

# INDABA Daily News

Issue No.3 12 May 2014

## Asking and answering the questions at global media face-off

"The reason I keep coming back here, and the reason I think that the world should visit South Africa, is that we can all sit here and have a frank and honest debate about the state of your tourism industry, as well as about the hard issues facing Africa."

This is according to acclaimed journalist and CNN International anchor of Quest Means Business, Richard Quest, who moderated the global media face-off yesterday morning. Some 250 local and international journalists attended.

The session tackled a variety of issues that face the African tourism sector. These included infrastructure development, safety and security and the issue of visa-free travel across the continent.

"How does South Africa stay relevant in a growing African tourism market?" Quest asked the panel that comprised economist Mike Schussler, Chairperson of Brand Africa, Thebe Ikalafeng, Head of destination marketing for Europe, the Middle East and Africa at TripAdvisor, Helena Egan and South African Tourism Chief Executive Officer Thulani Nzima.

"We continue to reinvent ourselves and are guided by the extensive research we conduct in our markets," said Nzima.

"Almost everyone who visits Africa includes safari offerings as at least one of the experiences they seek. Key for us is to offer more experiences to the potential traveller. It's the diversity of our offerings and the unique friendly and welcoming culture of our people that keeps us relevant."

Egan said: "Giving tourists a reason to come back through an ever-growing diversity of experiences and offerings – is key to sector growth in Africa and South Africa."

The panelists agreed that although much is being done to improve infrastructure across the continent, more could be done.

"The continent is building, the continent is growing," said Ikalafeng.

"Africa is open for business, Africa is open to travellers and we're seeing greater co-ordination among African countries."

"As we begin to trade more amongst ourselves, we'll travel to each other's countries more," said Schussler.

"Intra-African travel needs to be easier and quicker. But first, we need to grow intra-African trade."

"Thus, as South African Tourism, we have chosen the route of co-opetition," said Nzima.

"Although this year's Indaba is a Pan-African travel trade show, the various countries on the continent do compete with each other for tourist arrivals. However, African destinations must collaborate too, to stimulate and maintain tourism growth to the continent. This will boost economic growth and job creation in Africa."

Asked why people should visit South Africa, Egan said: "The people. Everyone is friendly and it's a genuine friendliness. It comes from the heart. It's natural. The joy and happiness of the people are key to your destination success."



Tell me – CNN's Richard Quest, questions Indaba 2014 global media face-off panelists Mike Schussler, Thebe Ikalafeng, Helena Egan and Thulani Nzima.



Some 250 local and international journalists at yesterday's media face off.

### Looking for that perfect getaway itinerary?

Visit the N3 Gateway stand (DEC1B40) and pick up your second edition copy of the *Discover the N3 Gateway Itinerary Brochure*.

CONTACT DETAILS

Elsa Human (Marketing)  
Email: [elsah@n3gateway.com](mailto:elsah@n3gateway.com) Tel: 082 560 6306

[www.facebook.com/N3Gateway](http://www.facebook.com/N3Gateway) [@N3Gateway](https://twitter.com/N3Gateway)

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# Cape Town is the must-visit destination for 2014

The news that Cape Town has been ranked as the top holiday destination for the year by British newspaper The Guardian and the US's The New York Times was welcomed by Western Cape tourism MEC Alan Winde.

"This is great news for our city's tourism sector and excellent publicity for our destination," he said in a statement.

"These awards will no doubt help to elevate Cape Town to the top of travellers' bucket lists."

The New York Times article '52 Places to go in 2014' noted former President Nelson Mandela's association with the city, its rich history, and the fact that it was chosen as this year's World Design Capital.

Cape Town topped The Guardian's list of holiday hotspots for the year. The newspaper also emphasised

the city's election as World Design Capital 2014, and mentioned the trendy cafes and restaurants to be found there.

"I am confident that our inclusion in the travel lists of these top publications, coupled with being the World Design Capital, will help us to achieve our aim of drawing a record number of travellers to our beautiful city in 2014," Winde said.

In addition to these Cape Town made it to the number two spot on the Travel+Leisure 2014 list, the city also made the Condé Nast Traveler Gold List with the inclusion of the The Twelve Apostles Hotel and Lonely Planet placed the city as its third top recommendation for 2014 bucket lists.

SAPA

Today's programme – Monday 12 May 2014

Exhibition times: 09:00 – 17:30

TechTalk in the TechZone, North Plaza

12:00 - 13:00 Think! Social media, Aaron Nissen

## Indaba Daily News

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We would like to hear from you ...

- e-mail: [martin@junxionpr.co.za](mailto:martin@junxionpr.co.za)
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Also read Indaba Daily News on [www.indaba-southafrica.net](http://www.indaba-southafrica.net).

Printed on environmentally friendly Sappi Tripple Green gloss 115g/m<sup>2</sup>.

## 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. 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. 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](http://www.welcome-southafrica.net).

## Best Indaba stands awarded

### DEC HALL 1

TKZN	Platinum
Cape Town and Western Cape	Gold
North Coast Tourism	Silver
Eastern Cape	Silver

### DEC HALL 2

Mauritius	Platinum
Namibia	Gold
Kwando	Silver

### ICC HALL 2

Tourvest	Platinum
New Frontiers	Gold
Bon Hotels	Gold
Drifters	Silver

### ICC HALL 3

The Blue Train	Platinum
SAA	Gold
Fair Trade in Tourism	Gold
Peermont	Silver
African Elite Properties	Silver

### ICC HALL 4/5

Fairmont	Platinum
Birchwood	Platinum
Vineyard	Gold
Sun International	Silver
Premier Hotels	Silver



## Five winners announced

The winners of five of the eight iPad give-aways in the Welcome pin competition are Antonneke Turner from Intercape, Mamakie Phoolo from Northwest Parks and Tourism, Leon Kilian from Bundu Lodge, Portia Masombuka from Hotel 224 and Liz Kariuki-Konzolo from Zilko Tours and Travel. There are still three iPads up for grabs today.

