

INDABA DAILY NEWS

ISSUE NO.2 17 MAY 2017



#INDABA 2017



Tourism is everyone's business – so let's all 'do tourism'!

Tourism Minister Tokozile Xasa issued a rallying call to all South Africans to become tourism ambassadors for their own country, during the launch of the I Do Tourism domestic marketing campaign at Indaba last night.

Do Tourism, a South African Tourism initiative, is aimed at highlighting the transformative potential of tourism – and how each tourism job opportunity has multiple spin-offs for other sectors of the economy.

Echoing the words of President Jacob Zuma, who officially opened Indaba earlier in the day and hailed tourism's contribution to growing the continent's economy, Minister Xasa hailed I Do Tourism as a movement that will show the social and economic value of tourism in the day-to-day lives of all South Africans.

The campaign will make tourism everyone's business and demonstrate its far-reaching impact, from a cleaner or a five-star hotel owner to a taxi driver or airline pilot.

I Do Tourism will highlight how tourism, which is a rapidly growing sector, has the potential to change people's lives for the better by making a direct and tangible contribution to inclusive economic growth.

The campaign will encourage South Africans from all walks of life to be hospitable and tourist-friendly in their day-to-day interactions with others, but also kindle a love of travel among South Africans who do not have a culture of going on holiday for leisure purposes.

As part of the campaign, South African Tourism will soon launch a world-first online product called Good Times in a Box to make local leisure travel more accessible to South Africans who think going on holiday is beyond their financial reach.

Good Times in a Box curates a range of experiences, from family getaways to girls' weekends and romantic escapes. "The idea is to make travel less intimidating by removing the hassle," explained South African Tourism chief executive Sisa Ntshona. He pointed out that purchasing a travel package "in a box" makes holidaying as simple as buying a loaf of bread – everything is taken care of, from booking accommodation and tourist attractions to entertainment.

“ The campaign will encourage South Africans from all walks of life to be hospitable and tourist-friendly in their day-to-day interactions with others. ”



President Jacob Zuma chats to exhibitors after officially opening Indaba yesterday. See page 3.

Durban & KZN win bid to host Africa's Travel Indaba until 2022

Whoops and cheers greeted yesterday's announcement of Tourism KwaZulu-Natal as the successful bidder to host the newly rebranded Africa's Travel Indaba for the next five years.

President Jacob Zuma announced that the province had successfully bid to host the annual travel trade show at Durban's Inkosi Albert Luthuli International Convention Centre from 2018 to 2022, with an option to extend the hosting agreement for another five years.

The decision was announced by the South African Tourism board following a comprehensive bidding process that started with provinces being invited to submit expressions of interest to host the event.

Sihle Zikalala, KwaZulu-Natal MEC for Economic Development, Tourism and Environmental Affairs, welcomed

yesterday's announcement, saying: "We are very excited as KwaZulu-Natal to have been given the opportunity to continue hosting Indaba. To us, Indaba means a lot – it helps us sell the province and injects millions into our provincial economy.

"We have already hosted Indaba for more than 25 years, and to be given the chance to continue hosting it is a sign of confidence in our ability. We will not disappoint, but will ensure that it continues to grow to even greater heights."

eThekweni Mayor Zandile Gumede also welcomed the decision. "Over the years, the Indaba has become synonymous with Durban and we could not imagine it anywhere else. We are humbled that the government has recognised our efforts and promise over the next five years to raise the bar, so much so that Durban will become the permanent home to the Indaba."



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Media Conversation Unpacks Tourism Opportunities and Risks

Andile Khumalo, presenter of Power Business, explored the opportunities and risks for South Africa and the continent's tourism industry in a meaty conversation with the media, stakeholders, and Indaba delegates. The talk was broadcast live on Power FM, with four influential panellists sharing their insights: Thabi Leoka, Economic Strategist at Argon Asset Management; Mmatšatši Ramawela, CEO of the Tourism Business Council of SA; Alan Mukoki, CEO of the South African Chamber of Commerce and Industry; and the South African Tourism CEO, Sisa Ntshona.

Khumalo opened the talk by addressing the 'elephant in the room' – South Africa's recent credit downgrade to 'junk' status, and what that means for tourism. According to Leoka, the Rand has not weakened in the same way that currency in other downgraded countries have because fortunately, it took place during a time of global uncertainty in developed countries like the USA and United Kingdom. This in turn attracted investors looking for high returns in high risk regions. Where we do see the impact of the downgrade, however, is in South African society: a rise in protests, inflation, and political uncertainty – and this is what poses a real risk to both tourism and international investment.

Despite this, things are looking positive for tourism. Leoka stressed the importance of identifying industries that support the tourism sector and investing in these businesses, which will in turn, feed into tourism growth. "We need to be creative and take advantage of this status," she said, adding that South Africa can avoid a recession if we identify these opportunities that can assist the local economy.

Alan Mukoki then explained the focus of the chamber on the 'Four Ps': People, Purpose, Politics and Policy. It is no longer just about big business and government assisting small enterprises into the market, but rather about understanding their role in the economy and how they contribute to it. There must be "a very strong symbiotic relationship between big and small business," he said.

Ramawela went even further by

saying that it should not be about small and big business because this brings us back to the question of market share and competition. "Why should it be about taking someone else's cake?" she asked. Rather, we should be asking how we're truly innovating because a business that takes another's market share is not being innovative at all. "Do we really take time to go and discover new things in our country? And are we educating people about the sector and its opportunities?" SA Tourism CEO Ntshona echoed her words, saying that South Africa is known for the 'Three Bs' – Beach, Berg and Bush – but it is so much more than that. He added that SA Tourism wants "to promote people travelling in their own country" who will eventually become tourism ambassadors in SA and beyond. Ramawela then went on to say that 'co-competition' (collaboration and competition) is the way forward for businesses.

An interesting point Leoka touched on was South Africa's image of itself. She used her own travel experiences, saying that she rarely travelled to dangerous countries or areas knowingly and often only found out about security risks on the ground. This is because South Africa 'exports' its crime. "We should change the way we see ourselves and change the way we speak about ourselves," she said.

When it comes to achieving inclusive growth, much still needs to be done. Regional cooperation and development is needed. "We need to build the permanent infrastructure needed for tourism," said Mukoki. For instance, all of SA and Africa need to be on the electric grid, water and sanitation infrastructure is needed across the continent, and fibre connections need to be built. "We need to wire the entire continent, and tourism is always going to be the beneficiary thereof," he said.

The Media Conversation closed with Leoka urging tourism businesses and stakeholders to write proposals and submit them for review and discussion at the National Conference in December – or the discussions at the event would not focus on current tourism needs but rather on the fact that SA is not yet taking the tourism economy seriously, and what they can then do about it.

"Let's do tourism – it's good for you," Ntshona concluded.



