

INDABA Daily News

Issue No.2 11 May 2014

Tourism 20 years into democracy: plugging into Africa's growth

"In the life of a nation, 20 years are but a few steps on a much longer journey. However, when those 20 years mark the birth and growth of a new democracy, they are immensely important, as they determine the direction the nation takes," said the South African Minister of Tourism Marthinus van Schalkwyk at the opening ceremony of the Tourism Indaba yesterday.

"As we meet here as Africans, we recognise that we have to resolve outstanding challenges in travel facilitation. I am convinced that 20 years from now, history books telling the story of tourism on our continent will describe how a modernised and truly Pan-African Indaba has been one of those pivots that helped us to take tourism to the next level on our continent.

"This year, we have 24 African countries exhibiting at Indaba," said Van Schalkwyk.

He welcomed the African ministers present at what has been hailed as a truly Pan-African Indaba and highlighted the role that a Pan-African Indaba will play in driving Africa's tourism sector forward.

Van Schalkwyk also reflected on how far the industry has come by highlighting the tourism infrastructure that has been developed, the strategies that have been put in place and the structures and platforms that have been set up in the last 20 years to grow and develop tourism in South Africa.

South African Tourism Chief Executive Officer Thulani Nzima said myths around the destination abound and visitors to South Africa continue to be amazed by what the country has to offer.

"The latest addition to South African Tourism's Meet South Africa campaign, Reconsider South Africa, cuts straight to heart of this.

"It challenges these myths and negates them with powerful endorsements from real people who came to South Africa as sceptics but left in love with our people, beauty, infrastructure and hospitality," said Nzima before sharing the Reconsider South Africa advert with the audience.

In the two decades of freedom, South Africa's people and the heartfelt connections they inspire have emerged as South Africa's stand-out attribute and are the central focus of South African Tourism's present global campaign, Meet South Africa.

"By now, every South African is aware that we are celebrating 20 years of democracy and freedom this year. Millions of South Africans are participating in one way or another to celebrate our achievements.

"From the side of the tourism industry, our message is a resounding one – what an exhilarating 20 years it has been!" said Van Schalkwyk.



"A modernised and Pan-African Indaba is a pivot to take tourism to the next level" – Marthinus van Schalkwyk.



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The Wilderness Hotel reopens



The view from The Wilderness Hotel is but a small taste of what the area has to offer.

The Wilderness Hotel – one of the Garden Route’s oldest and best-loved properties – reopened March 31 after a hiatus of nearly thirty months.

“The Wilderness Hotel has a grand tradition as a honeymoon spot, a family hotel and a tourist and business destination,” says CEO Albert Wiffen, a Mossel Bay-based hotelier and businessman who heads a consortium that now owns the majority share in the property.

“It’s steeped in tradition and it’s got a warm, old-style charm, but it’s also a modern hotel with all the facilities you need – many of which were upgraded just before the previous operators were forced to close.”

The 150-bedroom property boasts a beauty spa, two swimming pools, a bowling green, two tennis courts, a squash court and six banqueting halls and conference rooms – the largest of which can accommodate up to 400 delegates.

“The Wilderness Hotel is situated almost in the centre of the Garden Route – it’s about 45 minutes’ drive to both Mossel Bay and Knysna, and a little less than an hour to Oudtshoorn in the Klein Karoo, so it’s perfectly placed for tour groups and FITs who want a base from which to explore the region,” says Mr. Wiffen.

“In fact, the Garden Route and Klein Karoo area itself is the hotel’s greatest attraction. It’s a Mecca for sport and adventures: the city of George is only about 10 minutes’ drive from our front door and the airport is about 15 minutes away, and Wilderness is part of the unfenced Garden Route National Park – with some of its most popular walks and trails.

“All of this makes The Wilderness Hotel perfect for niche markets like birders, mountain bikers and golfers – and for tour companies too, of course.”

For more information contact Sedick Adams on 072 998 8776

Today’s programme – Sunday 11 May 2014

Exhibition times: 09:00 – 18:00

TechTalks in the TechZone, North Plaza

10:00 - 11:00	TripAdvisor, Charlie Ballard
11:00 - 12:00	How bloggers are doing destination marketing
12:00 - 13:00	Think digital travel, Nicholas Hall
14:00 - 15:00	BBC, Chris Whitley
17:30 - 18:30	Experience the Northern Cape – I love Northern Cape

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Indaba Daily News

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We would like to hear from you ...

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- Twitter - IndabaDailyNews



Also read Indaba Daily News on www.indaba-southafrica.net.

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What people say...

Facebook

Gerald Geoff Elske: Is it online as well?

Ben Rootman: Hi Geoff - yes on www.indaba-southafrica.co.za soon.

Lize Holtzhausen: Good luck guys!! Have a fabulous show x

Lita van Schalkwyk: Congrats! Well done .. A lot of hard work no doubt!

Frances Beasley: Great to see this, so love keeping touch with Indaba even from a far. Good stuff Martin.

Theo Cromhout: Have a great show lads

Twitter

Ciki @agentcikay

Yay us! Featured in Indaba daily news
#MeetSouthAfrica #INDABA2014

Indaba Daily News @IndabaDailyNews 6h

Read Indaba Daily News online - go to <http://www.indaba-southafrica.co.za>

An iPad for a warm welcome!

Indaba exhibitors – put your warmest welcome forward and win a great prize from South African Tourism! Indaba host South African Tourism is running an exhibitor competition. Exhibitors who show delegates a warm welcome in the form of a friendly smile, offering a cheerful story, being helpful and most importantly wearing the Welcome! pin stand a chance of winning one of eight iPads. The iPads will be given away over the three Indaba 2014 days. If you’re an exhibitor, we encourage you to wear your Welcome! pin throughout the show.

Welcome ambassadors will be out and about in the exhibition halls for the duration of Indaba to connect with exhibitors sporting their Welcome! pins and gauging just how hospitable and welcoming they are. iPad winners will be featured on the Welcome! website every day of the show. To see who has won, and which exhibitors have shown an especially warm and welcoming spirit at Indaba, go to www.welcome.southafrica.net. So, make sure those ambassadors see you being warm, welcoming, friendly and helpful at Indaba!



AVIS SAFARI RENTAL, PERFECT FOR THE DISCERNING ADVENTURER

Unleashing your inner adventurer is now made easy with the Avis Safari Rental. Avis now offers the New Ford Ranger with state of the art pop up tents and facilities for you and your family to enjoy during a getaway or camping excursion. The offering allows everyone to enjoy adventurous trips and outdoor thrills.

The new Ford Ranger is maintained to Avis’ standards and offers the best design, comfort and safety as all vehicles are equipped with traction and trailer sway control. The vehicle also includes a stability program and tyre pressure monitoring systems. The All-terrain tyres on the vehicle are enhanced with safari suspension putting your family’s safety first.

