

INDABA Daily News

Issue No.2 10 May 2015

Only in Africa...



"Technological innovation, disruptive business models and changing consumer preferences challenge Africa's ingenuity and agility every single day - and we are responding." - Hanekom

"On the African continent, tourism directly and indirectly supports 20,5 million jobs and represents 8,1 percent of Africa's gross domestic product. In some countries, more than 50 percent of their gross domestic product comes from tourism."

This is according to South African Tourism Minister, Derek Hanekom.

Officially opening Tourism Indaba 2015 last night, Hanekom said this show is really big - just over 1 000 exhibitors from 20 African countries, about 2 000 buyers from the world's tourism source markets and about 750 members of the media.

"International arrivals in Africa increased to 56 million tourists last year, and are expected to grow by between three and five percent in 2015. This will probably exceed the projected growth in global arrivals, which is between three and four percent.

"In South Africa, taking the direct and indirect impacts of tourism together, our tourism sector now contributes over nine percent of gross domestic product and supports over 1,5 million job opportunities countrywide. And it continues to grow.

"More and more people are venturing out to discover new places, leaving the familiar behind to seek unique experiences, to meet new people and discover their culture. Therefore we have everything going as a continent to increase our share of the expected growth in international tourism and travel. That while some of the world's unique tourism offerings are found right across our continent."

Hanekom said, "For us in the tourism sector, the uncertainty, volatility and constant change in our industry require us to be brave. We must be brave enough to leave behind the shores of yesterday and boldly confront the challenges of tomorrow.

"Technological innovation, disruptive business models and changing consumer preferences challenge our ingenuity and agility every single day.

"I can confidently say that we are responding to these challenges by differentiating and repackaging our offerings to compete with the best in the world.

"In embarking on this journey together, as tourism leaders in the public and private sectors, cooperation and partnership are the keys to our success. When we stand together in the face of challenges, and when we do business together at Indaba, we are so much stronger.

"You - our trade partners, buyers, exhibitors, media partners and other stakeholders - are the people who make it big. And it is you who make tourism the exciting, growing sector that it is.

"From its early beginnings as a South African trade platform, the Tourism Indaba has evolved into Africa's largest and most successful tourism trade platform. It is now a truly pan-African trade show, and its brand strength continues to grow year after year.

"Our exhibitors are essential members of the team that is driving Africa forward. We appreciate your partnership and collaboration. To our buyers Indaba offers the African travel trade in its full depth and

breadth. This is where you will find the best access to this continent's splendid, authentic and unique offerings."

Hanekom said in the next few months, South African Tourism will be announcing measures to make Indaba even more competitive.

"We will be issuing a call for proposals from prospective partners with a global reach to work with us, and to expand this ship's sailing routes.

"We are united in our resolve to build the positive brand of Africa as a continent of unparalleled tourism opportunities and to enhance tourism as a mainstream economic sector - a sector of hope for Africa and its people," said Hanekom.

"The success of the South African tourism industry is inextricably bound to that of the African continent," said Chief Executive of South African Tourism, Thulani Nzima.

"Tourism is a collaborative effort. In Africa, tourism growth has significant benefits - it contributes to economic activities, creates jobs, supports

transformation, breaks barriers and stereotypes, brings peace and remains a force for good.

"I thank the rest of the continent of Africa for having entrusted South Africa with your hopes and dreams. Hopes to hold on to our vision of creating our very own pan-African tradeshow and dreams for future generations to come.

"Most of all, we thank our loyal exhibitors who continually put South Africa and the continent on the global pedestal. Your investment in the tourism products and experiences is sincerely appreciated. You are the reason Africa is growing, you are the magnet for buyers to want to come to the Tourism Indaba."

The opening ceremony of Indaba 2015 was a spectacular of music and dance that celebrated a continent and its thriving tourism industry. Delegates were entertained by the cream of African talent: - the Afro Tenors, Beatenberg, Fiesta Black, George Avakian, the Jaziel Brothers, the KwaZulu-Natal Gospel Choir, Mi Aka Jude Abaga, Ntokozo Mbambo, Sauti Sol, Silverblack and choreographed by Somizi Mhlongo.

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Durban launches Gallery



eThekweni riding into a bright future – from left, South African Deputy Tourism Minister, Thokozile Xasa, the Riksjia Man, Madagascar Tourism Minister, Ulharich Andritiana and eThekweni Deputy Mayor, Nomvuzo Shabalala.

Durban Tourism's bid to market the city internationally and capture a bigger share of global visitors has seen it launching a photographic gallery at the KwaMuhle Museum.

Officially opened by South African Deputy Minister of Tourism, Thokozile Xasa, the photographic exhibition captures the essence of the old and new Durban.