PROGRAMME FOR TODAY, WEDNESDAY 17 MAY 2017

Time	Schedule
07:00 - 08:30	NDT Breakfast Elangeni Hotel • By Invite Only
08:30 - 10:00	Speed Marketing - Scenic Beauty South African Tourism Speed Marketing Session Meeting Room 22 • By Invite Only
10:00 - 18:00	Indaba 2017 - Day 2 Indaba Day 2 Durban ICC, DEC and Walnut Road • all INDABA Delegates
10:30 - 11:30	Media Conversation #3 Topic: Uniting Africa through the arts (fashion, music, fine arts etc.) The common thread that binds us as Africans Media Centre • all INDABA Delegates to RSVP limited seats • Funeka: funeka@southafrica.net
12:00 - 13:00	Zeit Museum of Contemporary Art Africa. By Africa for Africa Presenter: Carla White Meeting Room 21 DEF • all INDABA Delegates • Carel: carel@capetown.travel
16:00 - 17:00	Exhibition Stand Awards Stand Awards by EXSA Media Centre • all INDABA Delegates to RSVP limited seats
17:00 - 18:00	Happy Hour After exhibition cocktails Calabash • all INDABA Delegates
17:30 - 18:00	Stand Cocktails Stand Cocktails ICC, DEC and Walnut Road • all INDABA Delegates
17:30 - 20:00	Hidden Gems Networking Event with Local Hosted Buyers SMME Networking Meeting Room 22 • By Invite Only
18:00 - 20:00	Township Cuisine and Gin Cocktails WESGRO Stand DEC1D26 all INDABA Delegates to RSVP limited seats
18:30 - 21:00	Women in Tourism Gala Dinner DEC Hall 6 • By Invite Only



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- Cape Malay Heritage Museum – A visit to the Heritage Museum in Simon's Town will give you an understanding of the rich Cape Malay cultural influence and history of the region.

- Traditional Cape Malay Meal – at the home of a local family.
- Story-teller

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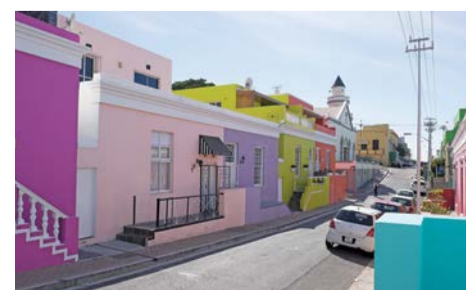
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President Jacob Zuma: Tourism has the power to change lives

During the official opening of Indaba yesterday, President Jacob Zuma praised tourism as being a key part of the journey to transform South Africa and Africa, saying it has the potential to change people's lives for the better..



President Jacob Zuma rings the bell to officially open Indaba 2017, as KwaZulu-Natal Premier Willie Mchunu and eThekweni Mayor Zandile Gumede applaud.

We welcome you at a time when tourism globally is riding the crest of the wave," said President Zuma, quoting the United Nations World Tourism Organisation, which recently announced that the global travel industry had shown sustainable growth for the seventh consecutive years.

"Indaba is a wonderful way to celebrate

Africa Month and to showcase the beauty of our country and our continent. This week, we bring Africa and the world together at this homegrown trade show where Africa markets itself to the world."

The continent saw an increase of 8% of international tourists over the past year, with its arrivals growing at twice the average global rate. "It is encouraging to see more travellers discovering our

continent. However, if we work together, then we can open our beautiful continent to further growth in tourism," he said.

"We are ready to work in partnership with our sister countries to make Africa a destination of choice for the world. We will grow African tourism together. Already, a lot is being done by regional economic blocs on the continent to promote integrated co-operation and develop infrastructure to provide tourists with a seamless experience across Africa. We want Africa to be special."

He said it is the government's aim to make South Africa one of the top 20 destinations in the world. South African Tourism's new "5 in 5" tourism growth strategy – to attract five million more international and domestic tourists in the next five years – will help achieve this aim.

He said the tourism sector is one with many employment opportunities. "Not only does it create job opportunities, but it also creates entrepreneurship opportunities, given the low barriers for new entrants, particularly for women and the youth," President Zuma said.

Transformation of the sector is key. To this end, South African Tourism is strengthening its marketing efforts in its existing source markets and is developing and investing into new markets such as the Middle East and Asia, he said. "Black entrepreneurs will be targeted to be leaders in growing these new markets."

Added to this, the industry will aim for 30% black ownership. "We are seeing transformation already and the Indaba is playing host to 90 black-owned tourism businesses."

The development of local tourism initiatives such as township, rural and agri-tourism, as well as homestays, will offer tourists a diverse South African experience, the president said, with marine and coastal tourism also showing strong tourism potential.

The Minister of Tourism, Tokozile Xasa, echoed the importance of tourism in helping to boost the national economy. "Tourism [directly and indirectly] contributes 9% to GDP nationally, and creates around 700 000 direct jobs," she said.

KZN flies high with direct flights by six international airlines

Six international airlines are now flying directly into KwaZulu-Natal, with a total of 11 international destinations being connected to King Shaka International Airport, the province's tourism MEC, Sihle Zikalala, revealed at Indaba yesterday.

"This is a major achievement considering that when we hosted the 2010 Fifa Soccer World Cup, we had connections to only two international destinations," he said.

The growing number of direct, non-stop international flights into Durban – from Turkey, Ethiopia, Qatar, Mauritius, Zambia, Namibia and now the Seychelles – is evidence that the province is prioritising the tourism sector as one that holds

immense growth, MEC Zikalala said.

This was largely thanks to the efforts of the province's route development committee, which was created to help improve international air connectivity to KwaZulu-Natal.

This increased accessibility by air, he said, would help make the province "a major force to be reckoned with as we compete against other top-flight international and African tourism destinations", and would help trigger sustainable and inclusive economic growth.

This was particularly important, he emphasised, in light of the need to transform the tourism sector in South Africa. "We need to transform this sector precisely because it makes logical sense

to get more people into the mainstream economy, rather than to have a majority that sits on the periphery or only occupies the lower rungs of the economy."

Initiatives in this regard included empowering black-owned businesses, but he added that buy-in from both the private and public sectors was needed.

Key to the province's tourism growth strategy is transforming the business events industry and ensuring it is a catalyst for boosting tourism to KwaZulu-Natal by attracting more major international events and conferences.

The province hopes to increase the number of legacy projects facilitated by event organisers, while mentoring small

businesses, creating job opportunities and using business events to promote township and rural tourism. To this end, an incubation programme has been developed to benefit black-owned SMEs operating in the MICE industry.

The MEC also said the province would be positioning itself as a value-for-money destination to attract mid-market local and international travellers. In addition, it will be overhauling infrastructure and developing more world-class resorts.

"Emphasis will be placed squarely on constructing internationally branded hospitality facilities so as to ensure that both our destination and available infrastructure appeals to the mass-market traveller," he said.

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Jumia Travel Shares its Journey to Becoming the First Unicorn of Africa



Paul Midy, CEO of Jumia Travel

Did you know unicorns exist? And that they're walking among us? In the second Media Conversation for the day, Paul Midy, CEO of Jumia Travel, the largest African online travel agency, told the story of how his company became the first unicorn in Africa. A unicorn, as defined by Investopia, is "a company, usually a start-up that does not have an established performance record, with a stock market valuation or estimated valuation of more than US\$1-billion." But that's not all, Jumia is revolutionising travel in Africa by looking at the needs of people travelling within the continent and building their business around it through a network of partnerships and knowledge-sharing.

The online travel platform is not only a wealth of information on unique destinations across the continent, but their database includes around 25 000 hotels for as little as US\$1 a night or as much as US\$10 000. Jumia also assists people in the language they are most comfortable with, and have a physical presence in 25 African countries so far. Their focus is on 'democratising travel', which Midy believes ties in with economic growth and

opportunities on the continent through tourism. "The economies of Africa will get stronger when we connect," he said.

Democratising Travel

There are four main barriers to democratising travel, according to Midy:

1. Access to knowledge and information:

Internet penetration in Africa is still really low at 25%, with only 10-15% of hotels in Africa on par with international standards in their booking software and connectivity.

2. Language:

Africa has a high linguistic diversity with an estimated 1500 - 2000 African languages. This presents a problem when travellers need to communicate.

3. Hotel Connectivity:

Many hotels in Africa still do not have internet connectivity, and about 60% do not have an online presence at all - let alone booking software, which is often still done manually.