Avis Safari Rental offers the Ford Ranger Luxury Safari Camper and the Ford Ranger Family/Group Camper for rental. The Ford Ranger Luxury Safari Camper, a 3, 2 diesel vehicle, accommodates two people, while the Ford Ranger Family/Group Camper is a 2.2 diesel, ideal for groups of four. Both vehicles are equipped with a fully fitted kitchen, gas cooker, pantry and bar point,

270 degree shading, safari linen, towels and a pneumatic vehicle jack.

All Avis safari vehicles are eco-friendly and ideal for natural settings. The state of the art solar charging systems will ensure that your vehicle battery is fully charged at all times. In addition experienced and professional tour guides are available on request to assist you in planning your route and tours.

Avis Safari Rental has logistical and back-up support in all South Africa’s neighbouring countries, so whether you are an international tourist or a South African adventurer you can enjoy self-sufficient luxury and comfort across borders thanks to Avis.

To book your Avis Safari Rental contact +2711 392 5202 or +27 84 200 4030 or visit avissafarirental.com

AVIS Safari Rental

TechZone TechTalks - opening up the world of digital destination marketing

The TechZone at Indaba 2014 is drawing delegates like honey draws bees – it was a hive of activity yesterday with people coming to recharge, reconnect and refresh.

TechTalks offer fantastic insights into and information on travel technology – how the online and digital environment has fundamentally changed the face of how consumers look for, and buy, holiday destinations. Highly knowledgeable TechTalk speakers are sharing their insights with delegates for the duration of Indaba to help the travel industry make the most of the limitless opportunities that technology and the social media offers the industry for growth.

Yesterday afternoon, Mike Sharman of Retroviral Digital Communications captivated delegates with his engaging presentation about the importance of good content in online destination and product marketing. There's little as important, he said, as gaining key insights into what your target market wants and needs and how people go looking for holiday information.

"The best way of finding out what people want, is to ask them! Find out what you are doing right and where you can improve. Use what they tell you to hone your product and your marketing to deliver campaigns that get you real results," he said.

"There's a new holy trinity in marketing. It consists of digital, activations and public relations. When you have the balance right, you have a great formula for telling the world about your destination and of getting your content out there where it will reach the right people."

Damian Cook, Chief Executive Officer of e-Tourism Frontiers that works with African destinations, enabling them to maximise digital communications in their marketing, said: "Africa is the world's most innovative continent, and need not stand back for anybody when it comes to marketing innovation.

"We invented mobile payment in Africa and Africa continues to be alive with opportunities that few other places enjoy. Africa has the beauty, the people, the views and the activities that tourists want to explore and share with others.

"When you consider that almost 100 percent of travellers research holidays online before booking, and that pictures have become the new currency of persuasion, it's easy to understand why this continent is so compelling and so attractive to millions the world over.

"We have unique stories to tell here in Africa. The secret to digital success is to keep pace with a technical environment that's in constant flux and where consumers control both message and content."

The TechTalks in the TechZone are an integral part of Indaba 2014. Be sure to catch TechTalks today and tomorrow in the TechZone that will feature Charlie Ballard of TripAdvisor (today at 10:00), Nicholas Hall of Think Digital Travel (today at 11:00), Chris Whitley of the BBC (today at 14:00), Aaron Nissan of Think! Social Media (tomorrow at noon) and Obinna Ekezie, Chief Executive Officer of WakaNow (tomorrow at 10:00).



Sharing inside information on travel technology – William Price, Global Manager Digital South Africa Tourism and Keith Jenkins, founder of iAmbassador.



The future of travel lies in technology – Rayno von Schlicht of Cow Africa demonstrating the concept of prototyping using a 3D printer.



The TechZone – giving travel technology its own home.



Don't miss the Urban Vibe Speed Marketing Session, in collaboration with Tourism Enterprise Partnership and South African Tourism. A concise information-packed presentation that offers you knowledge, insights, and the chance to start great new partnerships guaranteed to help your business grow.

Date: 11 May 2014 | **Time:** 12:30 - 14:00 | **Venue:** ICC Room 22





Use Google Street Views to enhance your tourism enterprise

Google Street Views is simply a 360 degree virtual walk through the interior of your property.

You, as a business or tourism organisation, can take a virtual walk through your businesses facilities, which will be then be uploaded to Google maps.

"This means that travellers from around the world will be able to walk through your facilities on any device on Google maps in the same way you currently view Google Street Views. This will enhance travellers' experience and engage them with your business facility and what you offer," says approved Google trusted photographer Chris du Plessis.

This technology is now available through Du Plessis, who lives in Germany and who has passed the Google exam to offer this service in Europe. He is now tackling the tourism sector here in South Africa with local agent Wesley Neilson, owner of CityInfo TV. Forever Resorts South Africa is already making use of this new service.

Du Plessis and Neilson attended Brett St Clair of Google South Africa's talk in the TechZone at Indaba yesterday, where St Clair shared insights of how Google is simplifying the tourism sector to the benefit of international travellers.

For more information visit www.360imagefilm.com or phone 078 012 0125.



"The real thing at your fingertips" – SA Tourism's William Price and Chris du Plessis.

Tourism Cities seminar celebrates 20 years



Left to right – Gillian Saunders of Grant Thornton, Elsia Grandcourt of the UNWTO, Maud Masiyiwa, facilitator and Lisa-Anne Hosking of the Tourism Enterprise Partnership.

The City of Cape Town in association with Tourism Update, Responsible Tourism Cape Town, Grant Thornton and the UN World Tourism Organisation (UNWTO) hosted its fifth Tourism Cities seminar at Indaba yesterday, focusing on '20 years of Tourism and beyond'.

The event was attended by tourism partners, academics, officials and stakeholders from across the world. The Tourism Cities @ Indaba seminar is hosted annually and is a platform where tourism practitioners interact and share information with international thought leaders on issues that impact on tourism growth in South Africa and on the continent.

The first session reflected on the past 20 years of tourism in South Africa, with Gillian Saunders of Grant Thornton presenting the significant growth the industry has experienced since 1994 and the impact it has had on social and economic transformation, with almost one million jobs created during this time.

A selection of thought leaders served on the panel, including Muriithi Ndengwa, Chief Executive Officer

of the Kenya Tourism Board, Phelisa Mangcu, Head of Johannesburg Tourism, Lisa-Anne Hosking, General Manager Operations of the Tourism Enterprise Programme and Enver Duminy, Chief Executive Officer of Cape Town Tourism.

"Cape Town is seen as a city of transformation as it represents hope and success, the expected and the unexpected. As an industry, we need to remain cohesive and not become complacent, continuously innovating and moving forward," said Duminy.

The second session initiated a discussion around the next 20 years in tourism, focusing on the challenges and obstacles South Africa might face and what opportunities exist.

It was led by Elsia Grandcourt, Director of UNWTO Regional Programme for Africa, Jennifer Seif, Executive Director at Fair Trade Tourism SA, Lindiwe Sangweni-Siddo, CEO of the Soweto Hotel and Conference Centre and Karl Mootsoosamy, Director of the Mauritius Tourism Promotion Authority.

SATSA announces conference dates

The Southern African Tourism Services Association (SATSA) has announced the dates for its upcoming annual conference.