"Tourism makes a tremendous contribution to job creation and 1,4 million direct and indirect jobs were created in 2013 in the country through the sector," said Xasa.

"Durban is the sunshine city of South Africa and I applaud them for always striving to find innovative ways of putting the city on the great map of the world. Exhibitions like these are a window for the city to

showcase its cultural diversity, history and heritage to other countries who might be interested to visit or partner with the city in future."

"The city's worldwide marketing is paying off as we are witnessing the increase of tourists and an increase in job creation," said the Deputy Mayor of eThekweni, Nomvuzo Shabalala.

"We have set a target of attracting five million visitors annually, a million being international tourists. As part of this strategy, Durban Tourism aims to generate R10 billion in tourism revenue and create 75 000 sustainable jobs by the year 2020."

Various tourism ministers and delegates from different parts of Africa attended the launch.

Today's programme – Sunday 10 May 2015

Exhibition times: 09:00 – 18:00

- 09:00 - 10:00 Kenya Tourism board media briefing
- 09:30 - 10:30 Techtalks: the moments that make us: optimising your business for social media buzz - Dave Duarte
- 10:00 - 13:00 DRC presentation
- 10:30 - 11:30 Media talks: bringing small businesses into the mainstream tourism economy
- 10:30 - 11:30 Techtalks: Nicholas Hall
- 11:30 - 12:30 Techtalks: Craig Rodney
- 12:30 - 13:30 Techtalks: panel discussion
- 16:00 - 17:00 Australia research presentation

Indaba Daily News

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We would like to hear from you ...

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What people say...

Indaba 2015 a buzz - and lots of reading Indaba Daily News on site.

Ben Rootman

First issue of Indaba Daily News 2015 off to delegates. Grab your copy now!

Jennie Fourie, Denise Kemp, Adele Mackenzie and 6 others like this.

Sandele Wilkinson Nou weet ek julle is hard aan die werk...lyk goed!!

Lesley Simpson Can't wait ... First issue for me has always been the best!

First issue of Indaba Daily News 2015 off to delegates. Grab your copy now!

Jennie Fourie, Jacques Maritz, Frank Maloney and 19 others like this.

Jacques Maritz Hey....mis julle!! Geniet ten spyte van deadlines. Sal online weergawe volg. Sien julle hopelik na Indaba?

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Portfolio is expanding

Portfolio has a new look and a clear direction for 2015 and beyond, expanding quickly into Southern and East Africa.

There are now establishments in Mozambique and the number of Namibian members has tripled since last year. Enquiries about joining Portfolio are arriving from many other countries, including Tanzania, Botswana and Zambia.

Many of these countries don't have grading systems, and Portfolio's unique approach of personally assessing each property creates a standard that travellers can trust.

Another area of growth for Portfolio is the inclusion of larger establishments that fit the Portfolio brand promise.

The updated website and booking system is aimed at both existing travellers and a younger more tech-savvy audience.

Portfolio is developing an all-inclusive travel platform where booking accommodation is only one aspect of its offering.

The integration of Moja Heritage's heritage, arts and cultural attractions is the first phase in this development, soon to be followed by things to do and restaurants.

Do you like our new look?



Tourism is South Africa's success story

South Africa's National Minister of Tourism, Derek Hanekom, told the world's travel and tourism media at a briefing yesterday that tourism in South Africa is a spectacular success story. "Its contribution to our country's economic growth continues to impress," he said.

Tourist receipts grew by 6.6 percent in 2014 and outperformed other sectors of the economy while growth in South African tourist arrivals surpassed global tourism sector growth. Directly and indirectly, tourism contributes nine percent to the country's GDP and creates employment for more than 1.5 million South Africans.

South African Tourism Chief Executive Officer, Thulani Nzima, who was also a panellist at the media briefing said: "Our marketing efforts are paying off. While South Africa is justifiably world-famous as a premier safari destination, the heritage and culture attractions of our destination are now compelling reasons to visit South Africa, too. Most importantly, South Africans are warm, friendly and welcoming people. It's the South African people, as much as the destination, that make for an unforgettable travel experience."

"South African Tourism works with its partners in the trade to position the tourism Indaba as the only distinctly African global travel trade show in the world, uniquely born in Africa to grow the African travel sector," Nzima said.