Thank you to everyone who diligently wore their pins along with their best welcoming smile, and please continue to welcome all of our visitors to our family!



# ONE VOICE FOR TRAVEL AND TOURISM

20 years into South Africa's democracy, the Tourism Business Council remains the unifying voice for organised business.

We lobby, facilitate and monitor macro-economic developments which impact on the industry.



Visit us at stand ICCE02 to meet some of our members and find out more about what we do:

Log on to [www.tbcsa.travel](http://www.tbcsa.travel)



Like us on Facebook



Twitter @TBCZA #1tourismvoice

# Keeping the stars where they belong

"Tourism grading is a critical component of South Africa's global destination competitiveness, as it gives tourists the assurance of value for money and service standards in line with global best practice."

This is according to South African Tourism Chief Executive Officer, Thulani Nzima.

Addressing the Tourism Grading Council of South Africa stakeholder event at Indaba last night, Nzima said with 6 000 graded establishments across the country, the beneficiaries of the council's commitment were the millions of travellers visiting the country.

The council also launched the grading criteria and minimum requirements of entry for game lodges last night. This followed months of consultation and engagement with the game lodge industry, a process which included both one-on-one personal engagements as well as an online based approach to ensure a broader reach.

Stakeholders had an opportunity to provide commentary on key areas of the grading criteria, which included accommodation, game facilities and services. More than 450 stakeholders provided feedback on the criteria.

"The game lodge grading criteria have been a long time in the making. We are excited to finally have in place a grading system that will ensure our esteemed lodges are recognised globally and align with our mandate to make the stars a mark of excellence in accommodation across all of South Africa," said Nzima.

Game lodges play a critical role in South African Tourism's marketing initiatives through their collection of the TOMSA levy – one percent levy charged to

tourists visiting various tourist facilities. There are some 350 star graded lodges in South Africa, with more establishments joining monthly.

"South Africa is home to these niche establishments, many of which are recognised, renowned and rewarded the world over for their top-notch luxurious offerings. Indeed, the 'game lodge' is the quintessential and iconic experience that millions globally automatically associate with a South African holiday," said Nzima.

"In twenty years of freedom, South Africa has come a long way as a leisure destination. In that time, tourism has come of age as a contributor to our country's economy. The success of the sector has in part been fuelled by strategically strong and mutually beneficial partnerships and a common vision shared with everyone here," he said.

He commended the industry, thanking its members for their passionate commitment to excellence and for tirelessly working to ensure South Africa remained a quality assured destination of choice for the world's tourists.

The Tourism Grading Council of South Africa is the only officially authorised body in South Africa for quality assurance in the hospitality and conference sector. At present, more than 6 000 establishments have council star grading, with an approximate 100 additional establishments joining the ranks of star graded properties each month.

For more information on the council, its work and how to get an establishment graded and for the game lodge grading criteria visit [www.tourismgrading.co.za](http://www.tourismgrading.co.za).



The Tourism Grading Council's Chief Quality Assurance Officer, Thembi Kunene and South African Tourism CEO Thulani Nzima say tourism grading is a critical component of South Africa's global destination competitiveness.

# Indaba providing great business opportunities

As the third and final day of Indaba 2014 dawns, every indication from the trade floor is that the first Pan-African Indaba has been a great success, with buyers reporting excellent opportunities and exhibitors brisk business.

A quick roundup of hosted buyers late yesterday afternoon revealed they had enjoyed a constructive and productive Indaba.

Kanishka Dhar, a hosted buyer from the Indian and Mauritian markets said Indaba has been great.

"It's given me the opportunity to meet with the people that we do business with. This is something I only get to do rarely. It's great to renew contact and reaffirm partnerships. In addition, there have been great business opportunities here this year."

Craig Bester, a buyer hosted from the USA market said he was "loving" the opportunities offered at Indaba 2014.

"It's been very good, and fruitful. I shall certainly be

back next year."

For hosted buyer Abel Calvet Amado, from Brazil, this was his first Indaba.

"It's been interesting and very helpful for my business. It has given me a great opportunity to meet suppliers in accommodation and transport across Africa. It's been a great opportunity. I thank all those who brought me here."

Bhagwan Ramnani, a hosted buyer from India declared Indaba to be organised, interesting and professional.

"It's been a great business opportunity, he said, and he is looking forward to Indaba 2015.

By 16:00 yesterday afternoon, two hours before close on the second day of the show, 3 062 buyers had been on the trade floor. Of those, 1 040 were international buyers, 741 were local buyers and 281 were hosted buyers. There were 5 927 members of exhibiting personnel that represented 1 198 exhibiting companies from 24 African destinations.

# Do your Chinese homework

For those keen on capturing a share of the Chinese market, there's a lucrative market out there, particularly in the luxury travel market.

This was the word from Bradley Brouwer, Regional Manager Asia Pacific for South African Tourism, in his talk in the TechZone yesterday afternoon.

Brouwer sketched a picture of a growing travel market with 97,3 million Chinese travellers having made outbound trips in 2013. Expectations were that this market would reach 100 million this year.

"Within South Africa, Chinese arrival figures have grown exponentially, particularly in the wake of the 2010 FIFA World Cup which had greatly improved awareness of South Africa as a secure travel destination," he said.

