitality and the peace and tranquillity of uninterrupted spaces, allow visitors to recharge and reconnect with loved ones. These five routes are Kokerboom Food and Wine Route, Namaqua Coastal Route, Richtersveld Route, Kalahari Red Dune Route and Karoo Highlands Route.

MEC Jack further mentioned, "Some of the other gems that will be at the main stand include Touch Let's Go Tour Operator, Riemvasmaak Community Tourism, Curries Camp Community Tourism, Jakhalsdans Guest House and Kliphuis Restaurant & Herbern B&B."

The province will promote the Northern Cape's numerous tourism offerings from adventure-based experiences, authentic cultural attractions and the gems experiences. On the 9th May there will be a signing of an MOU between Eastern Cape and Northern Cape to jointly market the two Capes at national and international platforms over the next three years", concludes Jack.

According to South African Tourism, the 2017 figures from the WTTC and UNWTO show that even with just a 5% share of global travel numbers, 8,1% of Africa's total GDP was generated from the tourism sector in 2017 (or USD 177 billion) and that tourism job creation was estimated at 6,5% of all employment on the continent. With the Northern Cape seeing an increase of 89.5% on domestic performance and

14% increase on spent. The international spent grew with 7% and length of stay remained at a high 8.3 nights.

Ends.

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