Themed 'New Opportunities', it will be held at Spier near Stellenbosch from 7 to 9 August 2014.

SATSA CEO David Frost says: "We hope to speak to the opportunities available to our sector at present, while encouraging lively debate around topical issues that

affect the inbound tourism industry."

The conference will offer various networking opportunities and involve Stellenbosch's own local tourism product at a food and wine evening. A golf day will be held ahead of the conference.

For more information, contact Lerato Miyen on lmiyen@tourvestdm.com.

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Turn Moments into Memories in Buffalo City

Buffalo City, situated on the South African coastline between Durban and Port Elizabeth, is a vibrant yet tranquil coastal niche area ideal for family holidays, outdoor activities and sporting happenings.

Incorporating 68km of the most beautiful coastline in South Africa, we invite you to come and enjoy all that Buffalo City has to offer - urban and cultural centres, a wealth of coastal and wildlife opportunities and numerous attractions in East London, Mdantsane, Bhisho and King William's Town. Explore the many socio cultural assets of the city depicting a history from ancient times and you will depart with recollections of the fascinating history representative of the story of our country.

*Come discover the heart of the Eastern Cape
for an unforgettable experience.*

Visit our stand - Number DEC1E97.



Contact details:

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Visit Mauritius Tourism Promotion Authority stand DEC2A04.

Come meet our shared exhibitors and stand a chance to win some awesome prizes.

www.tourism-mauritius.mu

TripAdvisor mobile app – 100 million downloads

TripAdvisor has announced the reaching of the 100 million downloads milestone for its free app available on Android and iOS.

The number of downloads since 2011 has rocketed by more than six times. This makes TripAdvisor the most popular travel app according to Distimo, the leading business intelligence and app market.

“As travel planning has shifted from something you do ahead of time to something that’s possible anytime, the TripAdvisor mobile app has become the essential companion for millions of travellers.”

“Reaching the milestone of 100 million downloads is evidence that travellers worldwide are benefiting from

the TripAdvisor community’s reviews and opinions, wherever their travels may take them,” says TripAdvisor President Stephen Kaufer.

The free mobile apps are now available in 21 languages and can be downloaded via Google Play or the iTunes App Store.

This news supports the sentiment that the online market is starting to make a name for itself, with competitors like Google being interested in the market. With features like Google Flight and Google Travel, the quest for the most useful and popular service will turn out to be a race in terms of quality, a race that the customer can only benefit from.

Luvuvhu 4x4 eco-trail Limpopo’s tourism gem

Looking for a wilderness experience where you will encounter special game viewing in challenging topography?

Then the Luvuvhu 4x4 eco-trail in Limpopo is for you.

The Limpopo Tourism Agency, in collaboration with Transfrontier Park Destinations, has developed the trail that runs between the Kruger National Park’s Phalaborwa and Pafuri gates, through the Limpopo provincial reserves of Letaba Ranch and Makuya Park – all part of the ‘Greater Kruger’.

Trailists need to be fully self-sufficient with low-range, high-clearance 4x4 vehicles to get through this territory.

Trail packages range from four to nine days with

regular stops for environmental, historical and cultural experiences and to capture special and photographic experiences.

Bring along your own camping equipment, cameras, binoculars, food and drinks. The lead guide has an own vehicle, while two-way radios are provided for all vehicles.

Limpopo is the only South African province that shares borders with three countries – Botswana, Zimbabwe and Mozambique. It also has two transfrontier parks – the Great Mapungubwe Transfrontier Park, bordering South Africa, Zimbabwe and Botswana and the Great Limpopo Transfrontier Park, bordering South Africa, Mozambique and Zimbabwe.

Meeting Cape Town’s visitors where they are

Cape Town Tourism has launched the first mobile visitor information centre in Africa.

The specially-adapted, Cape Town Tourism-branded vehicle will be stationed at events, high visitor traffic areas and anywhere it is otherwise needed in a bid to meet travellers – and locals – wherever they are when needing information and booking assistance.

Globally there is less and less focus on bricks and mortar visitor centres, as a digitally-minded generation of travellers habitually receive information where they are instead of going out to seek it.

Cape Town Tourism CEO Enver Duminy says: “We have tracked a rising trend of visitors and would-be visitors using our online portals to access information about Cape Town. It is this call for mobility and ease of access that has inspired our move to create a

personal interface to assist Capetonians and visitors at gatherings, or in spaces where there is sudden seasonal traffic.”

The mobile visitor information vehicle will be manned by informed Cape Town Tourism hosts and has a built-in office to assist visitors in making a booking for any of its member products and SANParks establishments. Visitors can also buy tickets for events and shows via Computicket and Webtickets. The attractive chill-out area, featuring locally designed chairs and tables, will offer free Wi-Fi. An LCD screen will showcase elements of Cape Town and feature detailed maps. The Official Cape Town Visitor’s Guide will also be available free of charge, along with many other useful brochures displayed on the inside of the open back doors of the van.

For more information visit stand DEC1E114.



CELEBRATING SKILLS DEVELOPMENT

2002/2003

- TOURISM**
 - Ten qualifications registered with SAQA for car rental, cabin crew, event supporting, tourism guiding
 - 6 learnerships registered with the Dept of Labour
 - 335 unemployed and employed learners registered for the first learnership in September 2001
- HOSPITALITY**
 - 9 qualifications registered with SAQA
 - 5 learnerships registered with Dept of Labour
 - 598 employed and unemployed learners entered for a learnership in accommodation services, 1 920 for food and beverages, 63 in fast food, 785 in professional reception and 543 in professional cookery
- SPORT, RECREATION & FITNESS**
 - Together with Sport Recreation SA facilitated the development of regulations in the fitness industry
 - 18 national qualifications developed and submitted for approval to SAQA, whilst five were approved
- CONSERVATION**
 - 7 guiding qualifications developed and registered with SAQA
 - 160 employed and unemployed learners registered for conservation Learnership
 - 853 employed and unemployed learners registered for a guiding learnership

2003/2004

- 40 qualifications registered
- 52 registered skills programmes
- Newly launched website
- 528 providers (219 accredited)
- 40 157 learners on ETQA database for qualifications
- Monitoring and auditing as well as assessor registration policies developed
- 8568 registered assessors and moderators
- 21 070 learners enrolled for learnerships and skills programmes
- Training for teachers on teaching tourism concepts

2004/2005

- 16 projects launched
- 12 000 learner certificates issued

2006/2007

- Graduate development programme and Learnership road show
- Qualifications scoped in relation to scarce and critical skills

2010/2011

- QCTO launch
- 12 projects in response to scarce and critical skills implemented

2011/2013

- incorporation of arts, culture and heritage stakeholder round table discussions
- unveiling of new corporate identity
- green status for learner upload for ETQA
- Over 18000 learners reached during the National Tourism Careers Expo
- Rural tourism Learnership launch

12 YEARS

At a time when South Africa celebrates its 20 years of democracy, citizens young and old are united in recognizing the many milestones achieved by our young democracy. Central to this is our constitution, which presents recognises the importance of Human Rights. Stipulated among the Bill of Rights is the right to education.