4. Visas:

It's a hassle to apply for visas, which takes time and effort. Initiatives like that of the East African Community would open the continent to both

regional and international tourism. Midy explained how Jumia has overcome some of these barriers through training and education, allowing for payments in cash and through mobile payment systems like Mpesa in Kenya where one in three use the platform.

Because connectivity is so low, they've gone one step further by harnessing and empowering the hospitality industry's greatest asset: people. Jumia has a network of 30 000 tourism operatives working with them to sell packages, hotels and destinations in regions that would not normally have had access or exposure, or who do not have access to the internet. These agents receive commission for their sales, and they are even allowed to grow teams through which they can support themselves further.

Midy touched on the topic of African passports ratified by the African Union this year, saying that although he does not see it happening anytime soon thanks to the complexities of border control and a host of other challenges in implementation that need to be worked through, "the idea is amazing." He explained that this

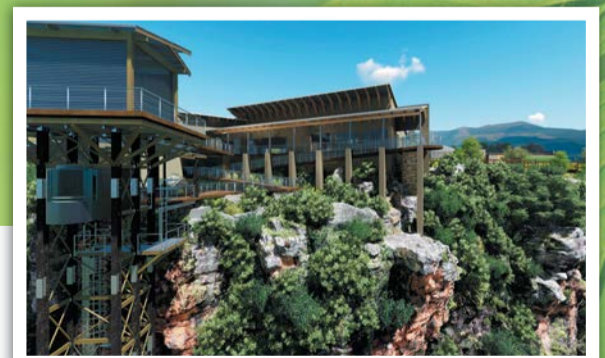
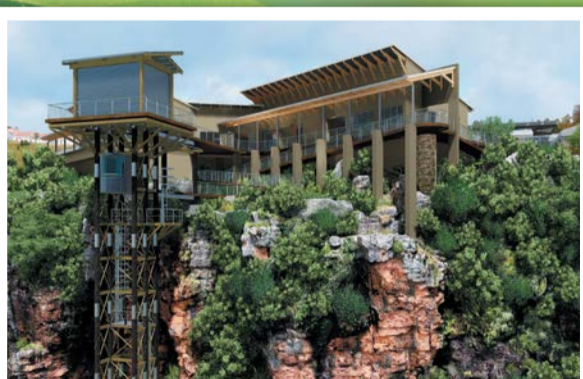
would truly open the continent to explore the many tourism possibilities.

He concluded by exploring training and development of people, a growing need in the hospitality sector. Citing the many hotel schools internationally compared with Africa's handful, he stressed that people are the core of a business. "Training is complex," he said, "and there is a huge gap in Africa." This is why Jumia is involved in training not only their own staff in best practices, but also their tourism partners.

“ A unicorn, as defined by Investopia, is “a company, usually a start-up that does not have an established performance record, with a stock market valuation or estimated valuation of more than US\$1-billion. ”

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'Africa is our oyster': West African tourism champions

Indaba not only hosts the largest number of African travel exhibitors in the world, it also hosts visitors from across the continent. This year that number included some special guests (pictured) from West African tourism agencies.

Folorunsho Coker – Nigerian Tourism Development Commission

"This is my second time at Indaba and I can honestly say that it is a show for Africa as a whole, setting the pace for a Pan-African gathering where eventually every African country will be represented. We – that is, our national tourism agencies – are looking forward to an Indaba where South Africa is the venue, but Africa the product; to an Indaba that belongs to all of us."

Bankole Bernard – National Association of Nigeria Travel Agencies

"My perspective this year on Indaba is

totally different to last year. Last year was my first Indaba and we came to observe. This year I see how the event is no longer a South African one, but an African one that is seeking to gather the entire continent together and showcase its products, anchored and hosted by South Africa. This makes me glad as it promotes our countries working together to erase the negative image of Africa, and instead showcase the goodness that we have in Africa."

Nkereuwem Onung – Nigerian Association of Tour Operators

"Africa is my oyster and I am biased in favour of the continent, so I am delighted to see how Indaba has moved from a locally-oriented show to a Pan-African one that not only promotes travel to Africa, but also intra-travel between the different African countries. We need to collaborate more, and also regionally –



we are not here as Nigeria, but as West Africa. This collaboration is very necessary if we are to effectively work together to make Africa what it is meant to be."

Nancy Quartey-Sam – Tour Operators Union of Ghana

"Every time I come to the Indaba there is something new. The Indaba is an important platform to promote African tourism to

Africa. The continent has a large population and if we only sold to them, we would already be successful. Ghana is a popular destination for Afro-Americans, and now with the new air route between Washington, DC in the United States to Ghana and South Africa, they are extending their stay to include South Africa. This is just one example of how collaboration between African countries can have huge benefits."

Small businesses, big ideas, massive dreams



Gravity Adventures offers kayaking on the Langebaan lagoon, among other activities.

We continue our series profiling a selection of the 90 Hidden Gems who are exhibiting at Indaba thanks to the National Department of Tourism's SME Market Access programme, run by South African Tourism in partnership with the South African Travel Services Association.

Today at 5.30pm, the Hidden Gems will have the opportunity to network with hosted buyers during a special event hosted by Tourism Minister Tokozile Xasa.

Northern Cape: Gravity Adventures

In its 20 years of operation, Gravity Adventures has become renowned

for providing a variety of world-class adventure activities around Cape Town, on the West Coast and in the Northern Cape near the Namibian border.

Try these adrenaline-pumping activities for size: coastering near Simon's Town, whitewater rafting and tubing near Hermanus, kayaking on the Langebaan lagoon in the West Coast National Park and multi-day wilderness rafting expeditions on the Orange River.

With a strong focus on training and developing its guides, this small business (a provincial winner in the Lilizela Tourism Awards) also attributes its longevity to high standards of safety and guest comfort – essential features to become a trusted

player in the adventure tourism market.

Co-owner Marie-Louise Kellett says that despite the business pioneering certain adventure offerings, it's been difficult to penetrate the market due to the high costs and a widespread lack of understanding about their offering.

"That's why I am so excited about this project! It's exactly what we need," she says. The Hidden Gems programme has not only helped Gravity to not only access the market, but has boosted their skills to engage professionally with buyers.

But the seasonality of the business is also a concern, she says. "We're heavily dependent on the peak SA holiday seasons. This makes our company vulnerable to anything that impacts on trips in-season, such as a drought. If we are able to access the international market, it will allow us to smooth out the seasonality of our business. This will not only make cash flow easier, but will allow us to employ more guides permanently rather than on an ad hoc basis."

Visit www.gravity.co.za

Mpumalanga: Ntwanano Tours & Travel

Ntwanano Tours & Travel is an inbound tour operator and destination marketing company based in White

River, which has been operating in Mpumalanga for 17 years.

This black-owned business operates a range of transfer and safari vehicles, and has preferential accommodation contracts and rates for small and large groups.

Employing four people full-time and a number of others part-time and ad-hoc, Ntwanano specialises in distinctive offerings such as tours for the blind and visually impaired, art and architecture tours, authentic cultural tours – with the bonus being that their guides speak both Portuguese and Spanish.

Owner Sertorio Mshothola, whose daughter Khensani has received mentorship through the SME programme, says the business has found it difficult to clinch contracts or deals with international partners.

He hopes that exhibiting at Indaba will help Ntwanano in its quest to access the market and interact with people in the tourism industry, having been newly equipped with the skills needed to present the company to full effect on a marketing platform such as this one.

"We want to grow to be big and become the best black-owned tour operator," declares Mshothola.

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Scenes from the fourth African Ministerial Session at Indaba.