"Chinese tourists were attracted by foreign destinations, original flavours, exotic environments and the excitement of being away from home and work. They preferred to make use of tour groups and visitors would often incorporate other African countries in a trip to get value for money. The Spring

Festival or Chinese New Year in January was the most popular time for travel."

Brouwer said 70 percent of Chinese travellers gathered their travel information from the Internet, planned their itinerary before they travelled, and booked online, relying on word-of-mouth recommendations.

"There are currently about 7 500 Chinese billionaires and travel was listed as the most preferred leisure activity in this group, averaging 3.2 outbound trips a year. In this group, 38 percent listed golf as a favourite sport.

"The most important factors when choosing a destination were, in order of preference, brand reputation, location, transportation, service, star grading, view, room size, facilities, catering and price," he said.

The launch of the nonstop flight by South African Airways between Beijing and Johannesburg offered great opportunities. SAA was planning to increase its schedule to four flights a week with more favourable slots with 46 connections across China.



South African Deputy Tourism Minister Tokozile Xasa and Rex Maughan at the Asia Pacific TechTalk in the TechZone yesterday. Rex is an investor, philanthropist and Chief Executive Officer at Forever Living Products.



Don't miss the Action Adventure Speed Marketing Session, in collaboration with 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:** 12 May 2014 | **Time:** 12:30 - 14:00 | **Venue:** ICC Room 22





# Jambo Safari relaunched

After establishing wholesale tour operator Jambo Safari in 1993 and selling the business in 2006, Chris Grobbelaar joined forces with FC Conradie, D'Niel Strauss and Wayne Stocks last year and acquired 100 percent shareholding of the company.

Building on the successful network of client and supplier relations and a wealth of past experience, Jambo Safari has been remodelled and now offers a

host of services throughout Southern and East Africa.

"We are knowledgeable and intrinsically informed about our destination countries, and provide expert advice combined with competitive rates. We are pioneers in luxury overland tours and provide a comprehensive range of services," says Conradie.

For more information visit stand DEC2D53.



Celebrating Jambo's relaunch in style – front from left – FC Conradie, Miss South Africa Rolene Strauss and Chris Grobbelaar, back from left – D'Niel Strauss and Wayne Stocks.

# Magical Kenya means business

Kenya is once again being showcased at Indaba this year and is keen to grow its international tourism market share.

In an interview with *Indaba Daily News*, Kenya Tourism Board Managing Director Muriithi Ndegwa said Indaba exhibitors from more African countries than before means "growing the pie" and that destinations can move in tandem in growing existing markets and developing new ones. "We welcome the market diversification and the increased intra-Africa trade and tourism that this has brought"

He said Nairobi is the biggest airline hub in East and Central Africa, with airlines increasing their flights on the route and new airlines joining the route on a regular basis. Kenya Airways, for example, will introduce its 63rd international destination, Abuja in Nigeria next month and there are at least six daily

flights between Nairobi and Johannesburg by the airline and South African Airways. Kenya Airways is also a member of airline alliance Sky Team, which gives it a global reach.

Ndegwa said Kenya is marketing its entire product range at Indaba. "We have it all – beaches, cities, wildlife, safaris, culture and heritage. Incentive travel to Kenya is also on the increase, as is sports tourism, with fantastic high-altitude training opportunities on offer."

He said Kenya also offers archaeological tourism and a number of World Heritage Sites, medical and educational tourism, as well as agro-tourism, with the country being famous for its coffee, tea and flowers.

"We have so much to offer. Kenya is truly magical."

For more information visit stand DEC2A01.

# Free transfers from Skukuza

Following the announcement by Airlink about its new routes from Johannesburg and Cape Town direct to Skukuza Airport in the Kruger National Park, Extraordinary is offering complimentary transfers to their Kruger lodges from Skukuza. Flights on this route will be operational from 2 June 2014.

Complimentary transfers from Skukuza will be available to Imbali Safari Lodge, Hamiltons Tented Camp and Hoyo Hoyo Safari Lodge. Note that these free transfers are for Airlink flights only and are subject to availability. More information will be provided once Airlink has finalised the schedule.

For more information visit stand ICCT14.



Viljee and Hanlie Keller of the Highgate Ostrich Show Farm attracted hundreds of Indaba visitors to their ostrich incubator.

# GTA Partners TEP to Launch Gauteng Hidden Treasures

TEP's 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 being launched at Indaba 2014.

The Gauteng Hidden Treasures market access platform will focus on three things:

- Providing the tools that will assist SMEs to get to market in their individual capacities;
- Building a powerful Hidden Treasures brand that will represent small product experiences in Gauteng and build a level of trust with buyers; and
- Creating market hubs or neighbourhoods to promote tourism products and entice visitors.

This initiative will expand the Hidden Treasures brand to one which represents credible small product experiences in Gauteng guided by product quality and relevance.

"We all acknowledge that tourism development is critical for SA, but this cannot take place without market access. While SA 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 is about forming a powerful market access platform for SMMEs as a reliable conduit to unlocking the real South Africa."

**Amod Adrian**  
Director: Brand Management GTA

"SMME products are often excluded from established tourism distribution channels because of a misperception by both tourism distributors and consumers that such products lack quality and reliability. Hidden Treasures is the label that TEP has created to showcase those of its tourism SMME clients that have achieved high levels of product development and quality, and promote their full participation in the tourism market. Hidden Treasures are a collection of unique products and experiences that provide visitors unparalleled insight into the rich tapestry of our country's culture and heritage. Through its Market Access programme, TEP facilitates the establishment of business linkages for Hidden Treasures and this partnership with Gauteng Tourism Authority is an excellent example of a win-win initiative which we hope will go from strength to strength as GTA's "neighbourhoods" approach to destination marketing takes shape."