In 2002 skills gaps were identified in the market which had a direct impact on the employability of most higher education graduates and the unemployed youth in general. In order to ensure that the country was able to appropriately respond to the global market needs as experienced through various sectors of the South African economy, the Sector Education and Training Authorities (SETAs) were introduced.

These institutions were mandated to facilitate skills development and training in each of the country’s economic sectors by managing and encouraging the various employers in each sector to participate in learnerships, internships and continued learning for the unemployed and the employed respectively.

We celebrate 12 years of being at the forefront of the skills development in the culture, arts, heritage, tourism, hospitality, conservation, sports, recreation, fitness, gaming and lotteries.



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- www.cathsseta.org.za
- 1 Newtown Avenue, Killarney





Air connectivity key to seizing Africa's tourism potential

The need for better coordination between tourism and air transport policies, to fully explore the tourism sector's capacity to deliver on growth and development on the African continent, is imperative.

This was highlighted by the United Nations World Travel Organization (UNWTO) African Members States, gathered on the occasion of the 56th meeting of the UNWTO Commission for Africa.

The meeting also discussed the ongoing poaching crisis in Africa and its negative impact on tourism.

Over the past decade, international tourist arrivals to Africa have repeatedly outgrown results in other regions. By 2030, Africa's international tourist numbers could grow from its current 56 million to 134 million as a rising number of African countries have embraced tourism as a priority for their development.

Against this backdrop, participants at the meeting and the corresponding seminar on 'Tourism and air connectivity in Africa' discussed how to overcome existing barriers to grow Africa's tourism, including travel facilitation, air connectivity and infrastructure development.

"Tourism accounts for seven percent of all exports in Africa and 58 percent of its service exports and is one of the most important sectors for the economies of the continent," said UNWTO Secretary-General Taleb Rifai.

"Yet, to fully realise the potential tourism has in promoting growth and development in Africa, it is imperative to work towards a better alignment of tourism and air transport policies in the region," he added.

The lack of consideration of tourism benefits and coordination between the tourism and aviation sectors, producing suboptimal air transport and tourism policies, infrastructure limitation, unsuitable taxation and restrictive visa policies, were identified as the main factors hampering the development of both tourism and air transport in Africa.

The seminar laid the groundwork for the first UNWTO & International Civil Aviation Organization (ICAO) Tourism and Transport Ministerial Conference for Africa to be held in October 2014 in Mahé, Seychelles.



Gauteng Tourism Authority and TEP launch Gauteng Hidden Treasures

The Tourism Enterprise Partnership's (TEP) *Hidden Treasures* initiative has become the umbrella market access component for tourism SME development, a critical element of tourism development in South Africa.

Taking this programme one step further is the brand new *Gauteng Hidden Treasures* initiative launched at Indaba 2014, which will expand the project to a credible small product experiences brand.

The TEP initiative offers everything from performing artists, storytellers and local crafts, to original cultural and heritage products and authentic cuisine – products and experiences steeped in history and local culture.

The *Gauteng Hidden Treasures* initiative provides tools for SMEs to market in their individual capacities and to

build a trusted brand for small product experiences in Gauteng. It also promotes hubs or neighbourhoods to market tourism products and entice visitors.

"SME products are often excluded from established tourism distribution channels because of a misperception by tourism distributors and consumers that such products lack quality and reliability," says TEP Chief Executive Dr Salifou Sidlo.

"*Hidden Treasures* showcases tourism SME clients who deliver on quality and relevance. It is a collection of products and experiences that provide visitors insight into our country's culture and heritage.

"TEP also facilitates the establishment of business linkages and this partnership with the Gauteng Tourism Authority is a win-win initiative."

"Tourism development is critical for South Africa, but cannot take place without market access," says the Director: Brand Management at the Gauteng Tourism Authority, Amod Adrian.

"While South Africa has a number of iconic destinations, it is our small product experiences that allow tourists to embrace the real South Africa.

"South Africans are unique and are the conduits to the experiences that make us a global destination. *Gauteng Hidden Treasures* forms a powerful market access platform for SMMEs to unlock the real South Africa."

Hidden Treasures will be endorsed and supported by provincial and national tourism structures.

For more information visit stand DEC89.

indaba 2014

TAKE A BREAK AND COME AND VISIT US AT THE

Eastern Cape Parks & Tourism Agency

stand DEC1E117

Birth and resting place of Madiba

Some exciting new events with a cultural theme are planned for the upcoming year and we have loads of product updates to keep your itineraries interesting. The team will be happy to meet with you between the 10th - 12th May 2014.

ADVENTURE PROVINCE Eastern Cape PARKS & TOURISM AGENCY

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Golden era of travel predicted

The global travel industry is geared for a decade of sustained growth according to an industry study compiled by Oxford Economics and commissioned by Amadeus.

The study revealed that travel is expected to grow by 5,4 percent per annum over the next 10 years, outpacing global GDP. This growth will be driven largely by emerging markets.

China will contribute significantly to this growth as the number of Chinese households able to travel abroad is predicted to double by 2023. The country is set to surpass the US in becoming the world's largest outbound travel market this year.

Brazil, Russia, Indonesia and Turkey are other emerging markets that are expected to generate considerable growth, and are expected to average more than five percent annual growth over the next 10 years. Russia's outbound travel is predicted to double during this time, while India's will triple.

Growth is forecast across continents as far as business travel is concerned, and will be driven largely by travel between traditional western markets and emerging eastern markets. Asia will account for 55 percent of global business travel growth over the next decade.

It follows that air travel growth will also be fuelled by emerging economies such as India, Indonesia and Russia.

Low-cost carriers (LCC) will capture a significant portion of this growth. In Asia the LCC market has grown by 150 percent and in the Middle East and Africa it has doubled. It's also interesting to note that there has been a 21 percent increase in LCCs making

their product available on GDS.

In terms of hospitality, the demand for international hotel stays has surpassed the demand for domestic stays. This is not only the result of reduced domestic spending but also an indication that travellers from emerging markets are now venturing further from home.

Seamless travel is a new trend beginning to take shape. The trend, which looks at how businesses can integrate services across the travel chain, is considered to be a new area of significant opportunity for travel businesses. "The major question right now is who is doing it and how is it happening?" asks Andrew Tessler, Associate Director, Oxford Economics and the report's author.

Another trend that should be viewed by travel businesses as an opportunity is mobile technology. In Europe one in five travel bookings will be made via mobiles by 2015. However, Tessler maintains that mobile technology is still not effectively harnessed by the travel industry and, as such, can serve as a comparative advantage for operators within the sector.

"The global travel industry is gaining strength and changing as it emerges from the recent recession in developed countries. China's development is an important driver but there are actually many more subtle factors also at play. Shifting competitive dynamics and the persistence of new behaviours that emerged during the recession are both impacting key indicators in the sector," concludes Tessler.

www.tourismupdate.co.za



Join South African Tourism at Latin America's biggest travel trade show

South African Tourism will this year, for the first time ever, take a delegation of South African exhibitors to the ABAV travel trade show in Sao Paulo, Brazil.