The Role of Technology in Africa's Changing Travel Sector

The fourth African Ministerial Session at Indaba tackled the elephant in the room with a robust panel discussion called 'The Role of Technology in the Changing Face of Travel in Africa.' Newly-appointed Deputy Minister of Tourism, Ms Elizabeth Thabethe, opened the event to a hall of captivated tourism heads, MECs, and high commissioners. "Technology is an enabler," she said in her address, stressing that open dialogue around this subject needs to be undertaken. She added that because tourism contributes more than 30% of the GDP to many African countries, technology presents an opportunity to enhance and grow the sector.

On the panel were Stephan Ekbergh, CEO and Founder of Travelstart; Yolisa Kani, Public Policy Head SA for Uber; Angelica Mkok, Global Coordinator: Corporate Social Responsibility at Amadeus IT Group; Stephanie Hodges, Director of Civic Partnerships EMEA at Airbnb; Mr Victor Tharage, Director-General at the Department of Tourism; Tshifhiwa Tshivhengwa, CEO of the Federated Hospitality Association of SA (FEDHASA); and McLean Sibanda, Executive Director at The Innovation Hub. Honourable Minister of Tourism Ms Tokozile Xasa closed the session.

The panel opened with their views on where the technology sector in Africa is at the moment, after which they launched into discussion around how to partner with government and policy-makers on regulation for new technologies, how they are disrupting travel norms, and how to ensure inclusivity for all. "There are opportunities for everyone," Ekbergh said, underlining the importance of taking hold of travel technologies and implementing them within businesses. "It's about embracing change."

Kani built on his points. "Technology has enabled us to pick up trends and move with it," she said, "with technology, anything and everything is possible." An example of this is the amount of accurate, real-time data available through tech, which in turn enables one to make informed decisions about products and target markets.

Transformation and Inclusivity

Africa has incredible potential to grow its travel and tourism offerings exponentially, but this growth must be local, inclusive and transformational. According to Mkok, who runs the CSR arm of Amadeus IT Group, "technology can drive transformational growth", and it plays a key role in upliftment of communities.

Airbnb's Stephanie Hodges expanded

on this, saying that "the potential for inclusion in the tourism industry is massive." She cited Airbnb's South African statistics as an example: 16 000 homes hosting an average of 16 days a year meant everyday people are earning around R28 000 – breaking down entry barriers to the hospitality industry with the use of an online platform. Airbnb Experience, was also recently launched in 15 markets around the world including Cape Town and Nairobi, creating even more inroads into the sector. But that's not all. "We want to be in rural areas, too," Hodges said, explaining that they are also working with Open Africa and in Cape Town's township of Langa.

Technology as a Disruptor

"Technology has revolutionised the way travel is done," said FEDHASA CEO Tshifhiwa Tshivhengwa. Gone are the days when the end user had little input in the organising or booking process. Travel agents, too, have embraced technological advances, often using a myriad software and platforms that allow for efficiency and convenience. The question now is how we balance human resources so that we don't lose valuable human resources as the world becomes more data driven and automated.

Sibanda, of The Innovation Hub, added to his insights saying, "The end user has

input into how they manage their own travel, disrupting traditional players, who now need to rethink their business models." "Devices are a huge tool for participation in the travel industry because you don't need hard assets, just a platform to participate."

Regulation Versus Innovation

The panel was split down the middle when it came to regulation of technology, and how to go about it. Tech companies explained that it's difficult to regulate innovation because this often comes after a new technology has been introduced or created for the market. Industry bodies and government representatives, on the other hand, stressed that no company is exempt from the law and that those involved in hospitality and travel would still need to adhere to health and safety regulations, taxes, and licensing. "If you know you're a disruptor," said Mr Victor Tharage, "take these possibilities into account."

Both groups, however, agreed on one thing: more partnership is needed between the public and private sectors, technology should be accessible and affordable for everyone, and education in technology should begin as early as possible – and included in school curriculums. The session ended on a very positive note, with Ekbergh saying, "Our best days are yet ahead of us."



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CATHSSETA offers funding in the form of Discretionary Grants. This funding pays for bursaries, learnerships, internships and work integrated learning (WIL) for qualifying students.

Please elaborate on some recent success stories.

CATHSSETA achieved a clean audit in the 2015/16 financial year – a first in the history of CATHSSETA. This came about as a result of the turnaround action strategy, which was put in place by the then Administrator of CATHSSETA, Mr Pumzile Kedama. Progress to turn CATHSSETA around was seen as early as 2015; within the first five months of administration, where CATHSSETA achieved an unqualified audit with matters of emphasis for the 2014/15 financial year. In 2016, CATHSSETA took in a group of about 20 unemployed graduates and gave them a one year internship programme, which later translated into permanent employment for more than 80% of these youths. This is one of the ways we show our commitment to youth development and training and we are proud to have given the interns the much-needed experience to allow them to get absorbed into the ranks of the employed. We have

recently taken the second group of interns for the 2017 financial year.

How does CATHSSETA promote itself at Indaba?

CATHSSETA will have a stand at Indaba from 16 – 18 May, where the management team and staff will gladly assist stakeholders with any questions they may have. We have also brought our ETQA manager who will assist accreditation and programme approval queries. Stakeholders can visit our stand. On the 17 of May, CATHSSETA will hold an Information Sharing Session and Research Workshops. Interested stakeholders can send their RSVPs to poshy@cathsseta.org.za if they would like to attend.

“ This is one of the ways we show our commitment to youth development and training and we are proud to have given the interns the much-needed experience to allow them to get absorbed into the ranks of the employed. ”



Freedom Park is exhibiting at Indaba 2017

Freedom Park joins other top travel show exhibitors at Indaba 2017. Freedom Park is a National Heritage destination situated at Salvokop, in Pretoria. It is a supreme legacy project, a national shrine, which honours the heroes and heroines who paid the ultimate price for freedom and humanity. According to the *Pretoria News* survey, Freedom Park is the most preferred tourist destination in Tshwane.

Freedom Park highlights for this month, include hosting the OR Tambo Centenary and Africa Day

Celebrations. The Department of Science and Technology (DST) and the Human Science Research Council (HSRC), NEPAD and UNESCO will engage in dialogues pertaining to data related matters. The DST will also launch the African Researchers Booklet.

Freedom Park's Outreach team is at stand No: DEC1D44B in DEC.

Enquiries:

Tinyiko Baloyi: 079 873 8978
or Mashadi Phage: 082 852 1064

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Celebrating 25 wild years

Spotlight on Exhibitors from Africa



Bongani Dlamini, Marketing Manager, Swaziland Tourism Authority

"We are excited by the turnout. All of our people are busy, which is why we came! We've met some incredible people who are willing to business with Swaziland, and hopefully that will open new source markets."



David Germain, Director Africa and the Americas, The Seychelle Islands

"Indaba has been a good platform for Seychelles to showcase our products and meet with our partners in the travel trade from Africa, and to renew our contractual agreement with SAT. We have been exhibiting since the beginning of Indaba and we will continue to attend."



Givemore Chidzidzi, Chief Operating Officer, Zimbabwe Tourism Authority

"It's been a great show. Our sharing exhibitors are extremely happy with the business they are conducting at Indaba 2017. The diary system has been very helpful and our operators have full schedules of meetings."



Maureen Posthuma, Head: Marketing (Global), Namibia Tourism Board

"Comparing Indaba to similar shows in South Africa, we are hoping to answer the questions: where do we allocate our marketing budget? As a destination, we will stay at Indaba. We believe in Indaba as the most important B2B platform in Southern Africa. As long as South African Tourism is involved, there is no way we will pull out. We are not competitors, we are partners."