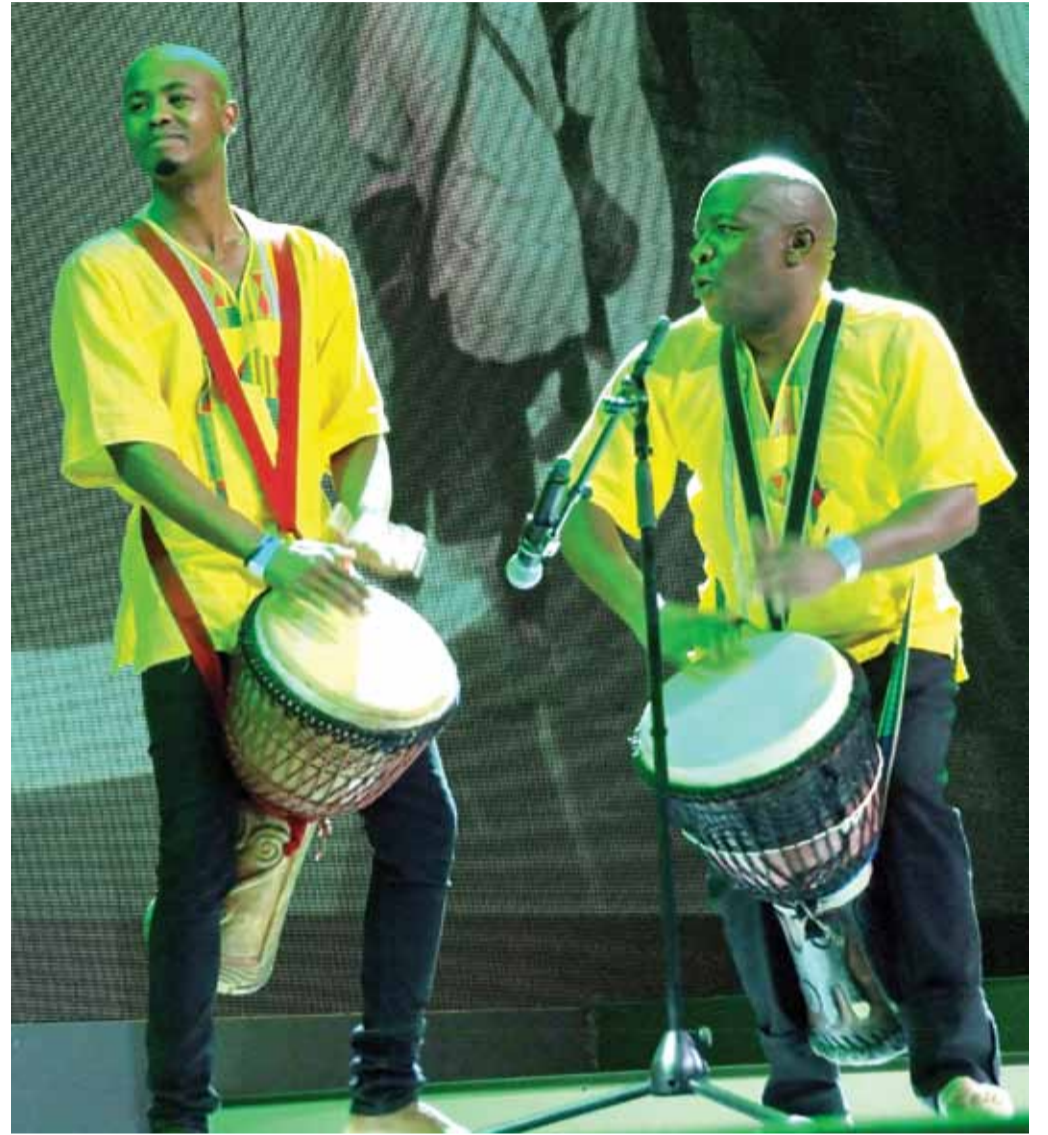
Minister Hanekom appealed to South Africans to enjoy the beautiful destination they call home. "How can you love a country you don't know? You have to experience it and get excited about our country. The tourism industry needs to get more South Africans to travel South Africa, to experience this fantastic destination and to become our biggest brand ambassadors," he said.

"The future of South Africa's tourism industry lies in educating and supporting small and medium business enterprises," Hanekom said. He reiterated that a sizeable focus of his mandate was to encourage small tourism businesses to grow, create jobs and attract foreign direct spend. This, he said, would cement the sector's contribution to the achievement goals set out in the National Development Plan.

"Indaba is a critical component of growing tourism to South Africa," he said. "It gives exhibitors a premium platform to showcase their products and services and do business with the world. The direct result of a successful Indaba is sustained growth in receipts, investment in infrastructure, thriving tourism businesses and growing numbers of people employed in the industry."

This year, Indaba hosted more than 750 journalists from around the world.

For more information visit www.indaba-southafrica.co.za/ and follow #INDABA2015.



Last night's Indaba opening ceremony bore testimony to SA Tourism's CEO, Thulani Nzima's words at the international media briefing that it is the South African people as much as the destination, that make for an unforgettable travel experience.