"The South African Tourism platform at ABAV will give a greater number of our travel trade and stakeholders the opportunity to showcase their products and services in Brazil," says Chief Executive Officer of South African Tourism Thulani Nzima.

The show, from 24 to 28 September in Sao Paulo, is the largest travel trade fair in the Americas. In 2013 the show documented almost 39 000 delegates and an exhibition area of more than 58 000 square metres. It gives exhibitors access to the Brazilian and Latin American market.

Tourist arrivals from Brazil to South Africa grew by 44,7 percent year on year, from 54 183 tourists in 2011 to 78 376 tourists in 2012. By end October 2013, Brazilian arrivals were growing at almost four percent with overall arrivals out of Latin America showing a 6,3 percent growth.

Historically, South African Airways' marketing presence in South America has done much to create awareness for South Africa in that region. Their Explore SA roadshows and SAA workshops have traditionally taken place in August or September. Over the years it has become a key date in the calendar for the Brazilian travel trade and South African product.

This year, in partnership with South African Tourism at ABAV, South African Airways is planning its Sao Paulo workshop on 23 September, the day before the official opening of ABAV. It will be an ideal opportunity for destination marketers to leverage the existing support of the SAA workshop and the excellent relationships that already exist between destination South Africa and the Latin American travel trade.

South African trade, product and travel services interested in joining South African Tourism at ABAV can contact Pat Khubeka at Pure Grit on pat@puregrit.co.za.

New luxury lodges at Entabeni

Legend Lodges Hotels & Resorts is launching two additions to their existing portfolio, both located in the Big Five Entabeni Safari Conservancy.

Mountain View Boutique Lodge, situated at Legend Golf & Safari Resort, consists of six luxury rooms, spacious entertainment areas and breathtaking views of Hanglip Mountain. It is ideal for an exclusive getaway for FITs, offering a dedicated ranger, butler and chef service.

Southern Sky Safari Camp is the newest addition to the five well-known lodges at Entabeni. The thatched-roofed rooms are built on raised decks with canvas walls and have spectacular views over the vast wilderness area. The camp provides guests with a true African bush experience in the 22 000-hectare, malaria-free conservancy.

For more information visit stand ICCP23 in Hall 4.



Mountain View Boutique Lodge with its breathtaking views, is one of the newest additions to the lodges at Entabeni Safari Conservancy.



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- Apartheid Museum
- Gold Reef City
- Newtown Precinct
- Johannesburg Zoo
- Liliesleaf Farm
- Constitution Hill
- Maboneng Precinct
- Sandton City
- Hard Rock Café - Johannesburg



SANParks franchised restaurants ups service delivery



Lower Sabie Mugg & Bean On The Move during a busy lunchtime rush.

Two months after the opening of the Mugg & Bean restaurant at Lower Sabie in the Kruger National Park there has been a 127 percent increase in turnover.

South African National Parks Managing Executive: Tourism Development and Marketing Glenn Phillips says in two months service levels have also increased by more than 18 percent. The facility opened in March this year.

"These results are an indication of a sustainable and practical solution all in an effort to satisfy our clients.

"To improve restaurant service and value for money, a new model was introduced in 2014 when various franchised brands were introduced to SANParks. This

is part of our commercialisation strategy to enable private operators to become involved in selected commercial operations. The objective is to generate revenue whilst improving service levels, B-BBEE, to create jobs and to contribute to local economic development.

"The improved efficiency of the restaurant will result in more funds being secured for conservation, ensuring the continued sustainability of our parks," says Phillips.

The other new restaurants in the Kruger National Park are expected to be up and running by the end of September.

For more information visit stand ICCU05.

Demand for car rentals up

The car rental industry has experienced strong demand for vehicles from overseas visitors over the last few months, says Lance Smith, Avis Rent a Car Executive of Sales.

During the first five months of the inbound season ending 31 March 2014, the industry experienced an increase of 14,2 percent in rental days. The increased demand is attributed to the weaker Rand against other currencies.

This growth, experienced nationwide, included an increase of 11 percent in Gauteng, Mpumalanga, Limpopo and North West, 9,7 percent in KwaZulu-Natal, 14,3 percent in the Western Cape, 22,7 percent in the Eastern Cape and 58,6 percent in the Free State and Northern Cape.

New trends included the average period for rentals increasing to around 10,5 days and an increased

demand for larger vehicles.

Smith says car rental rates will increase in the coming months due to increased costs, largely driven by the weakening Rand and its effect on the price of vehicles and vehicle parts, and interest rate increases.

He says vehicle accidents have also become a huge challenge necessitating increased rates. "More than 10 000 accidents are registered every month in the industry ranging from small bumps and scratches to complete vehicle write-offs."

However the good news for foreign visitors is: "Although car rental prices will increase, the rate in foreign currency will remain flat or may even decline due to the significant weakening of the Rand."

For more information visit stands ICCH25 and DEC2A09.

Slow Food Route @visitknysna

The recent launch of the Naturally Knysna brand is fast gaining traction and extending to initiatives that translate into unique visitor experiences.

Knysna's Green Chef initiative was launched two years ago with the aim of training local people in catering and cooking skills, small scale organic farming and basic business skills. Green Chefs cook with locally sourced or cultivated ingredients, producing traditional recipes.

Glendyrr Fick, Knysna Tourism's Development Manager says: "The cultural diversity we possess, as well as a need for new authentic experiences gave birth to Green Chefs, and two years down the line it is encouraging to see the project move to its next phase, the Slow Food Route."

Sedgefield is known as Naturally Knysna's Slow town and will anchor the Slow Food Route, a route that harnesses all local culinary experiences, Green Chef initiatives and the very well-known Wild Oats organic food market. "The organic food market embraces all

the values of the Slow Food Route and is perfectly positioned to extend the visitor experience to all the little places tucked away on small roads and routes that traverse our region," says Belinda Hobson, Sedgefield Visitor Information Manager.

"This is a good example of how a local Knysna initiative can draw people along rambles and routes to extend experiences to other towns along the Garden Route," says Greg Vogt, board member of Knysna Tourism. "We envisage that the burgeoning wine producers in Plettenberg Bay will anchor the Slow Food Route to the east and we will use established experiences that uphold local produce and principles of the Slow Food Route to mentor our development initiatives like the Green Chefs."

The ultimate experience will be one where locals and visitors alike will be able to take in the fresh Garden Route air, enjoy 'local' in many different ways and simply take it slow – an experience in itself.

For more information visit stand DEC1E114.

Join The Code today and protect children in tourism!

While tourism is not responsible for crimes against children, there is a clear connection between the tourism industry and the Commercial Sexual Exploitation of Children (CSEC). All manifestations of the CSEC are occurring in southern Africa: child prostitution, child sex trafficking, child pornography and child sex tourism, and tourism infrastructure can often play an inadvertent or international role in these crimes against children.

It is used as both the mechanism for gaining access to children and the venues in which sex crimes are perpetrated. Offenders use all forms of tourism services, including accommodation, transport, entertainment, travel agency and tour services, to facilitate these deplorable sexual crimes against children. While the magnitude of the problem is unclear, international experiences have demonstrated that the risks of CSEC escalate as tourism continues to grow.

The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (The Code) is an international tourism industry-driven initiative with a mission to raise awareness as well as to provide tools, and support to the tourism industry to prevent CSEC.

As tourism professionals, you are in a unique position to combat CSEC in tourism. You have direct contacts with tourists, colleagues and the local tourism community. Your company can make a difference by becoming a member of The Code and implementing it as part of your responsible tourism or corporate social responsibility initiative.

As the officially appointed Local Code Representative for South Africa, Fair Trade Tourism is more than happy to guide you and your staff through registration and implementation. For more information contact: thecode@fairtrade.travel or +27 (0)12 3422945.

For regular updates on The Code, please feel free to visit our facebook page. Alternatively, please visit us at Indaba: ICCL21 or visit our website: www.fairtrade.travel



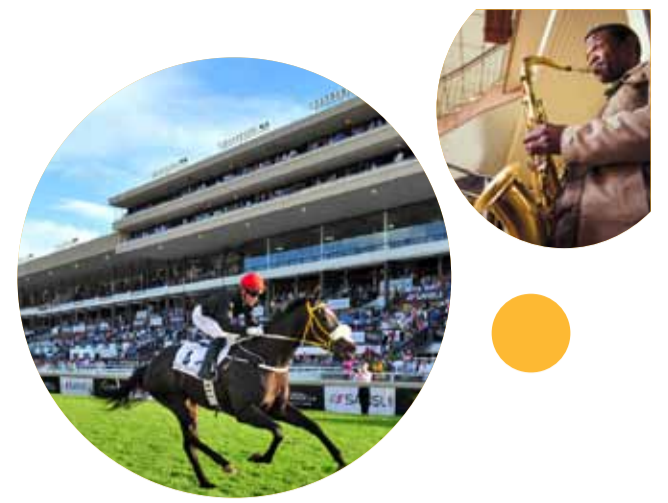
PACKAGING

The power of Gauteng events

On 09 May 2014 the Elangeni Hotel was abuzz with a high-powered networking event which was designed to link tour operators and packagers on the one hand with event organizers and promoters on the other. The dynamic event was hosted and led by Gauteng Tourism.

Dawn Robertson, CEO of Gauteng Tourism explained that the aim is to “target packaging of events as a key area for development in the

Golden Province. The demand for packaging in international trade shows is consistently high. We believe that events are one of the sweeteners that will lure niche market travelers to visit Gauteng and stay another day. Gauteng has a wonderful portfolio of signature events, as well as a powerful collection of tourism experiences which have come to be known as the Gauteng Signature Collection. Targeted niche markets include music, sports, culture and shopping.”



Gauteng hosts some huge events including the Tribute Concert (formerly known as the Moretele Jazz concert), the Standard Bank Joy of Jazz and the Sansui Summer Cup, one of the fastest growing events on the country's horse racing calendar.

GAUTENG: Hidden Treasures Unveiled



Gauteng has an extraordinary variety of Hidden Treasures, lesser known tourism experiences which adventurous tourists are now starting to discover. They comprise of an interesting spread of tour operators, providers of unique and authentic outings, such as walking tours in the inner city, or special interest tours.

Lebo's Soweto Backpackers and Bicycle Tours was South Africa's first backpackers in a township, which also offers extraordinary bicycle tours, TukTuk tours and immersive community experiences. **Bay of Grace Tours**

is a unique company which offers birding tours in Soweto and the surrounding parts of Gauteng, led by knowledgeable local guide Raymond Rampolokeng.

Aahaah Tours is a unique experience of both the well known exterior as well as the secret interior of the iconic township of Soweto.

Tshuku Tours and Transfers is a versatile small company which prides itself on offering intimate tours and transfers on the West Rand, and further afield. **Geobus** specializes in corporate, educational and sports tours. **Motsethabo Tours** is a specialist tour operator with a difference, whose specialties range from corporate through to musical and indigenous games tours.

Ubuhle Be Narha Tours is a novel and exciting tour operator centered around Johannesburg's Newtown Cultural Precinct. **Tours 2.0** is another new company which provides excellent experience packaging services across the golden province of Gauteng.

Vaalnest is a beautifully appointed hotel and restaurant on the banks of the Vaal River. **Orbit Live Music and Bistro** is a booming and dynamic space which offers superb food and frequently showcases live jazz music in the heart of the city, Braamfontein. **Past Experiences** specializes in enjoyable and entertaining walking tours of Soweto and the inner city of Johannesburg, with a variety of specializations, particularly art and graffiti. **Main Street Walks** is another unique inner city experience which focuses particularly on the renowned Maboneng Precinct, with Bheki Dube, a man with his finger on the inner city's pulse.

This bouquet of authentic experiences provides any adventurous traveler a vast number of reasons to stay another day in Gauteng, the golden province which always has another hidden treasure waiting for you to discover.

Hidden Treasures Contacts

Lebo's Soweto Backpackers and Bicycle Tours

Contact details: Lebo +27 (84) 851-8681
E-mail: lebo@sowetobackpackers.com
www.sowetobackpackers.com

Bay of Grace Tours

Contact details: Raymond +27 (72) 947 3311
E-mail: bayofgracetour@gmail.com,
www.bayofgracetours.wozaonline.co.za



Aahaah Shuttle and Tours

Contact details: Zandile (079) 241-0828,
Email: Zandi.aahaah@gmail.com
www.aahaah.co.za.

Tshuku Tours and Transfers

Contact details: Mpho +27 (72) 268 9164
E-mail: info@tshuku.co.za
www.tshuku.co.za

Geobus Tours and Transfers

Contact details: Themba + 27 (82) 609-5181
E-mail: geobus@telkomsa.net
www.geobustourssa.co.za

Motsethabo Tours

Contact details: Phillip +27 (78) 006-7779
E-mail: pbbokaba@motsethabotours.co.za
www.motsethabotours.co.za

Ubuhle Be Narha Tours

Contact details: Mngqobi +27 (73) 239-3186
mngqobi@ubuhletours.com
www.newtown.co.za

Tours 2.0

Contact details: Daniel +27 (012) 770 3608
E-Mail: ourbookings@tour2-0.com

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Contact details: +27 (0)16 372 1075
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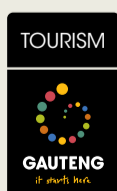
Contact: +27 (11) 339-6645, (78) 398 6250
E-mail: aymeric@theorbit.co.za
www.theorbit.co.za

Past Experiences

Contacts: (11) 678-5069, (83) 701-3046
E-mail: past.experiences@hotmail.com
www.pastexperiences.co.za

Main street walks - Maboneng Precinct

Contact: Bheki +27 (11) 592-0510
E-mail: info@mabonengprecinct.com
www.mabonengprecinct.com



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Relais & Châteaux celebrates 60 years



Celebrating 60 years – Julia Geffers, Director of Hotel Member Services, Relais & Châteaux President Philippe Gombert and Africa Delegation Director Annie-Claude Bergonzoli.

As part of the worldwide celebrations to mark the 60th anniversary of the Relais & Châteaux association, the Africa and Indian Ocean Island delegation welcomed President Philippe Gombert, who flew in from Paris to lead the annual general meeting at The Cellars-Hohenort Hotel in Constantia this week.

Gombert presented the Relais & Châteaux vision for the year ahead, as well as exciting and unique new Routes du Bonheur.

Also over this time was the unveiling of the Africa delegation's first Gastronomic Bar during the We Are Africa trade show in Cape Town. Grand Chef

Peter Tempelhoff and executive chefs from member properties Morukuru Family, The Cellars-Hohenort and The Marine in Hermanus created various mouth-watering dishes to delight guests.

Director Annie-Claude Bergonzoli says: "The pop up Gastronomic Bar will be duplicated at future events whilst showcasing the very finest cuisine, created by the properties' chefs, paired with extraordinary wines. This is our way of creating an informal food and wine offering that is adaptable throughout the 60th anniversary year."

For more information visit stand PRE02.

Geiger's camp reopened

Geiger's Camp in the Motswari Private Game Reserve has reopened after a complete refurbishment.

Passionate about wildlife and conservation, German businessman Paul Geiger and his family have owned Motswari for over 35 years. Dedicated to sustainable tourism practices, the camp has received gold class status in the Heritage Environmental Rating Programme.

It is a member of Newmark Hotels, Reserves & Lodges

Overlooking the magnificent Nhlalalumi River, the camp's two stone houses accommodate eight guests in four spacious en-suite rooms. Alternatively, small groups of up to 10 makes it the perfect private retreat.

A relaxing lounge area and wrap-around veranda offer views of the magnificent Timbavati bushveld and Africa's thrilling wildlife. An organic rim-flow

swimming pool is the perfect retreat for guests to relax and cool down in the heat of the midday sun. A personal butler service compliments this simple philosophy of caring for guests' every need.

Each day begins and winds down with an expertly guided safari excursion in an open vehicle. The Timbavati is a remarkable area for game viewing and guests are often spoiled with spectacular sightings of the Big Five. This is where the original white lion was first seen, although its gene pool is not as common in the natural bushveld anymore. The area is also well suited to leopard and cheetah.

A Motswari walking trail or spending the night under the stars at the Giraffe's Nest Treehouse is also highly recommended.

For more information visit stand ICCH13.



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Indaba - Inkosi Albert Luthuli Convention Centre (Durban ICC), Durban Exhibition Centre (DEC) 10th to 12th May 2014

Stand No. DEC2A01

Brand Africa – act now to make Africa the preferred destination

“To accelerate growth in Africa’s tourism the continent must now pursue joint marketing strategies,” says the Chairperson of the African Union Commission, Dr Nkosazana Dlamini Zuma.

Speaking at the Indaba 2014 ministerial roundtable Dlamini Zuma said tourists are not interested in Africa’s administrative borders: “They want to explore as many attractions as possible given the limited resources and time at their disposal.

“We urgently need to work on simplified and joint visa regimes – a uni-visa – that can quickly be made available electronically and enable tourists to move around groups of African countries easily and more affordably.

“We also need to further develop the infrastructure for tourism – from hotels, lodges, bed and breakfast and restaurants to transport, information communications technology, energy, water and sanitation. Tourists want pristine landscape and reserves, but they also want reliable energy, access to wi-fi hotspots and other forms of modern infrastructure.”

She said the domestic African tourism market also needs to be developed.

“We now have a middle class on the continent of above 300 million people, and we must ensure that as their ranks swell and more Africans have disposable income for holidays, they also spend it on the continent.

“We cannot achieve successful results if we continue to work in isolation as individual countries. We need to focus on joint marketing of our tourism attractions across the borders. For example, we must start catering for groups of tourists who want to enjoy a package including the beaches of Mombasa, Mount Kilimanjaro and a visit to the primates in the Virunga Mountains.”

Dlamini Zuma said while for the past decade Africa has been one of the fastest growing tourism regions in the world, the continent still lags behind the other regions, accounting for less than five percent of total global arrivals.

“Thus, when we say Africa – open for tourism, we need to know where to direct our marketing efforts and which particular aspects of our tourism facilities and services are in need of improvement to cater for the targeted markets,” she said.

“Africa’s key priorities are to move even faster to liberalise air policies and create an intra-continental air transport architecture that facilitates intra-African travel and trade,” said the South African Minister of Tourism, Marthinus van Schalkwyk.



The Indaba 2014 ministerial roundtable – working on joint strategies to promote tourism in Africa.

“Furthermore we must remove travel barriers such as cumbersome paper visas by switching to e-passports and e-visas, as well as visa waiver and regional visa schemes.

“Airlines in Africa are almost 50 percent higher than those outside the continent, which contributes to a price/value mismatch. We cannot price ourselves out of the global market, there are too many other accessible destinations that compete with us. We have to get to the bottom of the often non-transparent pricing factors, such as taxes and monopoly behaviour, which drive up the cost of air passenger travel.

“It is possible to create 3,8 million direct and indirect jobs through travel and tourism in less than a decade – but for that to happen, we need to fix what is broken,” said Van Schalkwyk.

Buffalo City website launched at Indaba

The Tourism unit of the Buffalo City Metropolitan Municipality launched the region’s new tourism website – www.bctourism.co.za – at Indaba 12014.

The website showcases activities and attractions in the area and helps tourists find accommodation, places to eat and other important information about Buffalo City.

Buffalo City is a picturesque and historical area of the Eastern Cape comprising East London, King William’s Town and Bhisho, and has long been popular among adventure tourists who enjoy camping, hiking, fishing, surfing and other outdoor activities.

Buffalo City incorporates 68 kilometres of the most beautiful coastline in South Africa, dotted with diverse urban and cultural centres and a wealth of coastal and wildlife attractions.

“Communicating with tourists online gives us a unique opportunity,” says Thandy Matebese, spokesperson of Buffalo City Tourism, the official marketing authority of Buffalo City. “It allows us to gather feedback and respond in real time, ultimately giving visitors a better experience than we could otherwise.”

The website links to social media accounts, including Facebook, Twitter, Instagram and Pinterest. It can also be seen on Youtube.

“We’re continually working on the website and our online presence,” says Matebese. “Ultimately, we hope it will serve as a platform to engage with our stakeholders and respond to their needs faster, cementing Buffalo City as a great holiday option for a variety of travellers.”

For more information visit sand DEC1E97.



The Mpumalanga Tourism And Parks Agency cordially invites you to the launch of the **Mpumalanga Travel Guide App** scheduled as follows:



DATE: 11 May 2014

Time: 16h30

Venue: Mpumalanga Stand (DEC 1A19)

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Visit us at DEC1E114.
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Tourism Business Council urges industry to rally behind Tourism Safety Initiative

The Tourism Business Council of South Africa called on industry role-players to rally behind the South African Tourism Safety Initiative to bolster the market's confidence in South Africa as a safe travel destination.

"The issue of crime is not unique to South Africa, but how we manage issues of safety and security will go a long way in helping to address negative perceptions regarding issues of tourist safety in the country," says Chief Executive Officer of the Council Mmatšatši Ramawela.

"The initiative is the central place where incidents can get reported and where there is access to emergency support services to manage crime-related incidents and emergency situations.

"Similar to the banking, retail or petroleum sectors, travel and tourism is susceptible to crime and

crisis incidents and the initiative is key in guiding both tourists and business to become proactive in preventing or managing these unfortunate incidents," she says.

"Over the years, the initiative has played a pivotal role in curbing tourism-related crime incidents, particularly in the accommodation and transport sectors," says South African Tourism Services Association Chief Executive Officer David Frost.

"However, this initiative requires the support of all industry role-players to succeed."

"We want to reassure the international tourism trade community that through this initiative we are putting measures in place to address the challenges of crime against tourists," says Ramawela.

The Tourism Safety Initiative is a private sector led

tourist and trade safety support programme. It is a vehicle through which the industry aims to address the issues of safety and security. The project is largely focused on crime-related incidents but also caters for other crisis situations where businesses or tourists require support.

Incident reporting is one of the four key elements of the project. Others include incident management and emergency support coordination and raising awareness of and providing access to a range of other safety-related ancillary products and services.

The project was initiated in 2007 by the South African Tourism Services Association and has since been adopted as an industry-wide initiative coordinated through the Tourism Business Council of South Africa.

For more information visit stand GICCEO2.

Living in South Africa – get your copy

A unique guidebook on life in South Africa has just been published.



Living in South Africa is a practical handbook on moving to, working in and enjoying life in South Africa. It is packed with 296 colourful pages of information, useful tips and resources and gives a comprehensive overview of this unique country.

"The book was born out of the desire to share our insights into daily life in South Africa," says author Regina Graeff, a German expat living in Cape Town. "A few years ago I created the website ExpatCapeTown.com on which I share my experiences of life in South Africa. Although culture shock hit quite hard when we first moved here, I now absolutely love living in the Mother City. It was a logical progression to follow on from the website and when I met Derryn, who is passionate about South Africa, we decided to compile the *Living in South Africa* guidebook."

Derryn Campbell is a co-founder of Awesome SA, a movement that encourages South Africans to positively influence the future. Derryn's first book, *Awesome South Africa*, is a huge success and quickly became a best-seller.

Living in South Africa has both relevant background information about the country's history, economy and cultural heritage, as well as a comprehensive overview of more practical topics related to daily living.

The book is available from bookshops in South Africa, from various online stores, or directly from the publisher. More info can be found on www.living-in-south-africa.com. During Indaba contact Derryn Campbell on 082 786 8450 or Regina Graeff on 079 854 9349.

Cape Canopy Tour launches soon

Canopy Tours South Africa is proud to announce the latest addition to its portfolio with the new Cape Canopy Tour® being launched in July 2014.

Less than an hour's drive from Cape Town, the tour is located in a World Heritage Site within the Hottentots Holland Nature Reserve, in the scenic Elgin Valley.

The tour includes eleven slides, some over 300 metres long, a unique suspension bridge above a spectacular double waterfall and is a fully guided nature experience with a strong emphasis on client comfort and safety. Included in the tour is a 4x4 journey through the nature reserve, refreshments on one of the cliff-side platforms and a light lunch.

For more information visit stand ICCK16.



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Beating Burundi's drum.



Walking the talk – South African Tourism Minister Marthinus van Schalkwyk meets with members of the travel trade.



Where survival is the name of the game – Simon Mills and Kaila Roux taking their inspiration from Bear Grylls.



Clicking away memories of Indaba 2014 – Nokwanda Dube explains electronic photo capturing to Sello Moloji.



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Belinda Poteous, Nina Assenmacher, Nick Vandayar and Teboho Khoabane flying the Avis flag.



Alpa Jani, Karan Anand and Lebo Malepa getting up to speed on Indaba in the Indaba Daily News.



Speed marketing as popular as ever.



Bunny Bhoola of African Link Tours walking tall with Nelson Mandela and Mahatma Gandhi.

HRG



TEP Partners with HRG Rennies Travel

An exciting partnership between the Tourism Enterprise Partnership (TEP) and HRG Rennies Travel will see an increased number of SMME accommodation establishments having access to business and leisure tourism markets via the Red Stamp Programme.

The Red Stamp Programme was launched by HRG Rennies Travel in 2013 in recognition of the market shift from utilisation of traditional hotels to B&B and Guesthouse establishments. The program is also underpinned by the company's commitment to making a positive social and economic contribution to South Africa. There are currently more than 700 accommodation establishments that are members of the programme, which is open to Guesthouses and B&B's throughout South Africa.

Membership offers properties benefits such as exposure to the extensive HRG Rennies Travel client base and the companies marketing programmes, assistance in becoming Health and Safety compliant, preferred procurement

rates, reduced merchant fees, streamlined accounting and administration procedures, payment within 15 days, access to a dedicated Red Stamp Club team support that are trained to understand the B&B processes, and many more.

HRG Rennies Travel has recognised TEP as a key industry partner to expose this development opportunity to the SMME accommodation industry sector. TEP is a Non Profit Company that facilitates the growth, development and sustainability of small tourism businesses and has successfully developed entrepreneurs for over a decade.

TEP's Chief Executive Salifou Siddo says: "TEP is honoured to be recognised by HRG Rennies as a key industry player to provide business and skills development support and share expertise with the SMME establishments that will form part of the Red Stamp Programme.

"From a market access point of view, the programme will assist in facilitating the

smooth integration of SMME accommodation establishments into the broader tourism economy."

TEP in return will discount its administration fees for those who opt to be part of the programme and will provide access to various business support interventions based on the outcome of individual business development needs assessments. These interventions may include access to TEP's Business Development Fund, Skills Development interventions, Mentorship, and Learning Networks. In addition to the Red Stamp Club team, TEP provincial offices will provide additional support, ensuring that there is always at least one point of contact.

TEP and HRG Rennies Travel would therefore like to encourage those SMME accommodation establishments that would like to be part of the programme to contact any of TEP's provincial offices (www.tep.co.za). Also visit TEP's stand at ICCDO4 for further information.



freedom
to experience

Skukuza Airport Kruger Park.

From 2 June 2014, Airlink – the Regional Feeder Airline – will be extending its network to include Skukuza Airport in the Kruger National Park. The daily direct flights from Johannesburg and Cape Town to Skukuza Airport will provide guests with easy access to adjoining world renowned Private Game Lodges, the SANParks lodges and camps within the Kruger National Park. A short air transfer from Skukuza Airport to Nelspruit Kruger will allow guests to connect conveniently to Livingstone (Zambia) – and, from 19 June 2014, to Vilanculos (Mozambique). For more information visit www.flyairlink.com or contact your booking agent.

Spread your wings, fly Airlink – Freedom of the African sky.