Fatma Bashir, Regional Marketing Manager - GCC & Rest of Africa, Kenya Tourism Board

"The show is looking lively! Kenya Tourism Board is launching #AsambeeKenya, which is a consumer-integrated campaign. It tells people to come to Kenya and experience its variety and collect lifelong memories."



Christiane Raelina, Managing Director, Discover M@dagascar

"It's a very interesting show! I have a full schedule of appointments. I have exhibited at Indaba almost ten times because I want to meet my partners and meet new clients."



Michel Van den Bussche, Group Director of Sales and Marketing, Neptune Hotels

"Our industry has split, as many people don't have the budget to exhibit at all industry shows. I choose Indaba because of the destinations; that's the unique selling point. I've been positively surprised by the diary system as it is much improved."

" Indaba has been a good platform for Seychelles to showcase our products and meet with our partners in the travel trade from Africa, and to renew our contractual agreement with SAT. We have been exhibiting since the beginning of Indaba and we will continue to attend. "



Sitting in the Lap of Luxury

“In South Africa, a little luxury is never far away.” This statement has never rung truer than in the Lap of Luxury Speed Marketing session which took place yesterday, 16 May, at the ICC. Vibrant local celebrity Ntokozo Dlamini was a jovial host, lifting spirits in the room, while South Africa’s finest luxury accommodations shared their unique portfolios and offerings. From exquisite glamping and private game drivers to five-star penthouses and island getaways, this session had it all.



Ntokozo Dlamini



Chantal Maxim, Pepperclub Hotel and Spa

Luxury Highlights

The following portfolios shared their unique selling points at the speed marketing session:

- Lion Roars Hotels and Lodges – includes four beautiful properties in their portfolio
- Evergreen Manor and Spa – situated in historic Stellenbosch, 75m from Botanical Gardens
- Newmark Hotels, Reserves and Lodges – includes the first and biggest hotel at the V&A Waterfront
- Mont d’Or Bohemian House – includes Chuini Zanzibar Beach Lodge, currently undergoing upgrade
- Fourdon Hotel and Spa – an 80-year-old family business

priding itself on intimacy and personality

- Motswiri Private Safari Lodge – a secluded private lodge in Madikwe Reserve
- Pepperclub Hotel and Spa – includes seven room categories, a cinema, and conference facilities
- White Elephant Safari Lodge – includes black rhino tracking and elephant conservation
- Camp Jabulani – a major focus on elephant rescue and conservation on 16 000ha property
- An African Anthology – a collection of uniquely African luxury experiences and getaways
- Miarestate Hotel and Spa – includes a heated swimming pool, fine dining and award-

winning wines

- Fairmont Zimbali Lodge and Resort – an eco-estate with only sea facing rooms in its resort
- Cape Royale Luxury Hotel – includes two luxury penthouses with private chefs, butlers and drivers
- Westville Bed and Breakfast – multi-award-winning B&B just 15 minutes from Durban ICC
- The Angels Place Boutique Guest House – warm, friendly luxury with halaal and conference facilities
- Wild Horses Exclusive Mountain Lodge – the only private-owned lodge on the Sterkfontein Reserve
- The Benguela Collection – four beautiful properties across the world including SA

- Knysna Luxury Accommodation – 4 spacious houses on an island, complete with a private beach and canoes
- Waterkloof Guesthouse – includes heated pool and conference facilities for small to medium events and meetings

“Vibrant local celebrity Ntokozo Dlamini was a jovial host, lifting spirits in the room, while South Africa’s finest luxury accommodations shared their unique portfolios and offerings. ”

SA car rentals offer world-beating value

“Domestic car rental prices are the second cheapest in the world, one quarter the price of a comparable car rental in New York.”

Lance Smith, Executive: Sales at Avis southern Africa.



A 2016 survey by Deutsche Bank has reinforced what the car rental industry have been saying for years — South African car rental offers some of the best value in the world. Value is a critical conversation for the industry especially given the common misconception that domestic car rental pricing is expensive.

The reality is that nothing could be further from the truth.

The recent survey also found that South African car rental prices were in fact rated as the second cheapest in the world, sitting behind only China in terms of a like-for-like dollar adjusted rate per day benchmark. Interestingly, South Africa is also shown to be one quarter the price of a comparable car rental in New York City.

While the Deutsche Bank study uses Avis Budget Group LLC data, what it fails to highlight is the relative size of China’s rental market, which is a comparatively small rental market given that most vehicles are hired with chauffeurs.

Thanks to exchange rate shifts, the dollar price of SA car rentals has halved in the past four years — from \$69.30 in 2012 to \$35 in 2016. South Africa’s car rental rate came to \$35 per day.

As car rental providers, we have been doing our level best to keep prices down in order to offer the local market the best deals possible. But when one looks at the rates international travellers pay, South Africa is almost unbeatable.

This is an important context in terms of increasing tourism numbers both domestically and internationally. The weekend getaway index saw SA pipped for best value by only India and Malaysia, and we placed second to Indonesia as the cheapest country for a pub meal.

South Africa is the cheapest place in the world to buy a pair of Adidas sneakers, and the second cheapest, after Philippines, to buy beers and cigarettes.

South Africa remains an incredibly affordable country to live and visit. When travellers visit, they can be rest assured that their car rental is among the cheapest on earth. For more information visit: www.avis.co.za

AVIS

Gooderson Drakensberg Gardens celebrates 60 years in the great outdoors

Gooderson Drakensberg Gardens Golf and Spa Resort, known for its spectacular view of the unforgettable Southern Drakensberg, crisp mountain air, rejuvenating clear streams and azure blue skies has been a haven for outdoor enthusiasts looking forward to anything from golf to mountain biking for six decades.

Set on a scenic 860 acre World Heritage site, it is perfect for getting out of city comfort zones with couch potatoes sure to enjoy hiking, horse riding, canoeing, trout fishing or even river rafting.

We are proud of our challenging 18 hole golf course as well as our 18km custom-built mountain-biking track which passes by the resort's picturesque dam, through the golf course as well as the lush pine forest and is suitable for all riders of all levels. Bikes are also made available from the Hotel reception.

Other exciting features at our resort include our zip line suitably titled "The Rinkhals" that stretches from half way up the Beacon Hike down to our much loved Adventure Park, a cricket field with netted pitch and field, based inside the BMX track, an Archery range at the Adventure Park that provides Robin Hood wannabes the chance to shoot over a bridged stream and of course the Jackal Buzzard Fort, a

raised fortress for the younger explorers.

For the water babies, we have a new kids water park, complete with heated pool and slides which will be just the thing for the little ones. Then for those seeking the perfect venue for a wedding, we have our very special Ibis Pavilion, a covered boma style venue that looks onto Rhino Mountain.

The three-star rated Drakensberg Gardens Golf & Spa Resort offers spacious and comfortable accommodation with standard, superior and deluxe rooms. Options include four and six sleepers fully equipped self-catering units which are ideal for family getaways - guaranteeing our guests receive that much deserved getaway full of good value, good fun that Gooderson Leisure is known for.

“ The three star rated Drakensberg Gardens Golf & Spa Resort offers spacious and comfortable accommodation with standard, superior and deluxe rooms. ”

International media visitors on Indaba 2017

Please tell us about your pre-Indaba trip to Maropeng.

Myself (Eleanor Hawkins <http://www.breakingtravelnews.com/>) and Mark Young of Hayes & Jarvis, John Fair of South African Tourism, Jo Austin of Selling Travel, Linda Harris of Discover the World, Alexia Williams of Noble Caledonia, Ginny Russell of Cedarberg, Peter McMinn of Travel Solutions, Rajiv Shah of Citibond and Eoghan Corry editor of Travel Extra Ireland - a group of British and Irish Media and Tour Operators visited The Cradle of Humankind, Maropeng Visitor Centre and the Sterkfontein Caves. We stayed in the gorgeous Maropeng Boutique Hotel where we woke to a hazy sunrise across the stunning UNESCO World Heritage Site. We were shown skeletal remains of our pre-human ancestors in

the Tumulus visitor centre and explored the cave complex where the remains were found, which was very exciting as new discoveries are still being made in the area.

Is this your first time to South Africa?

This is my first time in South Africa, so it was great to explore a bit of Gauteng as well as 'sunny' Durban.

What is your impression of the show so far?

I'm very impressed with Indaba so far, I'm really appreciating the media facilities and useful app. There's an exciting atmosphere and I'm enjoying meeting so many people passionate about sharing what South African tourism has to offer.

Kenya Tourism Board to launch consumer campaign – Asambe e Kenya

At this year's Indaba travel and trade event, exhibitors are putting their best foot forward to enthrall attendees with their respective travel destinations. In order to differentiate itself and bring some added value to travel trade and media, Kenya Tourism Board (KTB) will be launching the Asambe e Kenya consumer campaign. The Asambe e Kenya consumer campaign will utilise various exciting market

activations to highlight three of Kenya's most prominent themes including honeymoons, beach life and wildlife. Asambe e Kenya event launch details below:

Date: 17 May 2017

Time: 12pm

Venue: Durban Exhibition Centre (DEC)

Stand number: DEC2A24A

For more information visit Indaba, Magical Kenya and follow Kenya on Facebook, Instagram and Twitter

Join CATHSSETA at its Information Sharing Session and Research Workshop



CATHSSETA Information Sharing Session & Research Workshop

- Date: Wednesday, 17 May 2017
- Time: 09:00 -14:00
- Venue: Hilton Hotel Durban (Mkhomazi 1 & 2)

To RSVP, please email poshy@cathsseta.org.za.

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

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

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

About CATHSSETA

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

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

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

Training Grants

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

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

Visit CATHSSETA Stand At Tourism Indaba

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

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

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





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Newmark is proud to introduce the recently launched Manor House at the Queen Victoria Hotel, situated in the heart of the V&A Waterfront, Cape Town.

The butler-serviced Manor House has four ultra-luxurious suites with unparalleled views of Table Mountain, each with their own private patio or Juliet balcony. The butler service is of international standard and provides guests with the ultimate luxury hotel experience. Expect opulent in-room amenities by Molton Brown, a private dining room experience by Newmark's top rated restaurant, Dash, and so much more to make your stay with us unforgettable. As a guest at The Manor House, you will have access to facilities at Newmark's sister properties in the V&A Waterfront, which include the Victoria & Alfred Hotel and Dock House Boutique Hotel. This offers guests full access to facilities such as Ginja, our new artisanal-style all day dining restaurant, 24-hour gym, the Sanctuary Spa, tours and activities through Marvel Tours and full conference facilities at The Forum. You'll never want to leave.

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Conservation is Limpopo's Treasure



Sabi Sand - Kruger National Park © David Berkowitz



Baobab in the Veld, Limpopo © SA Tourism

Limpopo Province, which shares boundaries with three countries in the continent, is a leader in conservation. This attests to why the province is home to a high number of nature reserves and parks. Besides the well-known national parks, such as the Greater Limpopo Park (Kruger National Park), Mapungubwe and Marakele National Parks managed by South African National Parks (SANParks), approximately 50 further provincial nature reserves exist in this exquisite province that reflect the diversity of this pristine part of the world.

Managed by Limpopo Economic Development, Environment and Tourism (LEDET), these nature reserves have the dual task of ecological conservation of unique destinations as well as the development of eco-tourism projects in co-operation with the respective local communities. Most of these nature reserves are communally owned but co-managed by the state and communities.

Some of the parks offer a variety of accommodation while some are only open

for day visitors. Some can be reached with conventional vehicles and/or 4x4 vehicles.

The best known park is Kruger National Park, which is also the oldest (proclaimed in 1898), and the largest, at nearly 2 000 000 hectares (20 000 km²) with a number of gates. The Kruger Park and Table Mountain National Park are two of South Africa's most visited tourist attractions.

Over and above the state-owned nature reserves, there are numerous other private game reserves spread throughout the five districts of the province. The reserves offer excellent game-viewing opportunities. They introduce the wildlife in their natural habitat and provide an outdoors experience of how nature survives.

Transfrontier parks in South Africa are a recent concept in nature conservation and tourism, and are based on the principle of nature or ecosystems not recognising national borders. The concept makes provision, through a formal agreement, for the collaborative management of conservation areas that straddle international boundaries.

“ Limpopo Province has a major advantage of having two transfrontier parks, a niche product that no any other province in the country possesses. The major competitive advantage comprises two transfrontier parks, namely, the Greater Mapungubwe Transfrontier Park, bordering South Africa and Botswana and the Great Limpopo Transfrontier Park, bordering South Africa, Mozambique and Zimbabwe. ”



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The wine routes of South Africa is mostly found within the Western Cape where the bulk of the country's wine production takes place. The wine routes includes world class wine estates along with fine cuisine, and unique food and wine pairings. There are many other exciting activities to discover along these routes from wild life encounters to art galleries.

Durbanville Wine Valley

A mere 20 minutes' drive from Cape Town, the Durbanville Wine Valley is fast becoming Cape Town's destination of choice with its scenic vineyards, award-winning wines and friendly atmosphere. Comprising of 12 prestigious wine farms that make up the Valley, each winery has its own charm and expresses timeless country elegance through the collection of wines they produce and the culinary experiences.

www.durbanvillewine.co.za

Helderberg Wine Route

The Helderberg Wine Route boasts many fine wines, a visit to the region may be complemented by a tasty meal in one of the excellent restaurants, with a number of activities from horse riding to hikes families will be entertained for hours.

Constantia Valley Wine Route

The Constantia Valley is said to be the birthplace of South Africa's wine farming industry and home to the legendary Vin de Constance. It is the site of some of the oldest wine estates in South Africa thanks to Simon van der Stel, the first governor of the Cape, who decided to cultivate and develop the land in 1685. Over the years, the original Groot Constantia farm was divided into four smaller ones and, with the addition of one or two newer estates, this cluster of award-winning wine farms forms the Constantia Valley Wine Route.

www.constantiawineroute.co.za



Plettenberg Wine Route

The new Plettenberg Wine Route has a number of new wine farms. With many more on the horizon, the new Plettenberg Wine Route is for wine lovers and connoisseurs alike. There is a number of wine estates onboard this exciting new route such as Anderson Wines and Bramon Estate, some offering world class bubbly and wines.

www.plettwinelands.co.za

Klein Karoo Wine Route

The Klein Karoo Wine Route is possibly the most diverse of South Africa's wine regions. It is the easternmost wine producing region in the country, stretching along the Cape Route 62 from Montagu in the west to the Langkloof in the east. The Klein Karoo is situated between spectacular mountain ranges, and its vines are mostly grown on the high slopes in the fertile alluvial soil along the riverbanks. www.kleinkarooowines.co.za



West Coast Wine Route

Along the rugged and scenic Cape West Coast, lies one of South Africa's richest and most diverse wine regions, the West Coast Wine Route, which has become synonymous with good food, good wine and good company. Three of the largest wine cellars in South Africa can be discovered here, Namaqua Wines, Klawer Wine Cellars and Lutzville Vineyards, as well as the country's largest organic wine cellar, Stellar Organics and several smaller boutique wine producers where visitors are welcomed with open arms.