"South African Tourism works with its partners in the trade to position Indaba as the only distinctly African global travel trade show in the world" - SA Tourism CEO Thulani Nzima (left), with Tourism Minister Derek Hanekom at yesterday morning's international media briefing.



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Africa Albida Tourism announces major upgrades to its properties

THE exclusive Victoria Falls Safari Club in Zimbabwe and the luxurious Ngoma Safari Lodge in Botswana are set to undergo major upgrades, Africa Albida Tourism chief executive Ross Kennedy says.

The projects, to be completed by early 2016, include the addition of a boutique restaurant and horizon swimming pool to Victoria Falls Safari Club, while four new suites will be built at Ngoma Safari Lodge, bringing the total to 12, says Kennedy.

The Safari Club upgrade will include the expansion of the existing lounge, which will also be fitted with plush soft furnishings, allowing guests spectacular views of the resort's central waterhole and wildlife-rich plains in comfort as well as a personalised butler service and complimentary snacks.

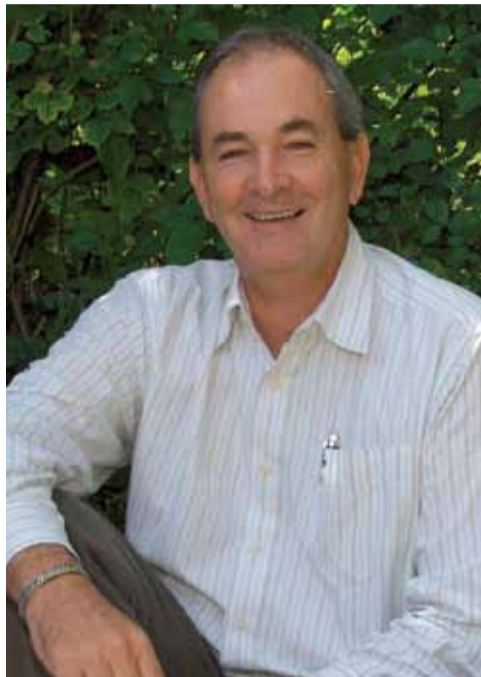
Beneath the Club lounge and deck, a boutique restaurant and kitchen will serve a continental breakfast and a tasting menu style dinner.

A horizon swimming pool and deck, facing the waterhole, will be built at a slightly lower level, for guests of the premium 20-room Victoria Falls Safari Club, located just 4km from one of the Seven Natural Wonders of the World.

Work, scheduled to commence in November 2015 with a break for the festive season, will be completed by the end of February next year.

In addition to the four new suites at Ngoma Safari Lodge in Chobe, Botswana the size of the central area's lounge and bar will be doubled to accommodate the extra guests.

The upgrade, which is planned for the first three-months of 2016, will also include new soft furnishings added to both the central area and the suites, and all



"We are always reviewing our products and facilities so we can deliver the best experience for our customers."
Ross Kennedy

of the bathrooms will be re-tiled.

"The success of Ngoma has led us to look at expansion on the back of demand that we can't meet at certain times of the year, and as with the Safari Club, we are advanced with the design and planning for this expansion which may involve a short period of shutdown but we will communicate this well in advance," says Kennedy.

Walk in Gandhi's footsteps



The bronze statue of Gandhi on Church Street in Pietermaritzburg was unveiled by Archbishop Desmond Tutu in 1993.

South African Tourism has launched a route of Gandhi-inspired tourist attractions. The route identifies 13 places that were influential in Mohandas Karamchand (Mahatma) Gandhi's time in South Africa.

Gandhi inspired movements for civil rights and freedom across the world. He spent his formative years in South Africa, after coming to this country in 1893 at the age of 24 and leaving 21 years later in 1914. Central to his contribution to human rights was his Satyagraha movement of passive resistance, principles he developed while living in South Africa.

An important highlight on the route is Satyagraha House, Gandhi's home from 1908 to 1909 and where he spent many hours with his family and friends. It is now a private guest house and contains old photographs, journals and letters.

Renovations that were overseen by a historian, a curator, an architect, two interior designers, and their respective teams, have restored the original house. Satyagraha House is now a registered part of the country's historical heritage and offers an innovative accommodation concept linking the guest house to the museum.

Mohamed El-selhab, MD at Satyagraha House, said guests are removed from the city and placed in a tranquil environment built around simplicity. Only

vegetarian food is served and guests can spend mornings practicing yoga and meditation on the lawn outside.

The main house has been preserved as a museum but guests can walk through it freely and make use of the dining areas, lounge and library. Guests can also spend a night in the museum in the refurbished main bedroom with en-suite bathroom. Additionally, seven guest rooms are spread out between the original house, called the Kraal, referring to its architecture which resembles a traditional African farm, the cottage added a few years later, which is now the kitchen, and the modern wing built in 2010.

SA Tourism's Gandhi webpage, gandhi.southafrica.net, provides a list of Gandhi-related sites across the country and offers packaging suggestions to global travel trade.

Thulani Nzima, CEO of SA Tourism said: "We extend a sincere and warm invitation to tourists from across the world to come and experience the South Africa that shaped and influenced Gandhi. The 'Gandhi-inspired tourist attractions' makes Mahatma's South Africa accessible to people who want to understand how this country shaped his conscience, his service to humanity and his great contribution to world history."

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TEP: BRINGING YOU ENTERPRISE AND SUPPLIER DEVELOPMENT SOLUTIONS FOR YOUR BUSINESS

The Tourism Enterprise Partnership (TEP) has developed its unique Enterprise and Supplier Development Solutions (ESDS) programme to help corporates in the tourism industry meet the new Broad-Based Black Economic Empowerment (B-BBEE) Codes of Good Practice.

The ESDS programme allows corporates access to enterprise and supplier development points for their B-BBEE scorecard, both through TEP itself and through access to SMME suppliers.

For more information regarding TEP's ESDS programme and how to earn full points, contact Fathima Haffjee on 011 880 3790 or email esds@tep.co.za.



www.tep.co.za.

The ESDS programme is verified by Empowerdex, South Africa's leading economic empowerment rating agency.

Burgersfort has a new hotel – the Thaba Moshate resort



Burgersfort in Limpopo has a brand new hotel – the Thaba Moshate Hotel Casino and Convention Resort.

It is just 30 minutes' drive from Ohrigstad and close to the Panorama Route on one of South Africa's favourite tourist journeys – and only 170km from Polokwane.

The more than 6 000 square metre complex includes an entertainment resort, complete with state-of-the-art conference facilities which comprise a main meeting room that caters for up to 108 delegates in cinema style and a 14-seater boardroom. All meeting rooms feature the latest audio visual equipment and flexible lighting options to suit any presentation style.

As part of the conference facilities, a grass platform ideal for tent structures, overlooks the resort and is ideal for large events such as weddings, private parties, larger conferences and entertainment events.

The conference centre design was inspired by the Ndawonhlangano, which means the 'meeting place' or 'gathering place' in isiZulu, whilst wall décor uses contemporary tapestry and African idioms in different colour schemes to depict the various seating options.

The 82-room hotel includes 50 classic, 12 superior,

two special assistance and eight self-catering rooms. The six suites, including two junior, two presidential and two spectacularly decorated WOW suites – with bold colours and dramatic lighting as focal points – are perfectly suited to executive travelers. There is also a business centre with Wi-Fi available across the resort and a swimming pool with terrace, outside bar and pause areas.

The Platinum Aloe Restaurant has open view kitchens and display cooking as its focal point.

The Molecule Showbar, named after the scientific periodic table and inspired by the mining community, offers live entertainment and big screen sporting events.

"We are confident that we will meet the high Peermont standards and deliver great service to our delegates. Thaba Moshate will undoubtedly be one of the premier destinations in Limpopo," says Clifford Ngakane, Thaba Moshate Resort General Manager.

Peermont owns and manages 14 casino and hotel properties in South Africa, four in Botswana and three in Malawi.

Shamwari raises R10 million for rhinos

The Shamwari Group has raised R10 million for the Wilderness Foundation's Forever Wild Campaign, an initiative to help save endangered African rhinos.

Three of the Shamwari Group properties - Shamwari Game Reserve, Sanbona Wildlife Reserve and Jock Safari Lodge, have taken part in the campaign since 2012 by offering guests a discounted rate if they donated a minimum of R150 per person per night when making a booking at any of the three properties.

New solar powered anti-poaching vehicles have also been introduced at Shamwari.

"The money provides much needed technical and infrastructural assistance to various reserves and parks in South Africa through the Wilderness Foundation," says Shamwari Group General Manager Joe Cloete.

"The fight against poaching is an ongoing battle and we remain focused on protecting and conserving these animals."

Back at home the outdoor area at Jock Safari Lodge has been upgraded with a new alfresco dining area. The lodge offers golfers free transfers to Leopard Creek Golf Club just outside the Malelane Gate of the Kruger National Park. All transfers are made on a game viewing vehicle so the transfer is a game drive in itself.

At Shamwari Game Reserve the Pro Photo Safari experience offers photographic tuition that covers equipment selection, image composure, capture and post editing, game viewing, a vehicle specifically rigged for photographic equipment, use of editing equipment and selected editing software packages.

Three Lodges at Sanbona Wildlife Reserve outside Cape Town have achieved the Green Leaf Eco Standard, a global standard for measuring, managing and verifying sustainable business performance in an impartial manner.

For more information visit ICC Q09.



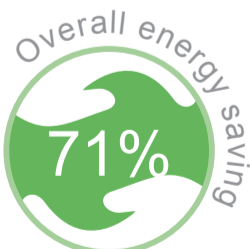
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Minor Hotel Group acquires a stake in Sun International

Minor Hotel Group (MHG), an owner, investor and operator with a portfolio of 133 hotels and resorts and almost 17 000 keys in 22 countries across Asia Pacific, the Middle East, Europe, South America, Africa and the Indian Ocean, has invested over USD 60 million to own a stake in a collection of Sun International properties in Botswana, Lesotho, Namibia and Zambia.

Five of the six properties have been rebranded to MHG's upscale AVANI brand: the 196-key AVANI Gaborone Resort & Casino in Botswana, the 158-key AVANI Lesotho Hotel & Casino and 105-key AVANI Maseru Hotel in Lesotho, the 212-key AVANI Victoria Falls Resort in Zambia and the 173-key AVANI Windhoek Hotel & Casino in Namibia. The well-known Royal Livingstone Hotel maintains its iconic branding and is being marketed through Anantara's distribution channels. Anantara is MHG's core luxury brand.

AVANI, the group's youngest brand was launched at World Travel Market in November 2014 ahead of the deal with Sun International which was concluded in December.

"The deal has been a year in the making," says Karen Terrell-Kramvis, Group Sales Manager at Sun

International. "The migration of the hotels to the AVANI brand is underway with staff receiving the management's full attention. Through this partnership we are enhancing what the properties have to offer without losing the essence or the culture of each hotel."

This is part of the hotel group's bold global expansion plans. Dillip Rajakarier, CEO Minor Hotel Group, said the hotel group had enjoyed an exciting start to 2015, with the addition of six camps in Kenya joining Elewana Collection, Anantara Siam Bangkok becoming the new Anantara flagship in Thailand, and the opening of resorts in two new countries – Banana Island Resort Doha by Anantara in Qatar and AVANI Seychelles Barbarons Resort & Spa.

"At the start of the year MHG acquired six hotels under the Tivoli brand in Brazil and Portugal, representing two new continents for MHG, and recently we've announced new partnerships to develop Anantara properties in Malaysia, Tunisia, Morocco and Dubai and to launch AVANI in Australia," said Rajakarier.

For more information visit ICCR01



The Royal Livingstone Hotel is now being marketed through Anantara.

New Zimbabwe tours offered for 2016

With the increased interest in Zimbabwe as a tourist destination and the growing demand for new product, Springbok Atlas Tours & Safaris has designed two new guided tours specifically focussed on the highlights of Zimbabwe.

Classic Zimbabwe is aimed at the first-time traveller and includes a mix of culture, wildlife, history and the Victoria Falls featuring visits to the Great Zimbabwe Monument, Bulawayo (Motopo Hills), Hwange National Park and Victoria Falls.

Zimbabwe Highlights includes the main attractions of the country, with an added extra dimension for the more discerning traveller to experience the Eastern Highlands, Mana Pools and Lake Kariba – areas all quite unique and now accessible to travellers as part of a fully guided tour.

For more details or to collect a Guided Tours 2016 brochure visit Springbok Atlas Tours & Safaris at ICC 113.



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at Durban Green Corridors iNanda adventure centre, marvel at the dramatic Mzinyathi falls, visit iNanda mountain, the best view in Durban, pop in at the WowZulu market place and hear story tellers share their legends, enjoy a great cuppa coffee or buy some crafts. Soak up some serious vibes at the Wushwini arts and cultural centre and twitch the African Finfoot along with some of Durban's best birding watching

All this is absolutely free during the Indaba period and even better, you could win yourself a helicopter flip and picnic on top of iNanda mountain by just taking a selfie of yourself in the valley using #freeinnanda.

All of this less than 30 minutes from Durban central. Pop in at the Durban Green corridor stand DEC1B03 to pick up a route map or get more information.

DURBAN TOURISM'S VISIONARY NEW GLOBAL MARKETING CAMPAIGN



Durban Tourism will launch a new and compelling global marketing campaign today, illustrating the uniqueness, vibrancy and multi-culturalism of the city.

The exciting and groundbreaking Eye to Eye campaign will be unveiled at the Durban Tourism exhibition stand at Indaba. It is designed to create an iconic destination brand as well as a long-term visual image in tourists' minds. The innovative campaign has selected a range of 'Durban eyes' to illustrate the warmth, exotic cultures and inner emotions of Durbanites for all to see.

The campaign is boosted with famous mantras from the region's iconic leaders: Nelson Mandela, Mahatma Gandhi and Chief Albert Luthuli. Their enduring and inspiring messages of hope and liberation will go out to the world, helping to fascinate international audiences and travellers with the rich history and culture of Durban.

Phillip Sithole, Head of Durban Tourism, affirms that the Eye to Eye campaign, which is on a par with the latest global trends, will be effective in the highly competitive international tourism industry. After the launch, the marketing campaign will be adopted by the private sector, ensuring its ongoing success. It is envisaged that airlines, accommodation establishments and other tourism attractions will incorporate the Eye to Eye campaign in their marketing plans to come up with appealing packages to encourage visitors to the city and surrounding areas.

We Invite you to The Durban Tourism Stand DEC 1A37 from 16h30 onwards and be inspired!



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St Helena moving forward

St Helena, 4 000km off the coast of Rio de Janeiro, has appointed Comair Limited as the provider of air services and Mantis as the preferred operator of the island's 123 Main Street Hotel.

This marks an important step in the evolution of St Helena Island as a new tourism destination. With the island's first airport opening in 2016, the involvement of companies with the credentials of Comair and Mantis demonstrates that St Helena can attract the best international partners.

Comair, operating as British Airways, will operate a scheduled service between Johannesburg's OR Tambo International Airport and St Helena Airport. This weekly Saturday service will use a brand new, state-of-the-art Boeing 737-800 aircraft with the flight time from Johannesburg to St Helena being approximately five hours.

Comair, through its extensive partnerships with international network carriers operating direct services to Johannesburg, will provide onward connections via Johannesburg to and from St Helena and the airline's

extensive domestic and southern African network will be available to passengers. Customers will further enjoy the benefits of purchasing a single ticket with the convenience of one stop check-in and baggage transfer.

The agreement with Comair is for an initial term of three years from the date of the first flight, with the potential for up to two extensions of two years each - a maximum term of seven years.

Marking this momentous step for St Helena, Governor Mark Capes said:

"As St Helena approaches an exciting new chapter in its history, to have such a well-established and highly regarded operator as Comair providing our air service represents a real vote of confidence in the island and our new airport. It is a huge bonus for St Helena, and a welcome boost for our tourism effort, that Comair has a close association with British Airways - which opens the door to the global network of one of the most recognised and trusted brands in the aviation business.

"On the hotel front, I was delighted to learn that the Mantis Collection hotel company is the preferred bidder to manage the new hotel to be developed in Lower Jamestown. For St Helena this is another strong vote of confidence in our future from one of the leading international luxury hotel groups. Mantis has an outstanding reputation and brings a widely respected global brand to St Helena."

The 32-room hotel is to be created at 123 Main Street out of three historic buildings in St Helena's capital, Jamestown. Construction is due to start in July 2015 and the hotel is expected to open during the first half of 2016. Bar and restaurant facilities in the hotel will be open to the public.



Universal access for all at SANParks

SANParks has published a booklet, *Wheeling/Feeling/Signing WILD*, a comprehensive guide to universal access in South African national parks for guests with disabilities.

"SANParks has taken particular interest in guests who may have special needs around physical facilities or interpretation of their surrounding environments," says SANParks, Strategic Tourism Manager, Chris Patton.

The universal access achievements include the fact that all the parks have select accommodation for use by guests with mobility impairment, with the required ramps and adapted ablutions and that all the mainstream facilities are equipped with access ramps and accessible public toilets and there are a sprinkling

of accessible boardwalks, bird hides, picnic sites, lookout points and interpretive centres. Furthermore, the rest camps, nature trails, information displays and indigenous nurseries lend themselves to a variety of tactile experiences or deliberate exhibits where blind people can experience nature.

There are also always a proliferation of sights, scents and sounds that enable visitors to enjoy nature through multiple senses.

Patton says the public can look forward to an expanding focus on accessibility initiatives in the various parks.

"Particular attention is given to audio descriptive sound-tracks, particularly for visually impaired visitors,

but benefiting all guests too. There is also a focus on tactile, scent and sound exhibits. We are adhering to the required standards of universal access with an escalation of all accommodation types having an accessible option and not just a token portion in a defined size or type of unit.

"Nature has a tremendous spiritual power to uplift and inspire people and it is a precious commodity which, according to our vision that a sustainable national park system connecting society, should benefit all people. The healing power of nature for people with disabilities can be profound and SANParks strives to enable everyone a chance to experience it," says Patton.

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New 500 room hotel complex for the Cape Town CBD

Tsogo Sun has reached agreement with the owners of the site of the recently demolished Tulip hotel in the Cape Town city centre for the construction of a new 500-bedroom hotel complex for a total investment of R680 million.

Tsogo Sun CEO Marcel von Aulock says: "We believe the continued development and rejuvenation of Cape Town's city centre will lead to growing demand for hotel accommodation. We already operate three full service hotels – The Cullinan, Southern Sun Waterfront and Southern Sun Cape Sun – as well as the recently refurbished SunSquare Cape Town in Gardens and believe the addition of an exciting new product aimed at the limited service market will allow us to provide the full spectrum of products to suit all budgets for both business and leisure travellers."

The new hotel will consist of two products in one complex - a 200-bedroom latest-design SunSquare hotel and a 300-bedroom new generation StayEasy hotel, offering a choice of affordable and stylish accommodation.

Included in the complex will be banqueting and conference facilities, Tsogo Sun's trendy and fast growing casual dining offering Vigour & Verve, retail space and approximately 300 underground parking bays. The hotel site currently includes a heritage façade which will be retained.

"This investment represents our continued commitment to the area and brings the total number of Tsogo Sun rooms in the Cape Town city centre to over 2 000, which is very substantial indeed," says von Aulock.

"Our SunSquare and StayEasy hotel options each have their own character and appeal, but the overriding offering in both is affordable, high-quality accommodation. We're delighted to have this opportunity to increase our presence in one of the most vibrant cities on the continent."

Construction is expected to be completed by September 2017.

For more information visit ICC Q01.

Oude Werf Hotel takes up its rightful position



Come see what Chef Albert is cooking up.

The multimillion Rand renovations at Oude Werf, the historic hotel in the heart of Stellenbosch, are over and the hotel is ready to show its new look to guests and visitors.

Arts and décor team leader Riri Petousis says they created an authentic experience, in a contemporary style, with a strong sense of place.

"We focused on Stellenbosch's rich history, showcasing local creativity and encouraging the integration of in- and outdoors."

The renovations include revamped bedrooms and bathrooms and an updated dining area. Proudly South Africa's oldest inn, the hotel has been careful to retain the rich heritage of the property, while ensuring guests receive all the convenience of modern living.

"We are thrilled to enter the next phase of Oude Werf's future and thank our guests and Stellenbosch residents for being so understanding during the renovations," says General Manager, Elanie Fourie.

"The modernised rooms are cause for much excitement

– but we also want to share what Chef Albert has been up to behind the scenes in our kitchen."

While Oude Werf Restaurant has always been a popular meeting place for everything from book clubs to investment groups, Chef Albert has been hard at work ensuring the menu is even more tempting. Guests can now expect to see dishes such as sesame crusted Atlantic salmon with cucumber raita and sprouts and char-grilled squid with sweet pepper, coriander, lime and mango on the menu.

For those needing something a little lighter, the breakfast and lunch menus will still offer favourites such as the fusion bobotie wrap with caramelised banana and the much-loved eggs Benedict.

Says Chef Albert, "While everyone is used to the hustle and bustle of Church Street, we are happy to offer visitors a quiet escape under a vine-covered terrace. Our restaurant is open to the public for all three meals - as well as afternoon tea - you don't need to be an overnight guest to experience the charms of South Africa's oldest inn."

Tourist guide academy launched

Tourvest Destination Management (TDM) has created the TDM Guiding Academy to improve the knowledge and professionalism of all tourist guides in South Africa.

The company is embarking on an extensive tourist guide strategy which will transform its selection, recruitment, employment and training models to be flexible towards current market conditions and ensure that TDM remains an employer of choice within the tourist guiding community.

"We are excited to be a part of an initiative that welcomes the next generation of South African tourist guides," says Chief Marketing Officer Felicity Vieira.

"As a business, we believe that the tourist guide is one of the most important components of any tour. By partnering with accredited training providers, external consultants and development gurus, Tourvest has established a training model that will improve tourist guiding throughout our business and ensure that our clients get charismatic, passionate, well-spoken and problem-solving experts that are in the business of making memories."

Among others, the facility provides for Recognition of Prior Learning, short courses for an FET certificate in tourist guiding, a course on cultural tourism and practical workshops.

For more information visit ICC D01.

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South Africa takes up key role in UN aviation agency

South Africa has been appointed as the chairperson of the International Civil Aviation Organisation's Aviation Security Panel.

The appointment comes just months after the United States and the European Union have given South Africa's aviation regulatory system on aviation and air cargo security the thumbs up.

The International Civil Aviation Organisation is a specialised agency of the United Nations, tasked with working with member states and global aviation organisations to develop standards and recommended practices. Member states must apply these standards when developing their legally-enforceable national civil aviation regulations.

In addition, the organisation regularly conducts audits among member states to help identify aviation security shortcomings. It then discusses methods to assist states to resolve deficiencies by implementing globally accepted security standards and recommended practices.

South Africa will be represented by the director of the South African Civil Aviation Authority, Ms Poppy Khoza, making her the first woman to take up the position. