

INDABA DAILY NEWS

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f SATravelTrade @ SATravelTrade #INDABA 2017



It's time for Africa!



Tokozile Xasa, South Africa's Minister of Tourism, welcomes the world to Africa's largest trade show.

Welcome to Indaba 2017! This is where our continent's dynamic travel and tourism industry proudly takes centre stage as the world flocks here to come and play, immersing themselves in all things authentically, brilliantly African.

With exhibitors from 18 African countries here to woo buyers, decision-makers and influencers from the local and international trade, we're looking forward to a bumper event packed with a variety of pan-African travel offerings.

In its more than 35 years of

existence, South African Tourism's Indaba has made its mark as Africa's premier travel trade show, showcasing a multiplicity of products and experiences for all categories of traveller.

This year's show is taking place amid a buoyant outlook for African tourism. Last year was a bumper one for the continent, with an 8% rebound in international arrivals. Four million more people visited Africa in 2016, bringing the overall figure to 58 million. And the best is yet to come.

We are excited that Africa is starting to be seen by international travellers as the next tourism frontier – a

destination with vast, untapped scenic and experiential riches to discover.

Indaba provides an important shop window through which the global travel industry can conveniently view and sample those riches, but also an invaluable opportunity to network, share ideas and do business.

At this year's Indaba, we have some new developments and surprises in store that will add further impetus to the continent's drive to make tourism a catalyst for inclusive economic growth.

More than ever, African governments are joining hands with the private sector

to accelerate meaningful transformation and create thousands of sustainable jobs in each country's tourism sector. You will see this empowerment in action this week on platforms such as South Africa's Hidden Gems pavilion, showcasing 90 glittering tourism SMEs.

We are expecting about 7 000 delegates to attend this year's Indaba, including 1 600 local and international travel buyers, more than 600 media representatives, and 1 000 exhibiting businesses representing a kaleidoscope of quality tourism products and services from across Africa.

We trust you will have an enjoyable, stimulating and productive Indaba over the next three days, and will leave here inspired about the continent's tourism offering and armed with deals sealed, partnerships secured and a wealth of promising possibilities to explore.

With a range of fascinating events, talks and activities adding extra flavour to the trade show, there is so much to do, see, experience and love at Indaba 2017. The sky's the limit – it's time for Africa!

Tokozile Xasa, Minister of Tourism: South Africa

“ At this year's Indaba, we have some new developments and surprises in store that will add further impetus to the continent's drive to make tourism a catalyst for inclusive economic growth. ”



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Refilwe Tladi from Thalleria Tours sets up her stand at the Hidden Gems pavilion.



Leratong Horse Riding offers exhilarating outdoor excursions.

Hidden Gems: SMEs add flavour and colour to Indaba mix

Ninety small tourism businesses from South Africa's nine provinces are taking pride of place at this year's Indaba at the new Hidden Gems pavilion.

These dynamic black-owned start-ups and small enterprises were selected from more than 300 applicants to take part in the National Department of Tourism's SME Market Access programme, run by South African Tourism in partnership with the South African Travel Services Association.

This pioneering public-private partnership has seen the trade helping to get the SMEs market-ready ahead of their sponsored participation at Indaba 2017, where they will showcase their offerings to local and international travel buyers and the world's media.

Here is a selection of what you can expect at the Hidden Gems pavilion, located next to the Lap of Luxury pavilion in ICC Hall 6:

North West: Thalleria Tours, Shuttles and Safaris

Thalleria Tours, which is based in Rustenburg near Sun City and the Pilanesberg National Park, is a tour operator that has been in existence since June 2015.

It offers luxury and affordable tours to suit clients' needs, from adventure and cultural heritage offerings to safaris. Thalleria's target market includes corporates (conferencing, events and team-building) and leisure groups.

The company, owned by Refilwe Tladi,

employs four part-time employees from previously disadvantaged backgrounds. But it hasn't been easy: she says sometimes SMEs don't know which doors to knock on for assistance, and obtaining finance and feedback on business ideas has also proved challenging.

However, as a young, go-getting woman in the travel industry, she has dreams of thriving and "building an empire" and mentoring other young people.

Tladi says: "I want to grasp and take any opportunity presented to me with both hands. I will be going to Indaba with a few people knowing my brand, and coming back with thousands of people knowing the brand – and knowing that we exist and what services we offer. We will be on the map, and the exposure will help the company with growth and brand-building."

Her motto: "Tourism is fun, tourism is for everyone and tourism is easy!" Visit www.thalleriatours.co.za, or go to the Thalleria Tours, Shuttles and Safaris Facebook page

Free State: Leratong Horse Riding

Sibusiso Mvulane runs Leratong Horse Riding, which offers exhilarating horse riding excursions in the Maluti-Drakensberg mountains for local and international tourist groups.

The business, which has been in operation since December 2016, also sells locally made arts and crafts to complement its scenic outdoor offering. Mvulane

employs five people on a part-time basis, all from previously disadvantaged backgrounds.

"Our riders get to experience two countries [South Africa and Lesotho] at the same time on horseback at 2 000m above sea level, with the Golden Gate Highlands National Park on the horizon," he explains.

"They get to see real herdboys and taste organic cuisine, plus they see the source of the 200km-long Caledon River and hear about its history as we ride along the river to its source."

One of the hurdles his business has faced is access to finance – particularly the funds to create a professional website and an app for his operation.

"But being at Indaba will give us more exposure and an expanded client base, and will help us apply professional business standards," says Mvulane, adding: "We'd like to expand to offer more activities and annual events in the adventure tourism line."

Visit the Leratong CCS Horse Riding Facebook page, or follow @leratongtourism on Twitter

Northern Cape: The Workshop ko Kasi

Based in Mothibstad in Kuruman, the Workshop ko Kasi is a sanctuary built out of recycled material. It houses an authentic African spa and a township café, and provides cultural tours on donkey carts.

Owner Mpho Cornelius says that the business was opened in late 2016 to provide a holistic offering based on the African philosophy that

body, mind and spirit are one.

The Workshop ko Kasi already employs five people full time, nine part-time and 13 ad hoc – all from previously disadvantaged groups.

Says Cornelius: "Our buildings stand out because they are not only attractive in design, but they are also kind to Mother Nature. We also focus on preserving old, traditional methods and rituals. Our cultural offering is not staged and we are careful not to commodify culture, but to rather let the tourist be immersed in the experience."

She says SMEs such as hers are often held back by funding challenges, credibility issues and a lack of transformation and market access in the sector.

However, she believes being part of the Hidden Gems programme at Indaba will "push us to get better at what we do ... and will open doors to the market we want to penetrate. It is an invaluable marketing opportunity."

Visit www.tebatsafricanspa.co.za or check out the Workshop ko Kasi Facebook page

“ But being at Indaba will give us more exposure and an expanded client base, and will help us apply professional business standards. ”



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For those with a taste for the finer things in life...

An exciting addition to this year's Indaba is the Lap of Luxury pavilion, located in Hall 5 at the ICC. A new initiative from the Tourism Grading Council of South Africa (TGCSA), it boasts 27 high-end brands, ranging from big names in luxury tourism to five-star boutique guest houses, and from small and large hotels to resorts, lodges, venues, B&Bs and guesthouses.

"While Indaba has always seen a great selection of product ranging from luxury offerings to the mid-market and more affordable offerings, recently we noticed a drop in the number of independent luxury offerings," explains Darryl Erasmus, the TGCSA's chief quality assurance officer.

The large international brands already have a presence at the Indaba; it is the independent high-end brands that could benefit more from the showcase, he adds. "The pavilion gives these brands, from a broad range of categories, the opportunity to engage with global and local buyers through a co-ordinated approach."

To participate, the brands had to meet a number of conditions, of which a five-star grading from the TGCSA is the most critical. "Selection also included other predetermined criteria, such as geographic location and being Lilizela Tourism Awards winners."

Luxury brands were selected from across the country and include the Loerie's Call Guest House (a Lilizela winner), the Turbine Boutique Hotel and Spa, The Collection, Fairmont Zimbali Resort, Saxon Hotel, and Shambala Private Game Reserve.

"We are very fortunate that we have such a plethora of high-quality graded product in South Africa in many different categories, and the pavilion is a great opportunity for smaller establishments to sit alongside some bigger players and network, learn and, in many cases, compete for some market share," Erasmus says.

The launch of the pavilion is in line with the trend of South African Tourism's core international source markets seeking out more luxury options, as the devaluation of the rand has made them more attractive and affordable, he explains. He adds that attracting such tourists will help the country to achieve its target of attracting five more domestic and international travellers in five years.

"The luxury end of the market remains a thriving sector of the industry," he says.

Lap of Luxury pavilion exhibitors

- Pakamisa Private Game Reserve
- Turbine Boutique Hotel and Spa
- Jock Safari Lodge
- Sondela Nature Reserve
- The Collection by Liz McGrath
- Mosselberg on Grotto Beach
- Fairmont Zimbali Resort
- Radisson Blu Hotels and Resorts (Representatives from Radisson Blu Sandton)
- Lakeside Lodge and Spa
- The Angels Place Boutique Guest House
- Wild Horses Exclusive Mountain Lodge
- Saxon Hotel, Villas & Spa
- Shambala Private Game Reserve
- The View Boutique Hotel & Spa
- Forest Manor Boutique Guesthouse
- Knysna Luxury Accommodation
- Isango Gate Hotel
- Rovos Guesthouses
- Waterkloof Guesthouse
- Westville B&B
- Tau Game Lodge
- Lawhill Luxury Apartments
- Gallagher Convention Centre
- Menlyn Boutique Hotel and Fifty Seven Waterburg
- Hayward Safaris
- Tshiberry B&B
- The Loerie's Call Guest House

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Indaba 2017 by the numbers

- 1 006 Number of exhibiting businesses
- 90 Hidden Gems Pavilion exhibitors
- 27 Luxury Pavilion exhibitors
- 20 Business Meeting Hubs exhibitors
- 738 Media (hosted and non-hosted)
- 1 664 Buyers (hosted and non-hosted)
- 92% Percentage of exhibition space sold
- 16 570 Number of confirmed business matchmaking meetings
- 18 African countries represented

**Figures subject to change*

PROGRAMME FOR TODAY, TUESDAY 16 MAY 2017

Time	Schedule
07:00 - 09:00	TKZN Breakfast Breakfast hosted by Tourism KZN Hilton Hotel • By Invite Only
08:30 - 10:00	Speed Marketing - Lap of Luxury South African Tourism Speed Marketing Session Meeting Room 22 • By Invite Only
10:00 - 18:00	Indaba 2017 - Day 1 Trade Floor Opens Durban ICC, DEC and Walnut Road • all INDABA Delegates
12:00 - 13:00	Media Conversation #1 Topic: How can private and public sector partner for inclusive growth - beyond tourism Media Centre • all INDABA Delegates to RSVP limited seats • funeka: funeka@southafrica.net
13:00 - 15:00	NCTE Meeting NCTE Meeting Meeting Room 21 DEF • By Invite Only
14:00 - 15:00	Media Conversation #2 Topic: From online shopping to travel expansion Media Centre • all INDABA Delegates to RSVP limited seats • funeka: funeka@southafrica.net
17:30 - 18:00	Stand Cocktails Visit stands in ICC, DEC and Walnut Road All exhibition areas, ICC, DEC and Walnut Road • all INDABA Delegates
18:00 - 20:00	Opening Networking Cocktail Event Opening Event South Foyer • all INDABA Delegates to RSVP limited seats

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Top SA tourism products feel the need for speed



Ntokozo Dlamini, who is MCing the speed marketing sessions, with Tourism KwaZulu-Natal's Phindile Ngcobo and South African Tourism's Thabo Mpotu at Sunday's media event.

South African Tourism is hosting three speed marketing sessions at this year's Indaba, making use of a popular format that enables buyers to engage with multiple tourism products in a time-efficient and entertaining manner.

Speed marketing takes its inspiration from "speed dating" – it is a platform where 20 tourism products per session each get a chance to make an impactful "elevator pitch" to the tour operators present.

The emphasis is on giving international buyers in particular a snapshot of South Africa's varied tourism offerings. The intention is that, by exposing these products to the right people, they may be considered for inclusion in international tour packages as a vital component of a quality visitor experience.

Exhibitors taking part in the speed marketing sessions range from small businesses and start-ups to large, established hotel groups and other tourism products.

This year, the speed marketing sessions are targeted towards specific segments of the market, including a new luxury segment in response to industry demand. They are already virtually fully booked, with about 230 buyers confirmed to attend on each day.

Each fast-paced session will be facilitated by dynamic young television actor and KwaZulu-Natal local Ntokozo Dlamini, who will keep the proceedings tight, fun, focused and informative. Buyers and exhibitors will have the chance to mingle and network afterwards.

The speed marketing sessions will take place in Meeting Room 22 at the Durban ICC from 8.30am to 10am daily. The 20 products taking part in each session will each get three to four minutes to present their "pitches" to the hosted buyers.

The speed marketing sessions will take place according to the following themes:

- On Tuesday, 16 May, the Lap of Luxury session will feature a selection of the country's elite five-star offerings.
- On Wednesday, 17 May, the Scenic Beauty speed marketing session will turn its gaze to an array of attractions where the country's natural splendour takes pride of place.
- On Thursday, 18 May, the Award-winning South African Products session will feature a cross-section of local businesses that have won travel and tourism prizes, including South African Tourism's coveted Lilizela Tourism Awards.

“ This year, the speed marketing sessions are targeted towards specific segments of the market, including a new luxury segment in response to industry demand. They are already virtually fully booked, with about 230 buyers confirmed to attend on each day. ”

Highlights of Indaba 2017



Conversations panelist Thabi Leoka.

This year's Indaba offers a programme aimed at helping exhibitors, buyers, visitors and media get the most out of the show. Here's a taste of what you can look forward to:

- **Speed marketing sessions:** From 8.30am to 10am each day in Meeting Room 22, international hosted buyers have the chance to meet exhibitors with products divided into three daily themes – scenic beauty, lap of luxury and award winners.
- **Pre-scheduled meetings:** Thanks to the improved online diary system on the Indaba website, exhibitors, buyers and even media can set up meetings in advance and connect on-site.
- **Indaba app:** The new Indaba app will help delegates keep up to date with the latest news, access a list of exhibitors, navigate through the trade floor with a detailed map, schedule events you want to attend, browse the schedule of the complimentary Indaba shuttle, and join the #Indaba2017 conversations on social media. It's available for download on the App Store or Google Play, or via <http://indaba-southafrica.net/app/>
- **Conversations:** The four topical industry discussions in the ICC Media Centre are open to all exhibitors and media. Today's first Conversation (at 12 noon) features South African Tourism chief executive Sisa Ntshona and other business brains discussing how the public and private sectors

can join hands to bring about inclusive tourism growth. Later, at 2pm, digital maverick Paul Midy will talk about how technology is revolutionising the African travel landscape. Tomorrow at 10.30am, African arts pioneers will discuss how the continent can use arts and design to enhance its tourism profile. And on Thursday, the bid parties involved in this year's Indaba – South African Tourism, Tourism KwaZulu-Natal, Durban Tourism and the Durban ICC – will reflect on the show's achievements at 10.30am.

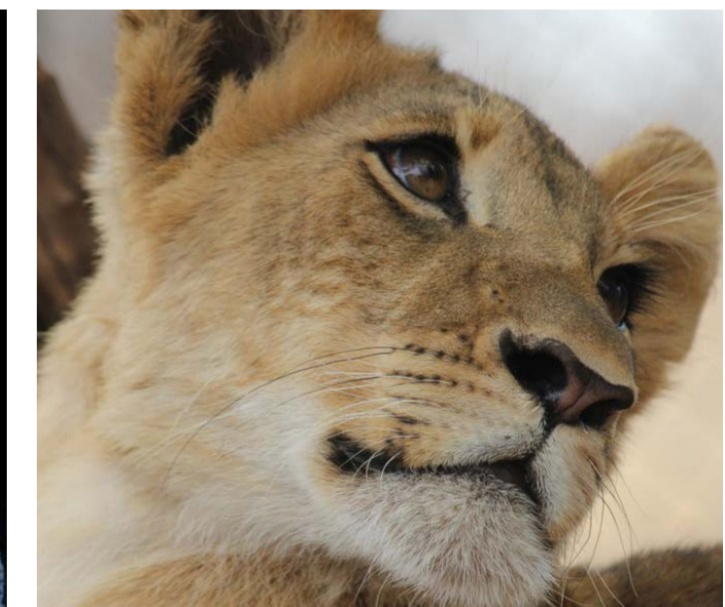
- **Hidden Gems pavilion:** Marvel at the offerings of 90 black-owned small tourism businesses from all nine provinces, who have been sponsored to exhibit at Indaba as part of the Department of Tourism's National SME Market Access Programme.
- **Luxury pavilion:** This is a new initiative sparked by market demand, where the array of five-star offerings on display will take your breath away.
- **African exhibitors:** Apart from South Africa, there are exhibitors from 17 other African countries proudly showcasing the continent's diverse travel offering. Go and take a look, and be inspired anew by our spectacular continent.

Visit <http://www.indaba-southafrica.co.za> for more details, or be part of the conversations on Twitter @SATravelTrade, using the hashtag #Indaba2017.



Akin Omotoso will be discussing African arts and culture during Wednesday's conversation.

Calling all adventurers, mavericks, trailblazers, and groundbreakers.



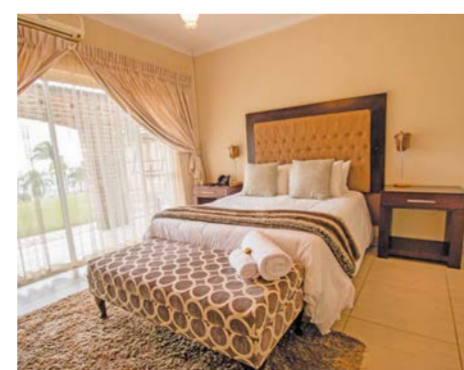
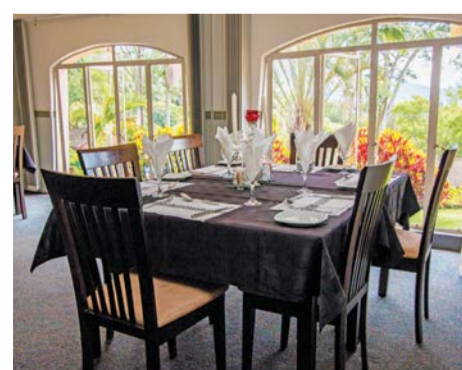
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South Africa's UNESCO World Heritage Sites

South Africa has eight United Nations Educational, Scientific and Cultural Organisation (UNESCO) World Heritage Sites, areas that have been given special international status for their unique qualities. If you are interested in culture and natural history, then you may well want to factor a visit to one of these sites into your planning.

Cape Floral Region Protected Areas

Stretching from the Cape Peninsula across much of the Western Cape and into the Eastern Cape, this area is made up of eight protected sites that are among the richest areas for plants in the world – the Cape Floral Region is home to 20% of the flora in Africa, although covering less than 0.5% of its land mass. It's best explored on foot on the numerous hiking trails to be found in the area, including the Table Mountain National Park. A visit to the Kirstenbosch National Botanical Garden in Cape Town is a good introduction to the wonders of the flora of the Cape.

Fossil Hominid Sites of South Africa

The easiest way to experience this is by visiting the Maropeng Visitor Centre in the Cradle of Humankind, within easy striking distance of Johannesburg and Pretoria. The Cradle of Humankind is an area exceptionally rich in fossils of hominids, the early ancestors of humans. The hominid sites include Sterkfontein, Swartkrans, Kromdraai and environs, the Makapan Valley and the Taung Skull Fossil Site.



Robben Island

iSimangaliso Wetland Park

One of Africa's most beautiful wetland and coastal sites, this natural area has coral reefs, long, sandy beaches, coastal dunes, lakes (where you can see hippos and crocodiles), swamps, and reed-and-papyrus wetlands that are famed for their birdlife. It is just a few hours' drive north of Durban and falls under the Ezemvelo KZN Wildlife, which has a variety of accommodation available.

Maloti-Drakensberg Park

The Drakensberg mountain range that forms the border between Lesotho and South Africa's KwaZulu-Natal province is not only an area of outstanding natural beauty, but also home to more than 600

“ the Cape Floral Region is home to 20% of the flora in Africa, although covering less than 0.5% of its land mass. ”

rock-art sites with close on 35 000 individual images painted by the San people who once roamed here. This makes it the most concentrated number of rock paintings south of the Sahara. The mountains are also home to several endemic species of birds and plants. There are numerous accommodation options in the area, which offer everything from relaxing hotel-style breaks to bracing hiking options for the outdoor enthusiast.

Mapungubwe Cultural Landscape

On the border of Botswana and Zimbabwe at the confluence of the Limpopo and Shashe rivers, this area is both a national park and contains remnants of an intriguing kingdom dating back to the 14th century. The people of this indigenous kingdom traded in gold and ivory.

Richtersveld Cultural and Botanical Landscape:

Located in the furthestmost north-western corner of the Northern Cape, this is an arid, mountainous area with unique succulent vegetation. It home to the Nama people, semi-nomadic pastoralists whose cultural lifestyle can still be observed here. A visit to this area generally requires a 4x4. If you spend time in the Ai-Ais/Richtersveld

Transfrontier Park, you can also cross the border over the Orange River into Namibia.

Robben Island

This island is where former president Nelson Mandela and other anti-apartheid activists were imprisoned. This island that lies in Table Bay, within sight of central Cape Town, was used as a prison and place of isolation for the mentally ill and people with diseases like leprosy from the mid-1800s until the 1930s. From 1961 to 1991 it was a maximum-security prison for political prisoners. According to UNESCO, its symbolism lies in its 'sombre history'. You can visit this island from the V&A Waterfront in Cape Town. Ferries depart daily.

Vredefort Dome:

Only 120km south-west of Johannesburg, this is the world's largest meteor-impact crater, formed more than two million years ago. The meteorite responsible for this crash probably measured about 10km across and it ploughed into earth when the only form of life was probably algae. Today, the crash site is 190km wide and offers many recreational facilities for outdoor enthusiasts, along with being a fascinating study site for those interested in how Earth evolved. – Courtesy of South African Tourism



Cape Floral Region

Exhibitor Focus: WOWZULU

What are you showcasing at Indaba?

We are showcasing WOWZULU, a responsible tourism initiative of Africa!ignite. This job creation initiative provides tourists with authentic and engaging community tourism experiences in seven destinations in KwaZulu-Natal. The experiences are packaged and coordinated by Africa!ignite and allow tourists an opportunity to taste our culture, feel our beat and get to know the real KZN and the warmth of our people. From guided walks in an urban township to bicycle rides through a rural village, learn to bead with a master craftswoman or submerge yourself in the daily life of a rural family. Your hosts have been trained by us to provide safe and interesting experiences that are interactive and provide for great opportunities for cultural exchange.

Who are you hoping to meet?

Tour operators and buyers who want to give their clients a taste of something different and unique, get them off the beaten track and interacting with hosts in rural areas on existing tourism routes.

Have you exhibited before?

No, this is our first time exhibiting at Indaba and we are very excited to be part of the South Africa Tourism Hidden Gems platform. We have previously exhibited at WTM where we shared a stand with Better Tourism Africa.

What makes your product stand out above your competitors?

There are no other operators in KZN offering a range of activities and experiences for tourists across the province that enable such engaging and authentic interactions with culture, people and nature. At our heart is a love for storytelling and we use stories and local guides to really get tourists to feel what it is like to be a South African in KZN today. We combine natural, heritage and cultural activities in safe and fun packages, that can be custom-made to tourist needs. Tours start at our WOWZULU Marketplaces which are your gateway into community tourism experiences. Here you can have a delicious coffee while you prepare for your experience. Storytellers set the scene and beautiful handmade craft from the area is available for purchase. We are committed to trading fairly and making sure that hosts and communities benefit, making us a truly responsible and sustainable option in KZN. We work closely with hotels and lodges to also make sure that guests have multiple options for accommodation, from homestays to 4 and 5 star lodges. Tours are organised by our booking agent Pinky who does all the work for you and ensures that guides and hosts are expecting visitors and ready to engage and entertain.

Explore, Discover, Experience the #Weskus

Explore, Discover and Experience the spirit of the “First People” to inhabit one of the most scenic tourist destinations, the Weskus.

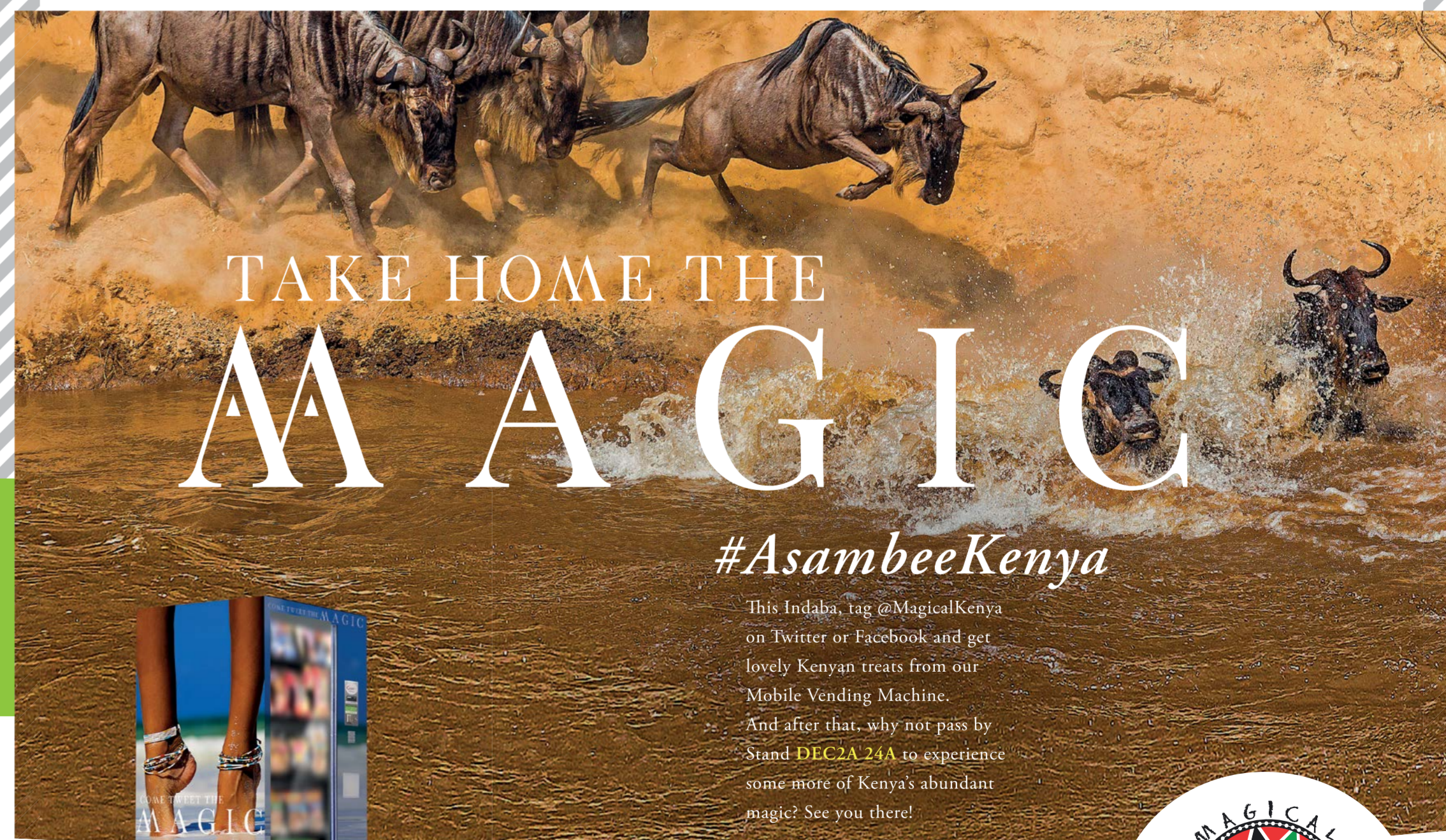
!Khwa ttu San and Educational Centre, located on the West Coast of South Africa, combines adventure, relaxation and education. Sweeping views, tracks through nature, guided culture tours, stylish home cooked food, exciting projects and entrance to the fascinating world of the First People, the San - !Khwa ttu has it all.

Many tourists visiting Southern Africa and the West Coast wish to learn more about this region and its origin. !Khwa ttu, located just outside Darling on the West Coast, is a nature reserve which combines adventure, relaxation and education to leave a lasting impression and a new understanding of the San culture.

Visitors can spend the night and relax in one of the cosy and luxury guest houses or tented camps, tucked away on the West Coast countryside. All three of the guest houses are stylishly furnished with luxurious beds, spacious en suite bathrooms, dining areas with cosy fireplaces and private wooden decks or a stoep with spectacular panoramic views. With scenic hiking and mountain bike trails, a restaurant serving traditional meals, an art gallery and San museum !Khwa

ttu is year-round tourist destination. Located less than 80km from Cape Town CBD !Khwa ttu is an ideal base for tourists wanting to experience the best the West Coast region has to offer. For more information visit stand DEC 1026 or visit our website www.khwattu.org

“ Visitors can spend the night and relax in one of the cosy and luxury guest houses or tented camps, tucked away on the West Coast countryside. All three of the guest houses are stylishly furnished with luxurious beds, spacious en suite bathrooms, dining areas with cosy fireplaces and private wooden decks or a stoep with spectacular panoramic views. ”



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Avis launches new car rental group dedicated to VW Polo TSI: Group B+



Avis has listened to its customers and are now introducing a new car rental booking group dedicated to one of its most popular car rental models. Following the demand to rent the VW Polo TSI, Avis has moved the popular VW Polo TSI into a dedicated group – Group B+.

Come 1 June 2017, the smart and stylish VW Polo TSI is in a group of its own making it easy for customers to book and rent with Avis. The VW Polo TSI, the zippy, quick town car, has always been highly sought after. It is also one of the safest hatch backs around, with four air bags and an ABS breaking system. You can also enjoy

its standard fittings of air conditioning, central locking and electric windows.

Lance Smith, Executive: Sales at Avis southern Africa says, "We are very excited about the new and dedicated car rental Group B+. At Avis, we constantly ensure that we prioritise our customers' requests and meet their needs. Now customers can conveniently rent the VW Polo TSI and feel the comfort, class and safety of this hatch, coupled with quality and the best value for money."

With the convenience of booking directly through Group B+, Avis customers can be rest assured that their favorite car model is ready and waiting.

Why Get Graded by the TGCSA?

Be it a Hotel, Bed & Breakfast, Self Catering, Caravan and Camping or Conference Venue that you own, or run, the advantages of being graded by the Tourism Grading Council of South Africa (TGCSA) are endless. For one, you'll be pleased to know that once your establishment has been graded by one of our Accredited Grading Assessors and displays the TGCSA Star insignia, it takes a single glance for local and international visitors to recognise your quality and service excellence. While some wear their hearts on their sleeves, we have experience to believe that wearing stars works far better.

Not only this, but you'll also receive a number of invaluable benefits from Basket Of Benefits as we partner with you to get you everything you need to help your stars shine bright.

It is so important for all of us in the Travel and Tourism industry to use and promote TGCSA Star Graded establishments. By doing this, we help our country achieve the highest level of quality assurance, promote optimal value for money and give 'customer expectation' the paramount position it deserves. This way we become a nation that doesn't only welcome the world with their warm-hearted 'Sawubona's', but one that is absolutely ready for all it has to offer.



Darryl Erasmus, Tourism Grading Council South Africa

South African Tourism's flagship awards to once again reward service excellence and innovation



Esther Mahlangu received the coveted Minister's Award at the 2016 Lilizela Awards

function in Johannesburg in October. The Lilizela Tourism Awards are an initiative of the National Department of Tourism and are spearheaded by South African Tourism.

South African Tourism Chief Executive Officer Mr Sisa Ntshona said: "The criteria for the awards are constantly being refined, through ongoing consultation and feedback surveys, to ensure that hospitality establishments, venues, service providers and tourism attractions meet industry and traveller requirements. Because of the annual review that will follow each awards ceremony, entries will open in March from this year onwards."

Ntshona said that as a result of the most recent review, sustainability and contribution to inclusive growth have become important considerations in the adjudication process.

"South African Tourism's main objective is to work with the industry in contributing towards inclusive growth while helping to grow new players into the industry. The importance of transforming tourism and its feeder industries cannot be understated. This is why the awards are encouraging tourism businesses to embed a culture of inclusion in their DNA. Tourism has, more than any other sector, the potential to act as an engine for growth in South Africa. This includes the potential to create employment, generate foreign

Outstanding businesses in the tourism industry are invited to enter the 5th annual Lilizela Tourism Awards, with submissions opening on 1 March 2017.

The latest instalment of the annual prestigious Lilizela Tourism Awards for accommodation establishments and other tourism-related products and services will once again toast the best of the best when the provincial awards ceremonies take place in September 2017, culminating in the star-studded national awards

"Through the annual Lilizela Tourism Awards, we hope to showcase these beacons of excellence and motivate them to continue delivering exceptional, authentic, memorable experiences to local and international travellers."

exchange, encourage entrepreneurship and act as a driver for other sectors of the economy," Ntshona added.

Furthermore, the awards will see more changes being implemented next year. "We have found through our interactions with the industry that there is a growing need for sustainable and responsible practices in all tourism enterprises," said Ntshona.

"For this reason, from 2018 onwards we will be introducing specific sustainability criteria for the Lilizela Tourism Awards, to coincide with the intended Responsible Tourism recognition measures that are to be introduced by the Tourism Grading Council of South Africa during the course of 2017. If tourism product owners place more focus in minimising their environmental impacts, it will add to South Africa's attractiveness as a progressive, world-class tourism destination."

Tourism businesses – ranging from accommodation establishments and tourist guides to visitor attractions – may enter the 2017 Lilizela Tourism

Awards in a range of categories, which will be judged by a panel of industry professionals as well as by a public vote. These categories include service excellence, universal accessibility, the Minister's Award for Innovation in Tourism, and the Emerging Tourism Entrepreneur of the Year Award.

"South Africa boasts a wealth of tourism jewels in its crown," said Ntshona. "Through the annual Lilizela Tourism Awards, we hope to showcase these beacons of excellence and motivate them to continue delivering exceptional, authentic, memorable experiences to local and international travellers."

"Hospitality can be a challenging and highly demanding industry, and we want industry players to know that we value their efforts in helping South Africa to grow and diversify our tourism sector," concluded Ntshona.

Entries for the 2017 Lilizela Tourism Awards open on 1 March 2017 and close on 31 May 2017. Visit www.lilizela.co.za for more details.

Buffalo City

EAST LONDON · BHISHO · MDANTSANE · KING WILLIAM'S TOWN
EASTERN CAPE · SOUTH AFRICA



Turning Moments into Memories in Buffalo City

With all the creature comforts of a modern metropole, coupled with uncrowded, sun-kissed beaches and a wide range of in and outdoor leisure attractions, Buffalo City is a perfect getaway destination.

Dine in the company of dolphins

From fine dining to quaint beach cafes and robust burger joints, Buffalo City offers the most picturesque lunch and dinner spots on the Sunshine Coast. Excellent food enjoyed against spectacular views.

Sip a sumptuous cocktail with the waves crashing at your back

Stylish beach and river front hotels and chic cocktail lounges offer a splash of glamour and glitz as you indulge in your favourite cosmopolitan pursuits.

Pamper yourself!

Buffalo City's wide range of general and specialist massage, beauty and wellness boutiques and spas ensure a rejuvenating experience, whether you're visiting for business, sport or leisure.

Be inspired by our liberation icons

Steve Biko is recognised as one of South Africa's greatest liberation icons, alongside fellow Eastern Cape leaders Nelson Mandela, Walter Sisulu and Raymond Mhlaba. His remarkable legacy lives on in the Steve Biko Garden of Remembrance and the Steve Biko Centre, in Ginsberg, King William's Town. Be sure to also visit the Bisho massacre and Egerton memorials, The Wall of Fame in Dimbaza and the Mxenge family graves.

Marvel at our natural history artefacts

The East London Museum curates three of the international science community's most prized artefacts: the prehistoric coelacanth, a 40 000 year old humanoid skull and the world's oldest human trace fossil footprints, dating back an incredible 124 000 years.

Discover our golden beaches

Whatever your beach fantasy – rock or surf angling, snorkelling, diving, surfing, beachcombing or just soaking up some bronzing rays – Buffalo City has the perfect seaside spot for you and your family. From Hamburg to the beautiful coastal villages dotted along the Sunshine Coast, our city boasts a spectacular stretch of coastline that lends itself to a diverse range of marine activities and leisure pursuits.

Visit South Africa's oldest aquarium

The very first such facility built in South Africa, the East London Aquarium continues to delight with its unique and eclectic collections and fish tank displays, seal shows and penguin colony. Don't forget to take a stroll out over the Indian Ocean on our whale watching deck.

Hug a hippo!

Arguably the most famous hippo in the world, Huberta, enjoys pride of place at the Amathole Museum in King William's Town. Learn all about her amazing journey to Buffalo City, and don't forget to check out this excellent museum's other impressive claim to fame: the second largest mammal collection in South Africa.

Marvel at exquisite Victorian architecture

Named after King William IV of England, King William's Town boasts many exquisite examples of Victorian architecture at its most impressive, including numerous churches, monuments and military buildings that reflect this area's unique British and German heritage.

Enjoy a sunset cruise in South Africa's only river port

The Port of East London is a small but dynamic port with an exciting waterfront development named for one of our most famous residents, Marjorie Courtenay-Latimer. Harbour and open-sea cruises are piloted daily, on demand, offering visitors a unique opportunity to frolic with the playful and inquisitive dolphin pods that frequent the harbour mouth. River cruises are also available on the Nahoon and Buffalo rivers.

Discover authentic Xhosa culture

In addition to our popular and very informative township tours, Buffalo City is the perfect place to discover authentic Xhosa culture. Our expert guides will introduce you to a traditional Xhosa homestead where you can meet, eat and visit with Xhosa families still well-slepted in authentic, traditional Xhosa culture.

Catch the Big 5

Get up close and personal with the Big 5 at any of a number of game reserves in close proximity to the city centre. Our reserves are well-stocked and expertly managed to ensure the best and most rewarding game viewing experiences.

Experience it all in Buffalo City!

For more information contact the following Tourism Information offices

EL Airport: East London Airport Arrivals Terminal **Tel: 043 736 3019**
KWT: 27 Taylor Street, King William's Town **Tel: 043 642 1215**
Dimbaza: Wall of Fame, Main Road, Dimbaza **Tel: 040 656 2062**
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Join CATHSSETA at its Information Sharing Session and Research Workshop



CATHSSETA Information Sharing Session & Research Workshop

- Date: Wednesday, 17 May 2017
 - Time: 09:00 - 14:00
 - Venue: Hilton Hotel Durban (Mkhomazi 1 & 2)
- To RSVP, please email poshy@cathsseta.org.za.

CATHSSETA will be hosting an information sharing session and research workshop. This event will take place alongside the Tourism Indaba and its purpose is to engage industry stakeholders at the Indaba

as well as provide them with an update on research-related issues and the latest developments at CATHSSETA.

This meeting will also be used as a platform to introduce our newly appointed board members to the stakeholders.

About CATHSSETA

CATHSSETA is committed to skills development within the Travel and Tourism, Hospitality, Sport, Conservation, Arts and Culture and Gaming sectors. CATHSSETA promotes learning programmes by:

- Identifying workplaces for practical work experience
- Supporting the development of learning materials
- Improving the facilitation of learning
- Assisting in the development of skills provision agreements for different learning programmes

This is done through a number of interventions, such as internship programmes, learnership programmes, work-integrated learning, bursaries and accreditation of training providers.

Training Grants

Interested and qualifying organisations within our sector can access funding for these programmes through the Discretionary and Mandatory Grants. The Mandatory Grants application window closed on 30 April and we are currently in the process of evaluating applications received and will be disbursing funds to the qualifying organisations soon.

In the same light, we will be opening the Discretionary Grants window application during the month of May. Please continue to monitor our website www.cathsseta.org.za for more details. We will also advertise in national newspapers such as the *Sunday Times* and *City Press*.

Visit CATHSSETA Stand At Tourism Indaba

Please visit the CATHSSETA stand situated at ICCN04 where our staff and managers will assist you with any questions you may have regarding accessing funding for your programmes. Our ETQA Manager Ms Dimpho Phungwayo will be on hand to assist you with accreditation and programme approval queries you may have. Come and meet the KwaZulu-Natal Regional Manager Ms Zandile Ntshangase who can share with you what CATHSSETA is doing in the province.

Make your time at the INDABA count. Let us assist you where we can.

For more information about CATHSSETA's involvement at the Tourism Indaba, please contact our Communications and Stakeholder Manager by emailing Ms Nosispo Poshy Damane on poshy@cathsseta.org.za



Durban: A 'Smart' Pioneer for Africa

In March of this year, Durban was ranked the best South African city to live in for the third consecutive year by Mercer's 19th Quality of Living survey. The survey includes a city infrastructure ranking that assesses the supply of electricity, drinking water, telephone and public transportation among other things.

This is significant for Durban as it continues to pioneer new smart city initiatives after their introduction almost a decade ago. For those not in the know, 'smart city' is a term used to quantify today's digitally driven climate and integrate it into the current urban landscape. South Africa is certainly ahead of its African counterparts, and in 2014 Durban was awarded an IBM Smarter Cities Challenge grant, valued at US\$500 000. This investment included solutions for making the city 'smarter' with the help of top technology and international consultants.

Technologies like the Internet of Things are increasingly being used by the city and further afield, from mobile apps to public transportation. According to South African Sigfox-based IoT network

“ 'smart city' is a term used to quantify today's digitally driven climate and integrate it into the current urban landscape. ”

operator SqwidNet, its coverage is being expanded to reach all national roads, providing solutions across utilities, transport, logistics, security and retail.

What's 'Smart' About Durban?

In 2008, Durban's eThekweni Municipality upgraded the city's extensive fibre optic network to carrier class, or next-gen status. This meant it was the first region in SA to provide businesses, educational institutions, and citizens with affordable internet connectivity and low-cost phone calls – all with some of the latest innovations in security. A roll-out plan called QuantumCity was launched at the municipality-initiated SmartCity Conference and Expo in October of that year. With Durban being the SmartCity of Africa, the next generation of networking solutions have prompted it to leap into the Quantum regime.

In October 2016 Durban's busy commercial port received a technological upgrade. Aerial and underwater drones and track and trace technology are now in operation. Durban Harbour is leading the pack in embracing this new industrial revolution with a concept known as the Smart People's Port. Speaking at the African Ports Evolution Conference late last year, Ristha Joga, Information, Management and Services Manager at Transnet National Ports Authority's Port, said, "A Smart People's Port will result in an efficient data-rich and information-rich eco-system connecting port assets,

“ The City of Durban launched Spazapp, giving traders the ability to order directly from big brands and suppliers in a bid to increase better products and faster service delivery to customers. ”

port employees, terminal operators and the port community including road and rail. It will also help the ports to achieve a more focused customer centric technology that will reduce the latency of information sharing and result in a more informed decision-making process.”

In 2014, eThekweni Municipality rolled out the Smart City mobile app in a bid to improve service delivery. It covers mobility, big data, the cloud and IoT, using advanced software for managing delivery issues. In March 2017, it launched a trial reporting app allowing residents to log issues, report faults and view alerts. The Smart Community App allowed for reporting and tracking water and electricity issues, bill-related queries, potholes, faulty traffic lights and noise problems. Just one month earlier, the City of Durban launched Spazapp, giving traders the ability to order directly from big brands and suppliers in a bid to increase better

products and faster service delivery to customers. This has been hailed as a money-saver by local business owners.

Durban is also innovating in its transportation sector. The Muvo card was launched in 2012 and is a single smart card used across all three of the city's primary bus lines – Durban Transport, Mynah and People Mover. Research is being undertaken by students and academics among others. Some of the unique modes of transport tested by UKZN late last year are the Smart Technology Pedal Bus and the Human Operated Recumbent Electric Trike (THOR-ET). "Both innovations provide an integrated transport system that could change lives, if adopted, especially in the inner-city of Durban. The vehicles can reduce traffic congestion and promote healthy living," said Academic Leader for the Discipline of Mechanical Engineering Professor Glen Bright.

“ A Smart People's Port will result in an efficient data-rich and information-rich eco-system connecting port assets, port employees, terminal operators and the port community including road and rail. ”

Durban – the warmest place to be

The City of Durban, South Africa's leading subtropical leisure destination, has won numerous global accolades and awards and has been discovered by global travelers looking for new and different cultural experiences combined with the excitement of nature and wildlife. There is a long list of awards, from being one of the New Seven Wonder Cities of the World, to being one of the highly recommended destinations by global media giants such as CNN and the New York Times

Tourism has become a vital part of our regional economy and we are prioritising a large amount of investment and resources into tourism and especially into building a strong global travel brand and identity for our city. We trust that through the hosting of Indaba 2017, the City will benefit from the intense marketing and business growth in the tourism sector.

Durban is proud to have some of the major international airlines flying direct to the city; Turkish Airlines, Qatar and Ethiopian Airlines and most recently Air Seychelles – boosting business and leisure tourist numbers. In addition, the city fully embraces new thinking regarding green tourism and we have developed an innovative Green Corridor that runs from the coastline through green areas and township development. It is a route that involves communities and much of our recent tourist development relates to having an all-inclusive footprint for tourism and democratising tourism opportunities. The city's new infrastructure, our



Night View of Durban from North Pier.

award-winning airport, our beaches, our stadium and world-class conferencing add to business growth. This, and our unique cultural mix, along with the proximity of wildlife and the natural beauty of the whole of KwaZulu Natal, means that we offer a tourism experience like no other - and one which Durban Tourism is now actively marketing globally and with great success.

Durban is blossoming to take its rightful place amongst the leading cities of the world. We see a wonderful future for Durban, and we are poised to become Africa's most caring and liveable city by 2030, which is our life goal and the task to which we have devoted all our energies. We ask you to share this journey with us, to put your heart into the growth of Durban; to

visit us, invest in us and facilitate the realization of our progressive goals.

We trust that that during Indaba you find the time to explore the hidden gems and unique experiences that make our City so special! Remember, no visit to Durban is complete without trying a legendary 'bunny chow' and Shisanyama at a local township restaurant or a visit to our new Tourism Routes ! You will be surprised at the flourishing talent and unique experiences we have on the east coast of Africa. You will love being on the Beach Promenade and enjoying the many Beach Festivals around the city; during this time of the year. We also have a number of new experiences like the Station Road precinct; Durban Green Corridor and a number of new eateries and restaurants

in and around our city townships and along the beach promenade.

The City looks forward to a successful Indaba in the host city Durban, Africa's leading events and tourism capital, and to the building of many sustainable relationships to grow tourism for our country. We trust that the city will be a memorable host and we hope that Durban, the warmest place to be, retains its long-held status of being the home of the Tourism Indaba.



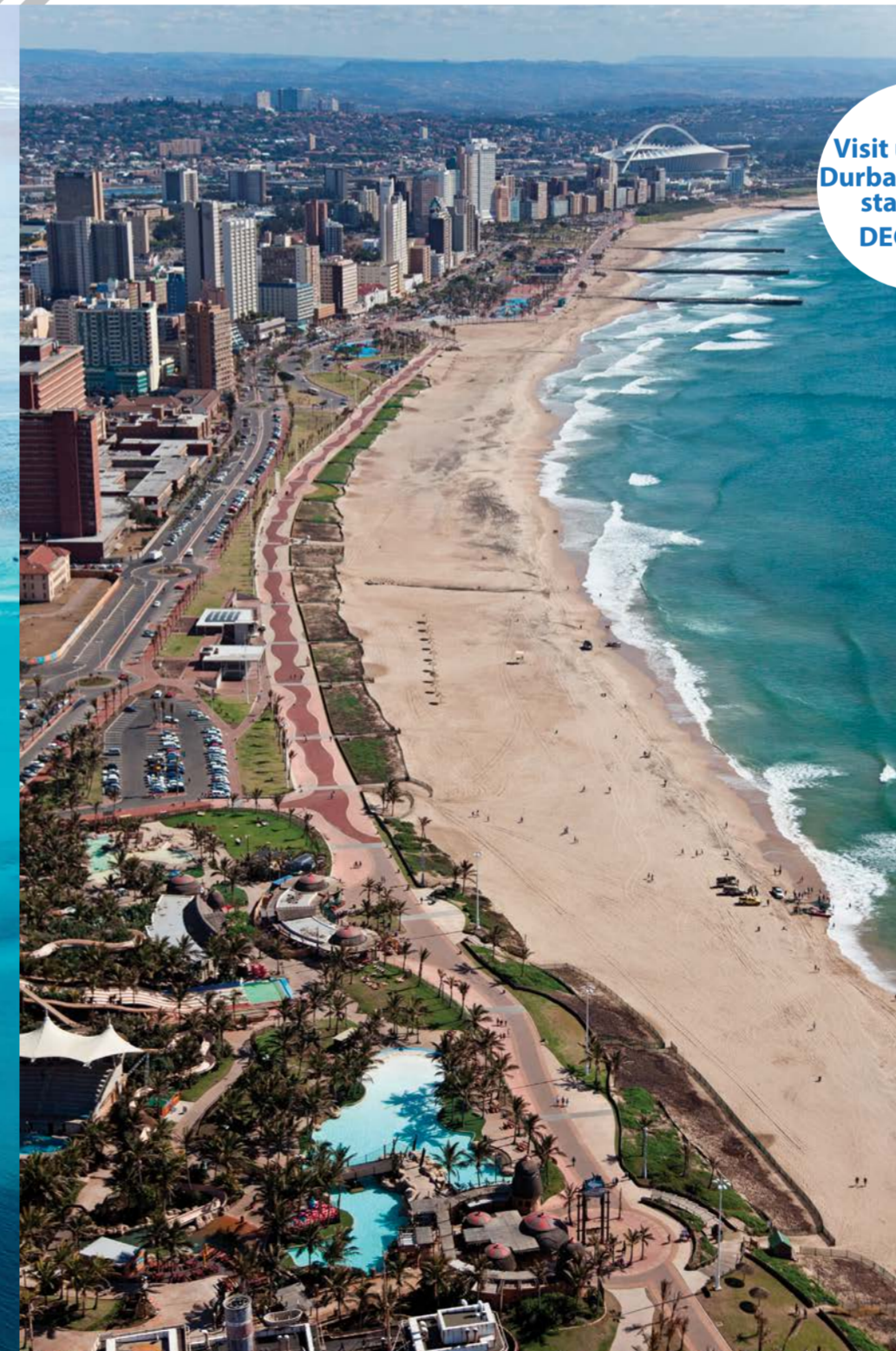
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Visit us at the Durban Tourism stand No DEC1A01

Durban, The Warmest Place To Be.

WELCOMES YOU TO INDABA

Durban has the greatest fusion of cultural diversity, rich heritage and scenic natural beauty. We trust that you will enjoy and explore the hidden gems and unique experiences that make our city so special.

Engage with our 9 Community Tourism Organisations (CTO's) that will be based at the Durban Tourism Stand:

Sapphire Coast Tourism, Umlazi Tourism, Sodurba, Durban Central CTO; Woza eNanda, Umhlanga Tourism, 1000 Hills Tourism, Clermont KwaDabeka Tourism Development, Durban West Community CTO & The Durban Green Corridor .

Have a Great Tourism Indaba in Durban, A New 7 Wonders Cities of the World.



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Kenya Airways

South African Tourism launches an innovative Digital Asset Library

Following a review of its growth strategy, aimed at steering the marketing efforts to achieve its overarching goal of attracting five million additional tourists within the next five years starting this year, South African Tourism has taken a major step to build a platform which will help stakeholders with marketing collateral which is critical to marketing the destination.

This platform, the SAT Digital Asset Library, will give access to real information that excites people about the country with some beautiful images, footage and marketing collateral made available to our partners in promoting South Africa as a must-visit destination.

"All the work that we do towards growing our industry is a collaborative effort. That is the only way that ensured amplified and inclusive growth. The SAT Digital Asset Library, is where all the assets pertaining to our brand will be housed in order to enable us to provide stakeholder engagement tools and collateral that can be used at various points in the traveller decision-making journey. It is an exciting development and definitely a step in the right direction", says Sisa Ntshona

The digital asset library will add value to our stakeholders who include: Provincial Tourism Authorities, DIRCO and other governmental agencies, our trade partners, advertising agencies and contractors as

the platform will allow them to download identified digital elements in high resolution without any costs attached.

We will constantly strive to find innovative ways to enhance and improve our assets in a manner that is engaging to all stakeholders and users. We foresee the assets going a long way in amplifying efforts to promote South Africa as a business and leisure destination within and beyond our borders.

This library is a simple, easy to use interface that allows anyone to search based on themes, keywords, locations or experiences. Simply type in a search phrase based on your needs and all related assets will be returned to you. Selecting the asset allows the user to view the relevant technical information including available formats, dimensions, resolution, file size, keywords, captions and metadata. Simply click the relevant download icon and you're ready to get potential visitors excited to experience South Africa for themselves. You don't need to create an account that needs to be logged in to you simply go to this link to get started: <http://digitalassets.southafrica.net>

" All the work that we do towards growing our industry is a collaborative effort. "

Groundbreaking flights reflect new reality

The inauguration this month of an air service linking Cape Town with Victoria Falls and Nairobi is a landmark in the development of tourism in Africa.

The airline, Kenya Airways, had taken the notion of linking Southern and East Africa a step further by allowing stopovers at the iconic Victoria Falls, said *Tourism Update* editor, Tessa Reed. Kenya Airways has the fifth freedom right to carry passengers from its base in Nairobi to Victoria Falls and then on to Cape Town and vice versa.

"This is the beginning of a game-changing era where tourism including visits to both regions becomes

increasingly attractive," said Tessa.

"The main shareholder of Kenya Airways is KLM, which, together with Air France, has a high frequency of services to both Cape Town and Nairobi, making it convenient to enter at one end and return to Europe from the other."

Tessa said *Tourism Update* had noticed the change of interest and appointed correspondents in East Africa and other neighbouring countries.

"In the last month we have published some 40 news reports on destination news outside South Africa, mostly about East Africa. We noticed last month that the number of reader sessions in Kenya had increased by 68% on the year before."



Family fun & adventure are just around the corner...



Each year the magnificent North West Province welcomes thousands of visitors to discover all that it has to offer. Especially during the months of November and December, it truly comes alive with the magic of the Festive Season.

The 7 Tourism Icons of the North West Province offer travellers a vivid contrast between lavishly luxurious lodgings and the untamed splendour of its wildlife offerings, which include the renowned Madikwe Game Reserve and the Pilanesberg National Park.



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GET IN TOUCH:



Hotel Renovations Make Rands and Sense



From big-name chains to boutique establishments, hotels all over the world are reaping the rewards of renovating. Updated features, amenities and aesthetics affect not only a hotel's functionality, marketability and perception, but its guests' experience and ultimately its profitability.

Locally, Premier Hotels & Resorts has embarked on a series of upgrades at its properties around the country to ensure that guests receive a World Class African experience. Group Sales & Marketing Manager, Grant Sandham, shares, "We have tapped into global trends to respond to the wants and needs of today's guests and anticipate the expectations of those of tomorrow. This helps us remain relevant in

the market whilst boosting our bottom line."

He shares some of the trends that Premier Hotels & Resorts has implemented to transform its offerings:

Stepping up sustainability

Did you know that in the US, hotels consume 84.7 billion kilowatts per hour each year and that the average medium-to-large hotel in Australia uses about 300 litres of water per room annually? With South Africa being resource scarce, the need for sustainability solutions in hotels is obvious. This may mean installing energy saving bulbs, low-flow shower heads and boreholes as well as implementing grey water reclamation and recycling solutions, providing full and half flush options on

toilets and putting in heat exchange systems to warm up water. Doing so has a positive impact on both the environment and the hotel's long-term financial savings.

Plugging in

The rate at which technology has taken over our everyday lives has seen hotels having to equip rooms with an abundance of plug points as well as Wi-Fi to ensure that guests can stay connected. This is a must for hotels that cater for business travellers.

Recharging restaurants

For years, the appeal of hotel restaurants lay in their practicality, but now they are becoming dining destinations in and of themselves. To be competitive in this regard, hotels need to look at the cuisine they serve as well as the setting. Many hotels are revamping their restaurants

to attract locals – a clever strategy for propping up revenue in low seasons.

Spacing out

Third spaces are becoming progressively popular within hotels. These are gathering places, separate from home (the first space) and office (the second space), that can be used for social and/or business affairs. In many international hotels, these communal areas tend to feature modern, yet comfortable furnishings, a menu with snacks, coffee, wine and beer, flat screen TVs and, in some cases, computers. The benefit is an additional source of revenue from non-guests who may stop by specifically to use the space.

"We believe that transforming our properties with these and other trends in mind is crucial for both our guests and our business," concludes Sandham.



Grant Sandham



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The Cape Cycle Route Network (CCRN)

Cycling touring (multi-day, long rides which in effect become your mode of travel) changes the way you see a destination, giving you time to appreciate the smaller details. During its research phase, the Khulisa Tourism team recognised that we have all the attributes in place to create a compelling and unique Cycle Route Network to rival traditionally strong international cycle touring destinations (see Eurovelo Routes, US Bicycle Route System, Switzerland Mobility), including vast natural beauty, varied terrain, beautiful small towns (many of which have cycling services), a strong hospitality sector and friendly local citizens. In many countries, these networks are backed by government so as to give international riders the confidence they need to book a ticket. Based on this, we initiated a project to create the Cape Cycle Route Network, which is envisaged to become a uniform system consisting of various cycle touring routes which are generally longdistance (multi-day) and which enable riders to travel throughout the province. The route also takes riders past other cycling offerings, such as bike parks and single track private offerings.

The network of routes, which will be verified and formally mapped by the WCG, will largely be made up of existing secondary, district and provincial (tar and gravel) roads.

The Cross Cape

The first route to be launched in 2017 will be The Cross Cape. Stretching just over 700kms from Plettenberg Bay to Stellenbosch – the route crosses the length of the province, passing through its quaint small towns and majestic, varied landscapes. It is mainly on well-graded gravel road. Riders receive a personal, welcoming and authentic experience – one in which they will meet locals, be able to embrace the region's culture, food and wine, and put their cycle touring prowess to the test (the route, which tackles high passes, and takes riders through the Karoo, is taxing in parts).





James Seymour

Five minutes with James Seymour - Durban and KZN Convention Bureau

What do you believe Indaba's legacy to be?

Exposure to South African Tourism products and services to international tour operators. Especially KwaZulu-Natal which is still relatively unknown in tourism circles.

How has the trade show been a catalyst for increased tourism growth to SA?

Tourism is the most extreme form of relationship marketing. Due to the intangible nature of tourism experiences, they are high risk purchases. Tour operators need to build up long-term trust relationships to ensure that their clients purchase a memorable experience.

How has KZN been the perfect partner to Indaba?

Through partnership funding and resources. KwaZulu-Natal is a perfect

“ Tour operators need to build up long-term trust relationships to ensure that their clients purchase a memorable experience. ”

example of the all-encompassing experience South Africa can offer.

What are the hidden gems of KZN?

The Drakensberg, Midlands Meander, Inanda Heritage Route, Big 5 game reserves, and the South Coast.

How is the economic spinoff of Indaba to the province?

Approximately R200-million to the local economy.

“ Tourism is the most extreme form of relationship marketing. Due to the intangible nature of tourism experiences, they are high risk purchases. Tour operators need to build up long-term trust relationships to ensure that their clients purchase a memorable experience. ”

Cape Town rated best African convention destination for fourth consecutive year

Wesgro is proud to announce that Cape Town has once again been rated the number one city in Africa for convention business by the International Congress and Convention Association (ICCA). The city is now in the top 40 destinations for business tourism in the world, improving 15 places on the global rankings from 54th place in 2015 to 39th place in 2016.

A total of 62 meetings took place in Cape Town, representing mainly medical sciences, education and technology sector. An additional 12 international association meetings took place in Stellenbosch.

The ICCA is a prominent international meetings organisation boasting more than 850 members in over 80 countries worldwide. It represents the global community and knowledge hub for the international association meetings industry.

This was the fourth consecutive year the city has won the award ahead of others such as Johannesburg, Marrakech and Nairobi, largely due to conference bids secured by the Cape Town and the Western Cape Convention Bureau, a strategic division of Wesgro.

The Bureau's role is to promote the Cape among meeting, incentive, conference and event planners as a premier business events destination. It also offers pre- and post-bid assistance, convention planning support and on-site services to meeting planners, and has been voted the Best Convention Bureau by Southern African Association for the Conference Industry for the past two years.

In the last financial year, the Bureau secured 33 new bids with an estimated delegate attendance of 28 000 and an estimated economic impact of R424 million. Over the past six years, the estimated economic impact of the conference bids secured by the Bureau exceeds R1.5 billion, making business tourism events such as association meetings an important economic contributor and job creator for the region.

Wesgro CEO Tim Harris noted that, "... in today's competitive business events environment, retaining the number one spot is a concerted effort between stakeholders and partners within the industry. The

Western Cape offers a captivating, dynamic product and service offering as well as unwavering professionalism that make it a top destination to meet and do business. We're incredibly proud of our ICCA ranking and will work hard to maximise this momentum."

"Being ranked as Africa's top business tourism destination is excellent news for our region. The expansion of the Cape Town International Convention Centre is also set to double the centre's existing exhibition capacity and we will see an increase in the number and size of conferences, resulting in more business travellers to our region. Through the Cape Town Air Access initiative, we are also making it easier for tourists to reach us. We know conferences have a significant economic impact, driving growth and creating jobs for residents. Business tourists have the potential to become leisure tourists, traders and investors into our region," added Western Cape Economic Opportunities Minister, Alan Winde.

"We are delighted to see that Cape Town is attracting an increasing number of association conferences and meetings. Cape Town has risen above competitive cities such as Sydney, Dubai, Nairobi, Johannesburg and Durban in these rankings and its continued popularity demonstrates that we can deliver top class conferences on a global scale. In its 2015/16 financial year, the Cape Town International Convention Centre (CTICC) hosted 39 international conferences and continues to host the highest number of international association events in Africa. The CTICC is proud of the key role we have played, together with our partners, in Cape Town's rise as a top global meetings destination. As our expansion comes on stream, we look forward to attracting and hosting more local and international association events," concluded Julie-May Ellingson, Chief Executive Officer of the Cape Town International Convention Centre.

“ Cape Town is attracting an increasing number of association conferences and meetings. ”

Car rentals show solid growth as international and domestic tourism continues to climb

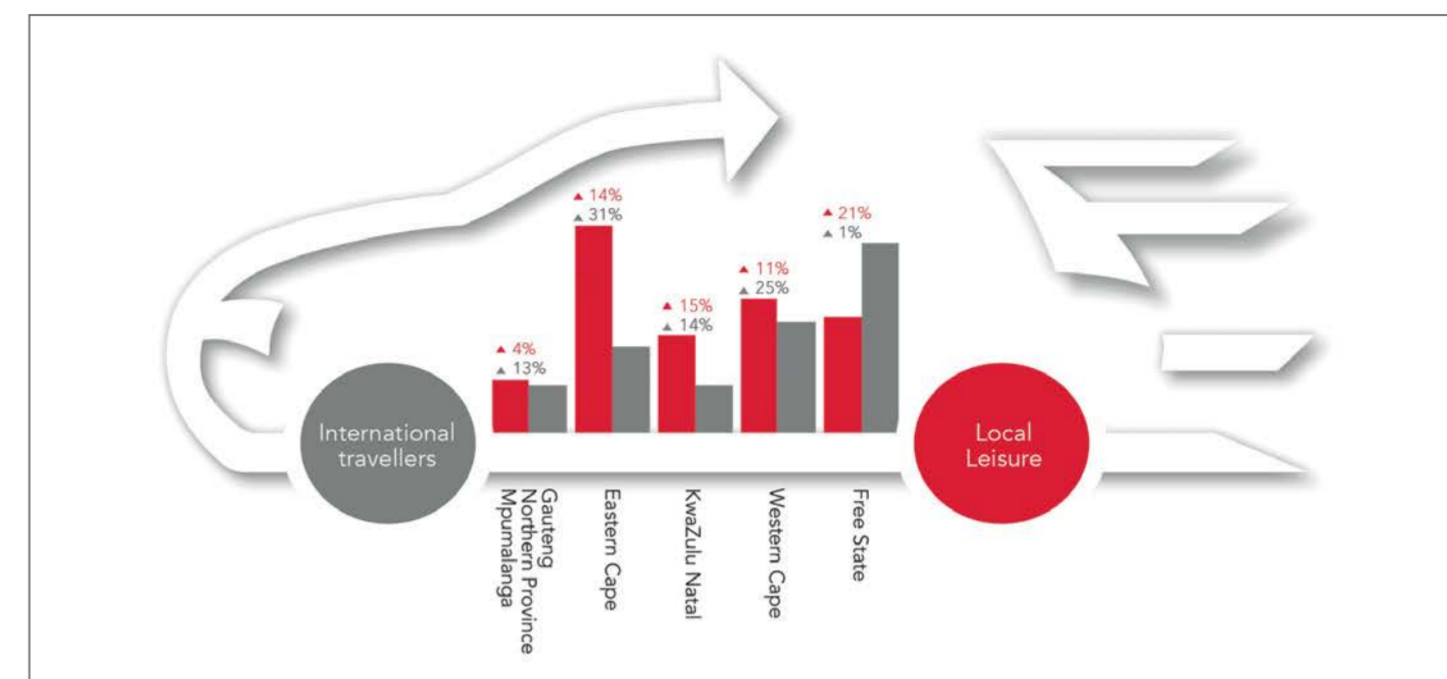
Avis remains optimistic about tourism in South Africa.

Inbound and local tourism rentals in South Africa's R5.2-billion car rental sector continues to grow despite depressed local sentiment and the potential impact of ratings downgrades on foreign travel.

"What's interesting in the current climate is that tourists are continuing to value South Africa as a domestic and international destination of choice. Growth in the early part of 2017 is already pointing to strong market fundamentals and a level of resilience that should point to a sound performance from the leisure market this year," said Lance Smith, Executive: Sales at Avis southern Africa.

"Notwithstanding a globally slow economic climate, foreign leisure car rentals have shown an impressive 22% growth, while local leisure rentals have grown as much as 12% so far this year. These are critically important factors if you consider that car rental repeatedly proves itself to be a lead indicator of economic trends," he said.

The local and foreign leisure segments are a significant part of the SA car rental market – together accounting for 53% of that market, according to



The figures are as at 28 February 2017

the South African Vehicle Rental and Leasing Association (SAVRALA) statistics.

"This reaffirms that tourism is resilient in the face of economic uncertainty," said Smith.

"Where this leads to rand depreciation, South Africa becomes an even more attractive travel destination to international travelers". Smith went on to say that in

an uncertain world, with instability in even the most celebrated tourist capitals, South Africa was a region of relative geopolitical calm, and that this remained extremely attractive to tourists.

A provincial breakdown shows growth in leisure rentals across all provinces, especially in the Western Cape, which accounts for half of all foreign rentals.

"Clearly travellers see South Africa as a high-value destination," said Smith. "So we're extremely positive about future prospects in the tourism segment."



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Tokozile Xasa, Minister of Tourism, arrives at Indaba 2017



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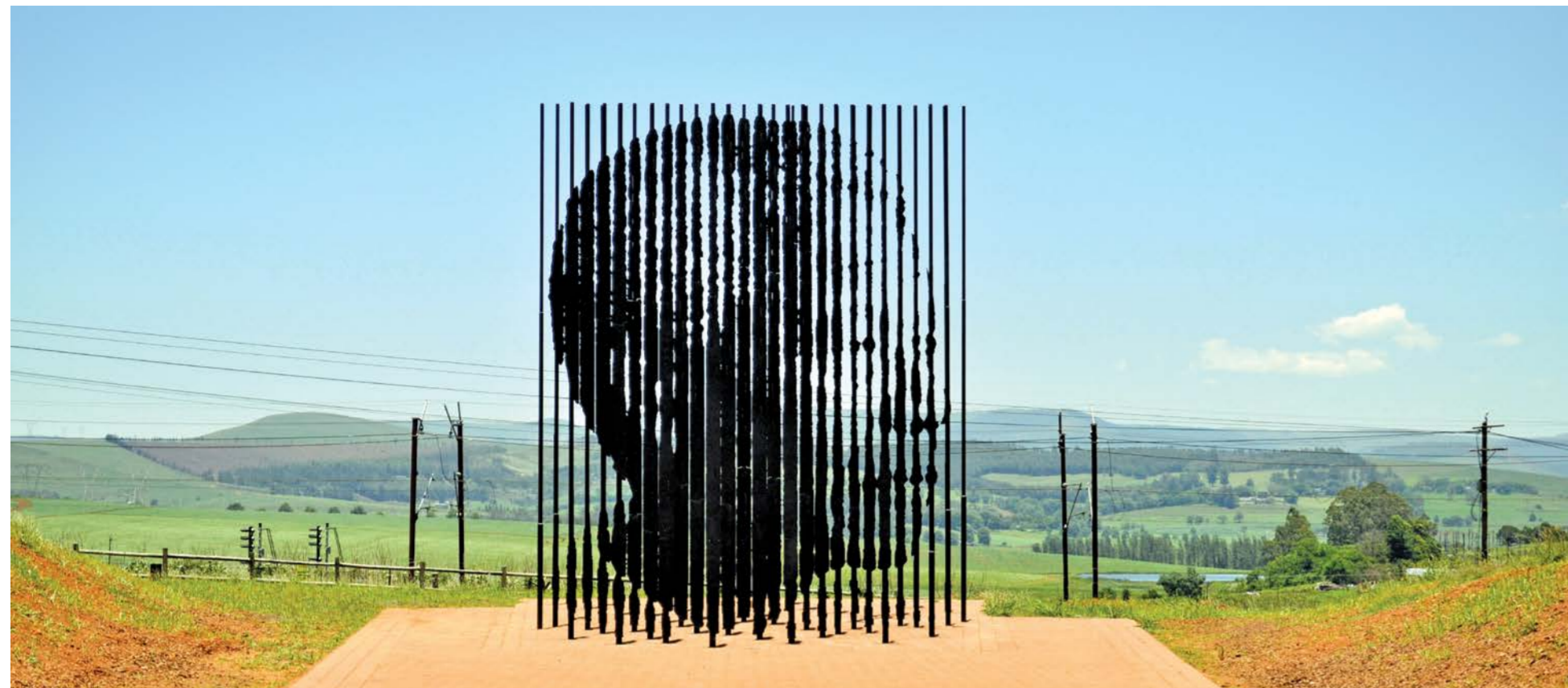
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Nelson Mandela capture site

Destination KwaZulu-Natal: A World of History to Explore

KwaZulu-Natal is known not only for its rich wildlife and safari experiences, but also for its abundant historic and cultural offerings. It is the heartland of South Africa's largest indigenous group – the Zulus, as the province's name suggests – where great battles were fought, history made, and museums and memorials erected.

History buffs will get a real kick out of visiting the many historic and culturally significant sites South Africa's rich and colourful past has to offer. And those who aren't fans will enjoy the beautiful natural scenery in the surrounds, not to mention cultural village experiences, and much more. In Durban city centre architecture is married with history, giving explorers a glimpse at its colonial influences and melting pot of ethnicities. Here's a look at some of the historic gems hiding in the picturesque province of KwaZulu-Natal.

The Battlefields

KwaZulu-Natal would not be the same without its many momentous battlefields. These bear testament to the ferocious wars between the British, Boers and the mighty

Zulu nation that took place in the 1800s. There are a number of self-drive routes through these battlefields that take in the battle sites, historical buildings, museums and memorials of this bygone era. Having said that, visiting with knowledgeable guides is an absolute must. They recount the atmosphere of each battle, offering in-depth information on the strategies and tactics used, and allow visitors to immerse themselves in the story of our past. Two of the most famous Anglo-Zulu battles took place at Isandlwana and Rorke's Drift, while Anglo-Boer war sites include Ladysmith, Colenso, Estcourt, Newcastle and Spioenkop where some of the fiercest battles took place. Blood River Heritage Site is one of the most unique battlefields in South Africa where Voortrekkers and Zulu warred on 16 December 1838. The site is home to the come Monument and Museum Complex east of the river, and the Blood River Monument and Museum Complex west.

Mandela Capture Site

On 5 August 1962, Nelson Mandela was arrested by police on a lonely

country road in KwaZulu-Natal. This was the catalyst for a series of events that changed the course of history for South Africa. Today the site is marked by an impressive, avant-garde sculpture in the KZN Midlands. The sculpture was unveiled on the 50th anniversary of the event in 2012, and was designed by Marco Cianfanello of Apartheid Museum fame, with the help of Jeremy Rose. From a distance, the 50 steel poles look like a random collection, but from 35m away they merge to form an image of Madiba's face – creating a sort of optical illusion.

Durban's Architectural History

Durban is steeped in architectural history from decades of development through some very interesting periods. One unique venue is Durban City Hall, which was erected in the classic neo-Baroque style in the early 1900s. The building houses a public library, municipal chambers, an auditorium, the Durban Art Gallery and the Natural Science Museum behind its gracious façade. In the suburb of Chatsworth, one will find the Hare Krishna Temple of Understanding, where golden exteriors and

interior opulence are juxtaposed against simple, yet beautiful gardens. The temple restaurant is famous for its vegetarian delights, and its lavish architecture and iconic status as the largest Hare Krishna temple in the southern hemisphere make it a must-see attraction. The Riverside Soofie Mosque and Mausoleum is a provincial heritage site in Durban. Erected by the celebrated Hajee Soofie who immigrated to South Africa in 1895, the mosque is beautifully designed and situated on the north bank of the Umgeni River. Soofie constructed 11 other mosques and established 13 madrasas before he was laid to rest in the octagonal mausoleum which he designed himself.

The KwaZulu Cultural Museum

Situated near Ulundi, the KwaZulu Cultural Museum showcases iconic symbols of Zulu culture. Items like the spear and shield; the tall, flat-topped Isidkloko headdress; the beaded letters. It is one of the most representative collections of Zulu heritage and is a beautiful representation of how this indigenous South African culture has

evolved from past to present. The museum details the early inhabitants of the province, leading up to Shaka and Cetshwayo, followed by the arrival of settlers. It also looks at the belief systems of the Zulu, the importance they placed on cattle as a marker of wealth. It explores the roles of men and women in this patriarchal and polygamous society, as well as the dress, customs, and division of labour. Finally, it examines the Zulu nation of today and illustrates the fluid and dynamic nature of its culture.

Umgungundlovu Museum

Another fascinating look at Zulu history and culture, Umgungundlovu is situated just south of the White Umfolozi River. It was the royal capital of the famed Zulu king Dingane, and becomes an archaeological site during winter months, where they sift the terrain in search of undiscovered treasures. Umgungundlovu was established in 1829 and finally burnt down on the order of Dingane soon after the Battle of Blood River. It consisted of 1 700 huts forming a circular open arena as a cattle kraal.

Voortrekker Routes

Voortrekkers – or settlers, in English – are also a noteworthy part of KZN's historic sites. The Voortrekker Footsteps route begins in Estcourt, taking one through trails where early settlers in Natal were killed by Zulu forces, where they made their homes, and where they travelled. This route encompasses Saailaager where the first irrigation furrow was dug, Blaaukrantz, Wasbank River, and Biggarsgat, which was named in memory of Alexander Harvey Biggar, an 1820 settler, who acted as guide to the Voortrekkers. Other places of interest include Wenkommando (Win Commando), Dundee in the Homey Mountains, Dingaanst, Umgungundlovu and Vryheid.

Pietermaritzburg's Historic Worth

An old, little-known city in KwaZulu-Natal, Pietermaritzburg is a wealth of history and heritage to the discerning traveller. Here one will find one of SA's oldest regional museums – the KwaZulu-Natal Museum – opened in 1904. It is dedicated to understanding the natural world and the history of humankind. The Natal Museum is proud custodian of one of the most important collections of Zulu objets d'art in the world. The Gandhi Monument is also situated in Pietermaritzburg as a remembrance of his 21 years spent in South Africa since 1893 opposing the injustices of the day.



Blood river battlefields



Isandlwana Graves



Dundee Kwakunje Cultural village Talana Museum South Africa

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Chef Kevin Joseph

Association, who as South Africa's professional culinary body, have represented and promoted culinary excellence and the highest food standards for over 40 years.

According to New World Wealth's 'The South Africa 2015 Wealth Report', millionaires in Durban grew by 200% from 2000, compared to the national average growth rate of 135%. This was strengthened by massive millionaire growth in the Umhlanga and La Lucia areas, especially among the local Indian community.

Amidst this boom, culinary expertise is currently alive and well in Umhlanga. Deputy general manager for food and beverage and executive chef for The Oyster Box, Chef Kevin Joseph, agrees. While the influx of international guests who visit the area allow chefs the freedom to express themselves on a level that is above what the locals expect, Joseph believes that this also opens opportunities to experiment with concepts such as farm to table, organic as well as offering tasting menus, wine paired menus and the use of ingredients that might otherwise be foreign to the local market.

Benefits for new chefs working in the restaurant/hotel industry in Umhlanga are multi-fold. Joseph adds, "This includes working in a large kitchen where everything is made from scratch, allowing the individual to gain experience in different sections. Affiliation to other international sister hotels allows us [Oyster Box professionals] to interact with chefs from around the world, who offer their insight and experience freely. The different styles of cuisine offered within the hotel helps broaden one's knowledge base."

He believes foodie trends for 2017 will see more emphasis on social responsibility. "Chefs will be committed to addressing social issues including food waste, and sharing food with those in need. Chefs can no longer turn a blind eye to food sustainability and its impact on the planet. Diners will seek out simple produce so that they can experience the culture, history and taste of a cuisine in one bite."

Kayla-Ann Osborn, executive chef of The Chef's Table, an innovation in experiential dining that's taken Umhlanga by storm, agrees: "Wasteage, health and sustainability have never been as prominent as they are at the moment."

She adds, "People are becoming more aware of where their food is sourced and how its produced. Veganism, vegetarianism and intolerances are far more prevalent as are clean eating and cooking from scratch." Our market is well travelled and, thanks to The Master Chef revolution, there is a demand for fresh, exciting food and better drinks. With the stigma of Sauvignon Blanc being Durban's wine of choice, there has been a huge trend towards other varietals, better wine, craft beers and spirits. More knowledge about these products has led to a demand for more variety."

“ Chefs can no longer turn a blind eye to food sustainability and its impact on the planet. ”

It's big business for the hospitality industry; Umhlanga is targeted as Durban's premier tourism node with the full backing of the eThekweni Metropolitan Municipality, businessman Vivian Reddy and others.

A popular holiday haven for generations of South African families, Umhlanga Rocks will soon abandon its quaint coastal village atmosphere with the onset of R5-billion worth of 'Dubai-style' property developments.

The construction of various monoliths

include the Umhlanga Arch development and the Ocean Umhlanga Mall with two upmarket residential towers, where no less than twenty world-class restaurants are planned for the area.

The high-rises are intended as a playground for the rich and famous and of course, ambitious eyes look to the international tourist trade for favour, opening doors to five star luxury in food innovation. It's a coup for the hospitality industry and particularly the SA Chefs



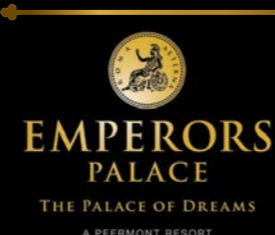
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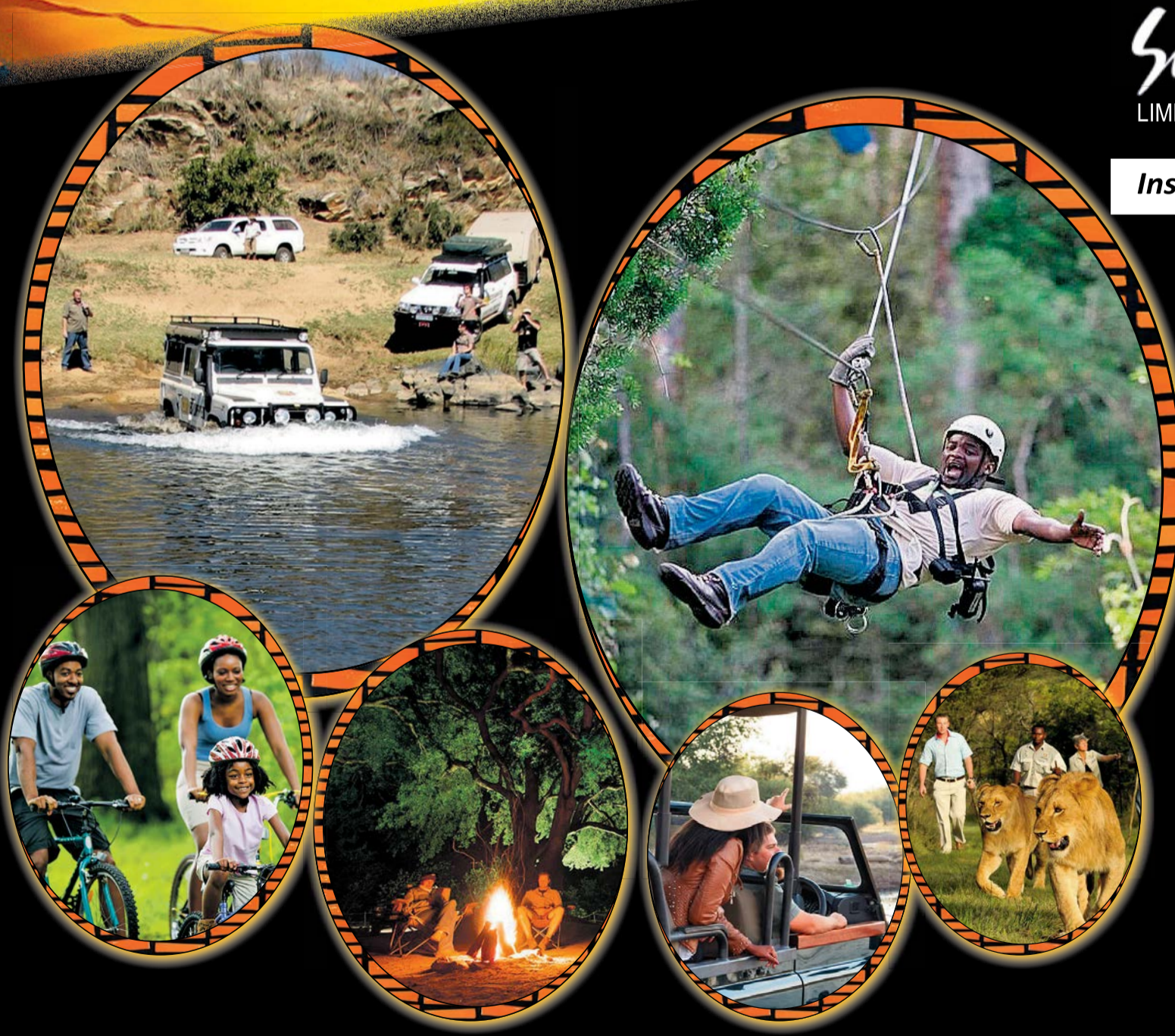
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