www.capewestcoast.org

Botriver Wine Route

Visitors can enjoy unspoilt nature and wine especially crafted for wine lovers, explore the road less travelled as you experience real country hospitality and taste wines made from the oldest vines in the region as well as the latest, most innovative varietals from new plantings.

www.botriverwines.com

Hermanus Wine Route

The Hermanus Wine Route unites the passion and reputation of fifteen wineries, each growing small volumes of premium quality wine in carefully and sustainably managed vineyards. These wines draw wine lovers from all over the globe, with so much more to discover along this wine route.

www.hermanuswineroute.com

Stanford Wine Route

The Stanford wine route meanders through breath taking open countryside, many of the farms offer delicious lunches and picnics in tranquil settings. The Stanford Wine Route is the home of 9 wine farms and garagistes in the Stanford Valley.

www.stanfordinfo.co.za

Elim Wine Route- The Southern-most Wine Route in Africa

Pioneer wine growers have worked together to ultimately use the environmental extremities of the Agulhas Plain to produce an outstanding range of wines. Elim Wine Route has been dubbed The Southern-most Wine Route in Africa, with so much more to discover in Cape Agulhas. There is something unique about sipping wine at the southernmost wine route in Africa.

www.gansbaai.com

Elgin Valley Wine Route

Surrounded by majestic mountains, vineyards in the Elgin Valley benefit from high altitudes situated some 300 metres above sea level and more. Cold winters with abundant rainfall are followed by cool South Easterly sea breezes in the summer. These vineyards are surrounded by endless series of rolling hills set in the countryside present the perfect opportunities for vineyard site selection.

www.winesofelgin.co.za

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AIRLINK
Freedom of the African Sky

Tourvest destination management announces the launch of GoVacation Africa

After many months of meticulous planning, it gives us great pleasure to announce the launch of GoVacation Africa.

The new incoming tour operator is an evolution of the historic partnership between Tourvest Destination Management (TDM) and DER Touristik, and is the result of DER Touristik's global strategy of vertical integration into the destinations they serve in order to consolidate their business into a singular DMC. The brand 'GoVacation' has already launched in a number of Asian countries, including Thailand, Indonesia, Sri Lanka, Vietnam and (most recently) India.

It is now Africa's turn.

GoVacation Africa takes root in South Africa, Namibia, Kenya and Tanzania. Its headquarters will be based in Johannesburg, managing the majority of inbound leisure business into these African regions from Dertour, Meiers Weltreisen, ADAC Reisen, ITS/Jahn Reisen, Kuoni UK and Private Safaris Switzerland.

Says CEO of DER Touristik DMC & Hotels, Michael Kimmer: "TDM was the

logical partner of choice for this new cooperation due to the long history we share; its size and operational complexity; its significant geographic footprint; its well-established supplier relationships; and its product ownership."

While TDM will serve GoVacation Africa through its established infrastructure, GoVacation Africa will be staffed by a dedicated team of managers and destination specialists. All related contractual agreements will be finalised and signed by representatives of TDM and DER Touristik within the next days.

Martin Wiest (CEO, TDM) and Michael Kimmer are enthusiastic about the project: "We have created a unique and highly synergistic business that is both future orientated and commercially sustainable. We are very excited about the prospect of potentially expanding into other African destinations."

Sabine Blehle (CEO, GoVacation Africa) is delighted to be heading up the business, and has been hard at work in the preparations leading up to its launch. "I am so excited to be returning to the world of Inbound DMCs



© GoVacation Africa

after a five year stint in the corporate and government MICE industry. My team and I have worked really hard to ensure that this incredible opportunity is for the overall benefit and success of all stakeholders. I believe that my personal knowledge of the destinations we serve, coupled with an understanding of our clients, will ensure both a seamless transition and future growth."

For further enquiries and information, please contact: Martin Wiest, Chief Executive Tourvest Destination Management, on +27 (0)11 676 3000 mwiest@tourvestdm.com, or Sabine Blehle, Chief Executive Officer GoVacation Africa, on +17 (0)11 676 3071 sblehle@go-vacation.co.za

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Dinokeng Information Office: 0861 346 653 or email reception@dinokenginfo.co.za  www.facebook.com/dinokeng or www.dinokeng.co.za

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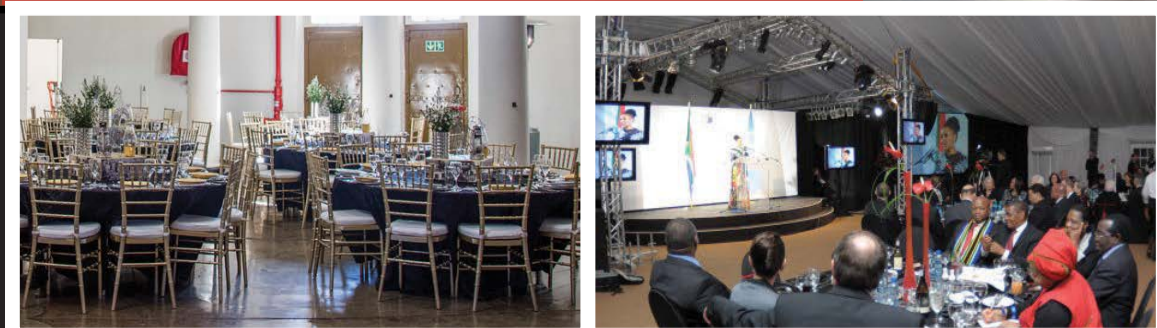
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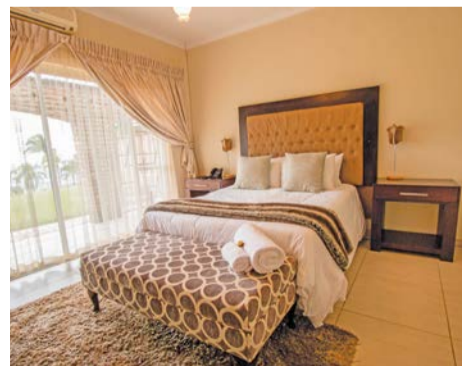


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outside Tzaneen in the Agatha Mountains. Mashutti Country Lodge has 180-degree views of the Wolkberg and Drakensberg Mountains as well as the Tzaneen dam. Take a refreshing swim, after taking a stroll down to our very own rainforest.

Our details are as follows:

Email: info@mashutti.co.za
Contact numbers: 015 307 4808/4315 or 073 336 6489
Website: www.mashutti.co.za



TAKE HOME THE MAGIC

#AsambeeKenya

This Indaba, tag @MagicalKenya on Twitter or Facebook and get lovely Kenyan treats from our Mobile Vending Machine.

And after that, why not pass by Stand **DEC2A 24A** to experience some more of Kenya's abundant magic? See you there!



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www.magicalkenya.com

Audio Visuals: Putting the 'show' in trade show

At its core, every event's objective is to create a lasting, memorable experience for attendees. Audio visuals play a vital role in this, and as such should not be short-changed or ignored. However, it being such a technical field of expertise, the average show relies heavily on trustworthy technology partners and suppliers to bring it to life.

AV in Business Events

Chris De Lancey, Sales and Marketing Director of Multi-Media, says that running the AV on a business event comes with its own unique set of challenges, particularly when there are many international speakers. "A lot of the content gets given to the team at the last minute and generally, there are a variety of formats that all need to be ingested. Cultural differences and expectations play a part in this, too."

Up and Coming Trends

Ian Cawood says there is a growing pressure on production and entertainment budgets – but this is often exciting as they are always looking to find creative and innovative event solutions. "AV Alliance is one of the first companies in South Africa to invest in laser projection technology. We were the first company in the country to invest in High Definition technology, and we are enjoying leading the way into this new, innovative, and very exciting projection platform." RGB laser projection is ideal for giant screens, staging, and projection mapping and it produces

the brightest images, purest colours and the best 3D visual experiences.

Another trend, according to De Lancey, is the uptake of video content in the sector. "It is becoming easier to produce, with modern cell phones capable of taking pictures and videos that are of a perfectly acceptable quality – depending on the application. Additionally, hi-speed fibre is making an impact in that hi-res content is easy to download and adds in to conference messaging in an instant. The net result is that the AV team needs to be alert to new content being added at almost any time, and have the systems and resources available to be able to add it in instantly." He says the use of social media and instant displays is set to become an even bigger part of the AV landscape as delegates like to see their posts or comments recognised.

He adds that Virtual Reality has also started to infiltrate the AV arena and "will definitely start to play a definitely start to play a larger role in the eventing industry." He says being immersed in content, and being able to control and experience on your own terms is a huge leap from passively viewing a show. "The race is on, and the production and technical staging companies need to be at the forefront of this new technology to survive in an industry with diminishing budgets, and a flooded pool of new, young, hungry people that already have the capability to think outside of the box just because of when they were born and the technology that they have grown up with."



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22 MAY 2017

INTERNATIONAL DAY FOR BIOLOGICAL DIVERSITY Biodiversity and Sustainable Tourism



International Day for Biological Diversity

South Africa is amongst the world's most biodiverse countries, and its well-managed natural resources have made it a premier destination for tourists. The Tourism Indaba plays a significant role in creating a platform to promote South Africa's tourism products and the development of sustainable and inclusive tourism for the benefit of all South Africans.

The timing of this year's Indaba comes just days before the celebration of the International Day for Biological Diversity (IBD) marked on the 22nd May 2017. This day which is proclaimed by the United Nations is aimed at highlighting the role of biodiversity in sustaining all life on earth. The theme for 2017 is "Biodiversity and Sustainable Tourism" which aligns well with the focus of the Tourism Indaba. This theme has been chosen to coincide with the observance of 2017 as the International Year of Sustainable Tourism for Development as proclaimed by the United Nations General Assembly.

With this year's IDB theme; "Biodiversity and Sustainable Tourism", the Department of Environmental Affairs calls on all participants, travelers, tourism operators, investors and professionals at the Tourism Indaba to contribute towards sustainable tourism development. Sustainable tourism and the growing nature based tourism or ecotourism are least impacting economic activities associated with the use of biological resources and related ecosystem services, while directly benefiting the people and communities who are stewards or custodians of biodiversity. In South Africa, it also provides an important vehicle for rural development given the location of many conservation areas in under developed rural areas.

Biological and physical resources are in fact the assets that attract tourists. Paradoxically, the very success of tourism may lead to the degradation of the natural environment if not well managed. The promotion of responsible and sustainable tourism therefore supports the long term sustainability of the natural assets that tourism depends upon.

The implementation of the National Tourism Sector Strategy aimed at developing sustainable and inclusive tourism for the benefit of all South Africans as well as the "I Do Tourism" campaign launched by South African Tourism will ensure South Africa is moving forward to make "Biodiversity and Sustainable Tourism a reality".



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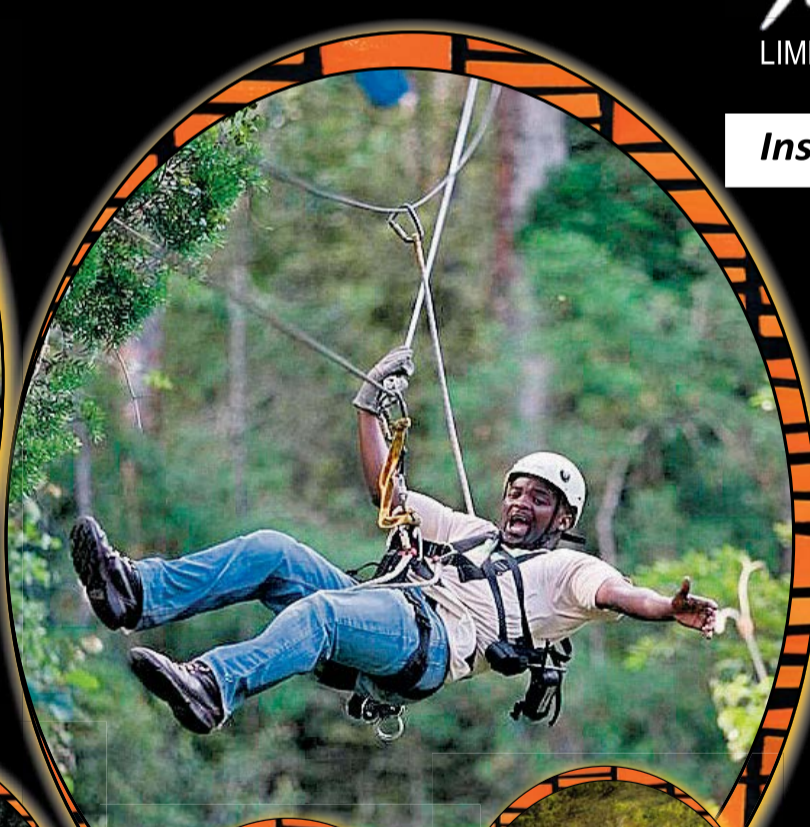
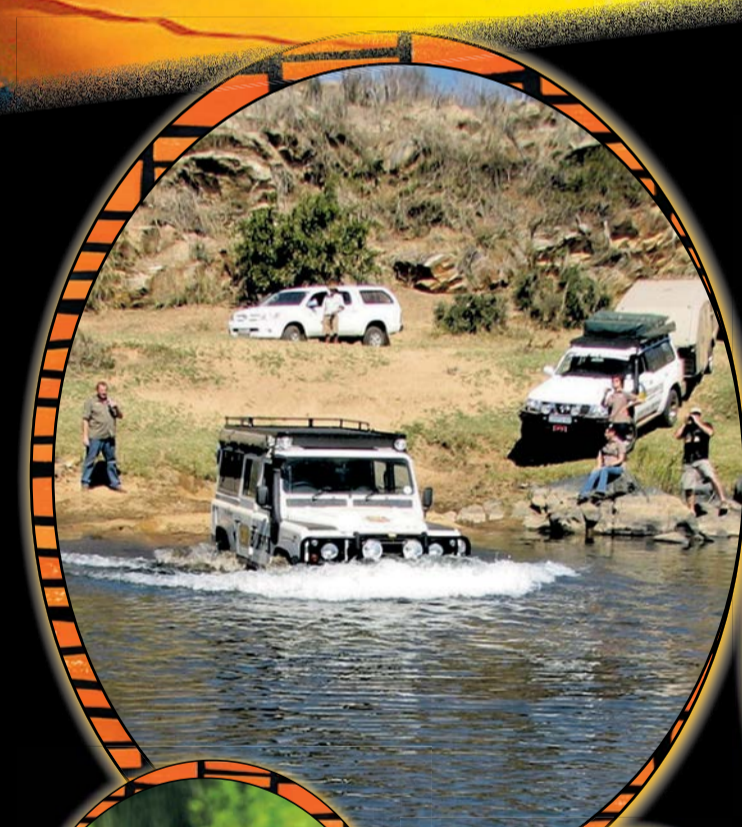
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