**Dr Salifou Siddo**  
TEP CE





## Freedom Park tells South Africa's history in its entirety

Africa is a continent of many countries, of much diversity and great differences. But there is also much unifying amongst its people. The cultures – both their variations and their similarities – are celebrated at Freedom Park in Tshwane.

Freedom Park Acting Chief Executive Officer Jane Mufamadi is upbeat about the future of Freedom Park.

"South Africa is a country of diverse people and cultures and its history must be told in its entirety."

Freedom Park's new website was launched at Indaba 2014 yesterday.

"Our aim is to highlight all aspects of this diverse nation – for example next week's exhibition of Ken Oosterbroek, the chief photographer of The Star who was shot dead while photographing unrest a week before South Africa's watershed democratic elections on 27 April 1994. Later in the year an exhibition of the

Rivonia trailists will follow.

"We are a one-stop-shop that tells the personal history of South African individuals," says Mufamadi.

"We also tap from the knowledge of our neighbour, the Voortrekker Monument. The Reconciliation Road between us is the ideal link to combining the country's history."

Apart from the exhibitions, the public areas are available for private functions.

"Part of our fund-raising strategy is to rent out these spaces, which are extremely popular. This is a mutually-beneficial exercise – it is assisting with Freedom Park's income generation whilst at the same time allowing people to use the visually attractive space in a pleasing part of Tshwane."

For more information visit stand ICCUO2.



## 'Rediscover Egypt' launched at Indaba

The Egyptian Tourism Authority, Visa and the tourism industry joined forces to help stimulate the Egyptian economy by increasing domestic and inbound tourism.

The 'Rediscover Egypt' campaign launched at Indaba yesterday is a photography competition on the Visa Facebook page, allowing people to enter their photos of Egypt's people and places.

For five weeks a prize of a Visa card of \$250 will be awarded, while a prize of a trip to the value of \$5 000 to an Egyptian city of the winner's choice will

be awarded to the most liked photograph of the five weekly winners.

In addition to the six winners, Visa will select its five favourite photographs and award the winners with a Visa card of \$250.

To view and participate go to [www.facebook.com/VisaMENA/app\\_420203824760117](http://www.facebook.com/VisaMENA/app_420203824760117).

See more at <http://en.egypt.travel/news/id408#sthash.ZgEhmXJc.dpuf>

For more information visit stand ICCN08



Stimulating the Egyptian economy – Ihab Seif and Azza Abbas of Egypt Air are part of Rediscover Egypt.

## Mango to grow Port Elizabeth presence with additional flights

Mango has announced that it will be increasing its flight frequency between Johannesburg and Port Elizabeth from October this year. The new schedule will see the carrier increase flights between the cities by 55 percent with the addition of return sectors on Mondays, Thursdays, Fridays and Sundays. Mango commenced air services to Port Elizabeth in December 2012.

"Our Johannesburg Port Elizabeth route has proven very successful during its first 16 months of operation," says CEO Nico Bezuidenhout. Load factors have never dipped below 80 percent and demand has continued to grow. "The Eastern Cape is a growth area for the business and Mango has been well received by the community, which we appreciate." The additional frequencies will service demand identified through research and Bezuidenhout expects that the new schedule will continue to stimulate demand.

Last year Mango further invested into the Garden Route with its current four weekly frequencies between Johannesburg and George. "Our youngest route has also been performing well with positive growth fuelling our enthusiasm for the area." Bezuidenhout believes that Mango's price competitive fares, as well as its wide variety of payment methods, adds to its attractive value proposition.

"Mango is the only airline in the world where store charge cards (Edgars, Jet) can purchase flights and our

recent addition of accepting Voyager Miles as currency online has made it even easier to fly with us." Voyager Miles may be used in full or combined with other payment methods to purchase flights.

Mango celebrates its eighth year of flight in 2014 and its sixth profitable, full fiscal. "Mango has become a valuable asset for South Africans at both ends of the value chain," says Bezuidenhout. "Not only do we continue to pursue innovation in air travel at market competitive prices, but the airline serves as a successful national asset where profitability remains a priority along with the up and downstream economic benefit that air services provide."

It is estimated that as a consequence of doing business, an airline stimulates up to 100 direct and indirect job opportunities when it commences operations to a new destination. Air travel stimulates economic activity and therefore increased spend in a destination city.

To date, Mango has carried more than 200 000 South Africans to and from Port Elizabeth and presently operates four weekly return flights between Cape Town and Port Elizabeth, and seven returns between Johannesburg and Port Elizabeth. The new schedule will be on sale from this week and will see eight directional sectors added.

For more information visit stand ICCJ16.

## Indaba boosts emerging businesses

Emerging tourism businesses in KwaZulu-Natal joined Tourism KwaZulu-Natal (TKZN) and the provincial tourism trade in showcasing their product offerings at Indaba this year.

TKZN CEO Ndabo Khoza said: "We are once again thrilled to be extending our development programme for emerging tourism entrepreneurs to include participation at Indaba, which is undoubtedly the most significant tourism trading platform on the continent. This year, we have 13 SMME businesses returning for the second consecutive year to share the main stand, whilst four new entrepreneurs are attending Indaba for the first time."

TKZN has a series of projects designed to effectively fast-track entrepreneurial development. These include a collective marketing approach, exposure of emerging entrepreneurs to markets, a comprehensive business advisory service and access to various investment promotion platforms through the incubation programme.

The authority also facilitates training programmes, in association with the Tourism Enterprise Partnership and the Provincial Department of Economic Development and Tourism, as part of its drive to rapidly bring about meaningful transformation in the province's tourism sector.

Sanchia Luxury Guesthouse is one of many emerging businesses that has successfully completed the three-year incubation programme and is exhibiting independently at Indaba this year.

Commenting on how the support programme

exposure has assisted their accommodation business, spokesperson Jenny Govender said: "The incubation programme has not only equipped us with the necessary skills in the hospitality industry, but has also given us brilliant marketing exposure, both domestically and internationally. Through TKZN, we have attended several international tourism trade programmes and have successfully participated in Indaba since 2011. The opportunity to exhibit at Indaba has created very good networking opportunities and allowed us to leverage new business relationships. Since joining the programme in 2011, our staff complement has increased from three to seven and we are currently planning further expansion of our business."

"TKZN also encouraged us to enter various tourism and hospitality competitions, which provided us with tremendous exposure. We were the provincial winners in the Emerging Tourism Entrepreneur of the Year Awards, and a finalist in the national Lilizela Awards and Book a Guesthouse Award. The ripple effect of networking with other emerging enterprises in the programme has been invaluable."

Thabisile Ndlovu, spokesperson for Roots of Africa Tours, who is exhibiting at Indaba for the first time this year said: "My expectations from Indaba include exposure for our brand, linkages with travel agencies to pursue positions on their itineraries, and linkages with tour operators and accommodation establishments. I also look forward to learning more about the tourism industry and finding ways to improve our service offering."



KZN MEC for Economic Development and Tourism, Michael Mabuyakhulu, visited the small businesses at the Tourism KwaZulu-Natal stand.



## Mossel Bay art goes digital



Mossel Bay art can now be viewed digitally on a dedicated platform developed in South Africa specifically for tourism businesses.

Mossel Bay Tourism's new art route is a digital affair.

"Archaeological discoveries over the past 14 years at Mossel Bay's Pinnacle Point Caves have placed the Southern Cape coast as the very birthplace of culture," says Mossel Bay Tourism's Marcia Holm.

"This is where modern human behaviour emerged 162 000 years ago – and it's still a growing locus of art, craft, theatre and hand-made food. But we're living in the 21st century, so when we decided to create an art route for the town, it was only logical to go digital."

Holm says Mossel Bay Tourism won't be printing the traditional map of the kind we're used to seeing from art routes around the world.

"We built [www.mosselbayart.co.za](http://www.mosselbayart.co.za) for desk-top and mobile devices using Springnest – which is a dedicated platform developed in South Africa specifically for tourism businesses.

"Being digital, the site has a wider reach than any print publication could hope to achieve, and it has the obvious benefit of flexibility. So we're not limited

in any way – we can add or update our information at any time."

Peter Fabricius, one of the owners and developers of Springnest, says [mosselbayart.co.za](http://mosselbayart.co.za) is by far the largest site on the platform.

"Springnest is designed for small tourism businesses, but it's great to see how flexible it actually is and how Mossel Bay Tourism has used it to create interest in everything from artists and galleries to archaeology, museums, antique shops, festivals, and more."

Mossel Bay's Craft Art Workshop is an important focus of the site.

"It might be difficult for larger groups to visit many of our one-person studios and galleries, but the Craft Art Workshop is designed to accommodate them, and it's just across the road from the Post Office Tree at the Dias Museum Complex, which is Mossel Bay's biggest tourist attraction – so it's an ideal stopping-off point for organised tours," says Holm.

For more information visit stand DEC1E114.

## Skukuza Airport appoints Avis

The Skukuza Airport Management Company has appointed Avis as the car hire service provider at the newly-refurbished Skukuza Airport.

Avis will provide pre-booked vehicles for collection at Skukuza Airport for guests arriving on Airlink's schedule flights direct from Johannesburg and Cape Town, and will also offer a shuttle service to the main Skukuza camp. Avis has a well-established infrastructure at Skukuza Camp having provided car hire facilities to visitors for many years.

"We are delighted that Skukuza Airport is finally re-opening," says Lance Smith, Executive: Sales for Avis Rent a Car. "The opportunity to fly directly into Kruger Park, hire a car and immediately begin your game drive as you exit the airport is unique. We enjoyed many years of successful operation at Skukuza Camp and have always believed that scheduled flights would once again return."

"For Airlink, the opportunity to work with Avis and to be able to offer our flights in conjunction with the global reach of the Avis brand is significant," says Karin Murray, Airlink Sales and Marketing Manager. "The opportunity for visitors to the Kruger Park to take

advantage of a 'Fly and Drive' option using Skukuza Airport as the entry point, will add new convenience to their travel within the Kruger Park and was a very popular product in the past."

The return of scheduled air services on 2 June 2014 to Skukuza Airport is important in the context of South African tourism as this will allow tourism stakeholders to provide a far more integrated and effective product to the global market. Furthermore, seamless integration of the Skukuza wildlife product with other SANParks products, as well as with other neighbouring regional wildlife areas and natural attractions, will permit Skukuza to serve as a hub and gateway to a unique portfolio of tourism eco-leisure properties. The aim is to install easy accessibility to the Kruger National Park and to destinations within the neighbouring private game reserves, and to this end Skukuza Airport and Airlink will be working closely with SANParks in pursuit of their responsible tourism objectives.

The Skukuza Airport Management Company is a Public Private Partnership with SANParks, with the joint venture entity incorporating Airlink, Lion Sands, Federal Airlines and three local community trusts.

## Zambia overhauls airports

The Zambian government will invest billions to upgrade and modernise three of the country's international airports, President Michael Sata announced recently.

The redevelopment of Kenneth Kaunda International Airport, Lusaka, will cost \$385 million (R4,18 billion) and will see the airport capacity increase to handle four million passengers a year.

The rehabilitation of Harry Mwaanga Nkumbula International Airport, Livingstone, as well as the construction of a passenger terminal building for one million people will cost \$40 million (R435 million).

The relocation and construction of a new Simon Mwansa Kapwepwe Airport, Ndola, with a passenger

terminal building for two million people will cost \$522 million (R5,67 billion).

"It is my sincere belief that our government's commitment to investing heavily in our country's economic infrastructure such as the upgrading and modernisation of airport infrastructure will boost our agriculture, manufacturing and tourism sectors," said Sata.

Sata also called on the Zambia Development Agency to intensify efforts to attract investment in the development of airport infrastructure as well as hotel and auxiliary infrastructure across the country.

[www.tourismupdate.co.za](http://www.tourismupdate.co.za)

# 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 hospitality 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



# 12 YEARS

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.

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 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.

### 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



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[www.tourism-mauritius.mu](http://www.tourism-mauritius.mu)

# Cape Town tops in TripAdvistor survey

Cape Town was found to have the second lowest room service prices of 62 popular cities around the world, according to the TripIndex Room Service 2014 survey.

The survey compared the cost of common hotel amenities such as dry cleaning, a club sandwich and a bottle of water. These costs were collected from Tripadvisor's top ten four-star hotels in each city.

Only Tunis came out ahead of Cape Town, demonstrating that the best international room service bargains are in Africa. Three of the continent's destinations are featured on the list of TripIndex best value international cities – Tunis, Cape Town and Marrakech, beating the likes of Paris, New York City and many other popular European and American destinations.

The survey found a bottle of water in Cape Town to be USD 2.37 but USD 6.44 in Helsinki, Finland and USD 6.67 in Las Vegas, USA – the world's most expensive international and American destinations for room

service respectively.

Two of the Lonely Planet's top three best-value hotels in the world were listed in South Africa, with Cape Town's The Backpack in top spot.

Cape Town Tourism CEO Ever Duminy said: "It is important to be consistent with our pricing and to sustain the perception of offering value-for-money products and services to locals and travellers alike, even when our own currency favours the pockets of many of our visitors. These recent 'best value' accolades substantiate our message that Cape Town is affordable for travellers both in terms of accommodation and many of the added extras."

Tripadvisor is the world's largest user-generated travel site, offering advice from real travellers, as well as a wide variety of planning features and booking tools.

For more information visit stand DEC1E114.



Image courtesy of [www.gde-fon.com](http://www.gde-fon.com)

# SAA remains best airline in Africa

South African Airways (SAA) has been awarded the four-star airline ranking for 2014 by Skytrax, the independent, global airline rating organisation, for the 12th year in a row.

The government owned and run airline remains the only carrier on the African continent to achieve this high-level rating. Providing excellent customer service is one of five strategic objectives of SAA's long-term turnaround strategy, 'Gaining Altitude'.

Skytrax is the leading, independent authority on airline quality and assessment. In quality audit checks of SAA the organisation examined all product and service delivery areas across both international and domestic routes. The Skytrax Star ranking audit examines more than 800 areas of product and service delivery, across

both airport operations and the cabin experience, and includes staff service delivery.

"SAA staff is dedicated to providing our customers the best service possible. We have worked hard to ensure this ranking and will implement further improvements. Our position as the leading carrier on the continent is confirmed by the fact that we are still the only carrier on the African continent to have achieved the four-star airline rating," says Monwabisi Kalawe, SAA Group CEO.

Edward Plaisted, CEO of Skytrax, says: "SAA has both maintained and improved quality levels throughout the past year, and continues to deliver world-class product and service standard to its customers."

For more information visit stand ICC101.



# Global recognition for 'the links' at Fancourt



"The recent announcement that The Links at Fancourt Hotel and Golf Estate on the Garden Route has been voted one of the world's 100 greatest golf courses by the US edition of Golf Digest reaffirms the world-class standard of facilities at this prime residential and golf course development," says Stephen Murray, manager of Pam Golding Properties' George office, marketers of residential property at Fancourt.

Rated number 34 out of the top 100 in the world, and designed by world-renowned golfer Gary Player, The Links is one of only two South African courses listed, the other being Leopard Creek in Mpumalanga which is in 84th place.

Fancourt, South Africa's premier golfing and leisure resort, is situated in the heart of the Garden Route. Set in 550 hectares of lush countryside, this hotel has the majestic Outeniqua Mountains as its backdrop.

Interestingly, in the South African edition of Golf Digest, Fancourt's three golf courses, The Links, Montagu and Outeniqua, are currently rated 1st, 6th and 17th respectively among South Africa's 100 best golf courses.

Originally launched in 1991, Fancourt was taken over by the Plattners in 1994. It is now well established, with 75 percent of the total of 488 properties sold.

Ongoing investment in the estate by the developers includes the recent refurbishment of the Manor House Hotel into a five-star boutique hotel, the upgrade of all three restaurants, construction of a new café and deli and improvements to the spa, sport and leisure facilities, which incorporates new golf course equipment and facilities at The Links, Montagu and Outeniqua golf courses.

For more information visit stand ICCL11.



**Tshwane Open 2015**

The 2015 Tshwane Open is being planned in response to the resounding success of the past two tournaments. Tshwane Open is one of the highest paying golf in South African golf, and has drawn a strong field in its second year.

The Tshwane Open, that forms part of the Sunshine Tour, is co-sanctioned by the European Tour and is one of the six founding professional golf tours that make up the International Federation of PGA tours.

The Els Club at Copperleaf is the host venue for this prestigious event – a premier course designed by Ernie Els using the natural topography of the area to create a course that is challenging and enjoyable for golfers of all levels. It was the second signature golf course by Ernie Els in South Africa.

The Tshwane Open is about more than just golf; it positions Tshwane as a distinguished business and tourism destination. The event attracts visitors to Tshwane and the city is placed on the global industry path through golf and lifestyle tourism.

England's Ross Fisher, who claimed his first victory in almost four years, won the 2014 Tshwane Open by three strokes at The Els Club, Copperleaf.

The City of Tshwane has this year extended its support of local professional golf to the women's professional circuit with the addition of the Ladies Tshwane Open to the Sunshine Ladies Tour. Winner Ashleigh Simon claimed her second successive Sunshine Ladies Tour title with a dominant four-stroke victory.

<https://twitter.com/CityTshwane> CityOfTshwane

For more information visit our website [www.tshwane.gov.za](http://www.tshwane.gov.za)



# North-West Province opens its heritage to the world

Taung Heritage Route in North West Launched at Indaba 2014

One of South Africa's rarest fossil sites, the Taung Heritage Route, was revealed to the world at the official launch at Indaba 2014 yesterday.

The route comprises an area once occupied by early humans and features many sites that reveal the existence and evolution of ancient ancestors. The Taung skull fossil site forms part of the Cradle of Humankind World Heritage Site and is a major attraction on the route.

Of significant scientific importance, the route marks where, in 1924, encased in limestone in the Buxton quarry, the 2,5-million-year-old fossilised skull of a hominid child was revealed.

Professor Raymond Dart of the University of the Witwatersrand identified the skull as that of an early hominid, or ancient human ancestor, and named it *Australopithecus africanus*.

The discovery of the Taung Skull as it was called, was one of the most significant scientific events of the time. Dart's scientific classification promoted lively debate among academics in the field as it

was evidence that human ancestors had lived on the continent more than a million years earlier than previously believed.

This gave credence to the theory that humankind originated in Africa.

Recent evidence has solved the mystery of the three-year-old child's death. It was most likely killed by a large bird of prey, probably an eagle.

Spanning more than 45 km, the route includes several natural wonders such as a limestone waterfall and the Blue Pools, a collection of natural

rock basins, streams and caves in a river valley. An abandoned mine tunnel has been opened for exploration, allowing visitors to venture into the age-old limestone mountains. Visitors thus literally walk in the prehistoric footsteps of hominid forefathers.

The Taung Skull discovery site is part of the UNESCO Cradle of Humankind World Heritage Site and a monument has been erected to mark the location.

Located in the Bophirima district of the North-West Province, the Taung Heritage Route is an initiative of South Africa's National Heritage Council.



## Ruth Mompoti – a living legend

Ruth Mompoti, after whom the district municipality in North-West was named, played a significant role in the declaration of the International Day of Solidarity with Women in South Africa.

The declaration followed after her address to the United Nations Special Committee against Apartheid in New York on the subject of women, on 10 August 1992, a day after the anniversary of the historic women's march to Pretoria in 1956. Mompoti was one of the leaders of the march.

Mompoti was born in 1925 in Vryburg in the North-West Province. She worked as a teacher until 1952 when she got married and her employment was automatically terminated.

From 1953 to 1961 she worked as a typist for Nelson Mandela and Oliver Tambo in their law practice in Johannesburg. She joined the African National Congress and was elected to the National Executive Committee of the Women's League.

Mompoti was involved in the defiance campaign in 1952 and was a founding member of the Federation of South African Women in 1954.

She went into exile in 1962 where she

underwent military training and held office as secretary and head of the women's section of the ANC in Tanzania. From 1966 to 1973, Mompoti remained a member of the ANC's National Executive Council. During this time, she also formed part of the ANC president's office.

One of Mompoti's more prominent roles is the one she played as the head of the ANC's Board of Religious Affairs. Between 1981 and 1982, Mompoti served as the chief representative of the ANC in the United Kingdom and became part of the delegation that opened talks with the South African government at Grootes Schuur in 1990.

In 1994 she was elected a member of parliament in the National Assembly. She was appointed ambassador to Switzerland from 1996 to 2000 and on her return became the mayor of Vryburg (Naledi) in the North-West province.

To honour her legacy the Bophirima District Municipality was renamed the Dr Ruth Segomotsi Mompoti District Municipality. It is one of the four districts of North-West. It is South Africa's largest beef producing district, with Hereford cattle the most popular – the Texas of South Africa.



For more information contact Themba Galeng on [galeng@bophirima.co.za](mailto:galeng@bophirima.co.za)  
082 410 4910 | 083 959 6305 | stand DEC1C51



## Australian reality TV show to be recorded in KwaZulu-Natal

The Zulu Kingdom will be the first 'live stage' on the African continent for a new Australian-based reality show.

The KwaZulu-Natal Member of the Executive Council for Economic Development and Tourism Michael Mabuyakhulu says SABC1, a South African public broadcaster channel, will be the first broadcaster to host an African take on the concept.

"Set in the Zulu Kingdom, it follows the journey of a single man as he tries his best to impress 30 ladies looking to find love. It has enjoyed huge successes in the UK and USA.

"Certain projects have stood the test of time and are now KwaZulu-Natal legacy tourism projects. Key events like the Comrades Marathon, the Top Gear Festival and the Vodacom Durban July come to mind.

"The Dube TradePort, home to King Shaka International Airport, the East-3-Route, a road-based tourism initiative linking the Zulu Kingdom with Swaziland and Mozambique and, more recently, the creation of a Convention Bureau to drive research and manage intelligence around meetings, conferences and exhibitions, are infrastructure legacy project that bode well for tourism in the province."

Mabuyakhulu says tourist numbers to KwaZulu-Natal from African countries have grown year-on-year from 500 000 in 2010 to over 600 000 in 2012.

"We are extending marketing initiatives to several African countries to maximise the potential growth out of Africa," he says.

For more information visit stand DEC1837.



South African Minister of Tourism Marthinus van Schalkwyk (left) and Tourism KwaZulu-Natal Board Chairman Sadha Naidoo (right) engage with Indaba 2014 exhibitors and visitors.

## Hotel deal gives 100 families clean drinking water for three years



Marriott International has sent 5 000 small pieces of Africa to all four corners of the earth to celebrate its purchase of the Protea Hospitality Group, and in the process secured clean drinking water for some 100 African families, or approximately 500 people, for the next three years.

The 5 000 Relate Bracelets – hand-beaded by senior citizens in Cape Town's townships – have been distributed to all staff at Marriott International's continental offices around the world to mark the momentous purchase which makes the hotel group the largest in Africa.

Alex Kyriakidis, President and Managing Director of Marriott International Middle East & Africa, says that

while there were already 18 different hotel brands among the group's 4 000 properties in 79 countries, few brand acquisitions in the past have sparked so much excitement within Marriott International.

"The spark that was created by news of the purchase of the Protea Hospitality Group is being felt around the globe, and as such it was great to be able to mark the occasion with a tangible memento that our people will be able to keep to remember the day we became the largest hotel group in Africa.

"It also felt right to mark our entry into Africa by giving to a charitable cause, and there is no better one on the continent than providing clean drinking water, because there are so many people desperately in need of this."

Relate Bracelets is a Cape Town-based non-profit organisation making hand-beaded bracelets that fund more than 50 charitable causes.

Marriott International nominated the Rotary LifeStraw project as the beneficiary of its bracelets, which will see enough money raised to distribute LifeStraws to some 100 families. Each family-sized LifeStraw water filter is able to provide clean drinking water for approximately three years.

For more information visit stand ICCT01.

## MAX order for Comair

Comair has announced an order for eight Boeing 737 MAX 8s, making it the first airline in Africa to order the new Boeing technology.

Comair CEO Erik Venter says: "It's extremely exciting to be taking on new technology that is not yet seen in Africa."

The aircraft are scheduled for delivery between 2019 and 2021 and will support Comair's future fleet renewal. The airline currently operates an all-Boeing fleet of 25 Classic and Next-Generation 737s on its kulula.com and British Airways brands.

Scheduled for production in 2017, the 737 MAX is the most technologically advanced 737 variation designed by Boeing to date. The aircraft builds on the efficiency, economics and reliability of the 737 range

and boasts a fuel performance which is 14 percent more efficient than its predecessors. It can also carry 12 more passengers.

The aircraft's LEAP-1B engine, designed by CFM, ensures double-digit fuel efficiency and allows for eight percent lower operating costs.

"This R9-billion investment in Comair's fleet upgrade is fundamental to our business strategy of consistently improving customer service and value, while ensuring a sustainable airline. Our decision to make this investment was not taken lightly and is a critical component in managing our exposure to the volatile fuel price and thus minimising the impact of the fuel price on airfares," says Venter.

www.travelbuyer.co.za

## Tourism industry and N3 toll route collaborate

If you thought toll roads were only about making you pay for the privilege of using them, think again. Collaborative marketing with the tourism industry is achieving great results. Partnerships between NGOs, the public and private sectors not only benefit the tourism industry, but contribute towards the upliftment of rural communities.

The N3 Gateway Tourism Association has since it was established in 2008 primarily been funded by the N3 Toll Concession (Pty) Ltd (N3TC) and many of the tourism initiatives of its 34 member associations along the N3 route between Tshwane/Pretoria and Durban are funded by the N3TC. The association is responsible for marketing the region along the N3.

One of the initiatives funded by the N3TC is N3 Gateway Tourism's second edition of *Discover the N3 Gateway Itinerary* Brochure, now available at Indaba. The brochure lists 45 adventure experiences for tourists to enjoy while travelling along the N3. Whatever your preference, you'll find all the details on locations and venues, cost and the best time to go in the brochure.

Paging through the brochure you will realise that one

needs far more than a day or two to travel along the N3. It is a destination and not just a route.

Another initiative funded by the N3TC is the Midlands Meander's Emerging Artists Project which has funded five artists and crafters from disadvantaged backgrounds to become members of the Midlands Meander. The project also provides membership of the Tourism Enterprise Partnership (TEP).

For more information visit stand DEC 1B40.



The region along the N3 offers exceptional opportunities and itineraries for exploring.


### 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.



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# S(c)ene@INDABA 2014



Raze Katz of Moja Media and Anke Paterson of African Synergy enjoyed the view at the Moja Media cocktail party on Saturday evening.



Left to right – Johan de Bruyn finding business with Damaris Kibe and Bushra Sultan irresistible.



From left – Keith Jenkins, Kash Bhattacharya and Melvin Böcher are blogging their way into the tourism industry of the future.



Dexter Munnik and Patrick Siebel of Luxury Africa toast good business at Indaba.



From left – Gaby Drews, Beatrice Agho and Richard Burdon of the Gold Restaurant in Cape Town collaborate on traditional cuisine and culture.



The tourism connector puts fun into doing tourism business.



Simona Kisoan making a big difference by doing something small.



Richard Quest meant business at yesterday's media face-off.



# 20 YEARS of DEMOCRACY



## ***An Exceptional Indaba 2014 - Proudly Honouring 20 Years of Democracy in the Zulu Kingdom***

KwaZulu-Natal has, over the past 20 years, remained steeped in an intriguing and colourful history, yet evolved into a hub of sorts, revolutionising South Africa's growth and becoming an ideal playground for another successful Tourism Indaba...

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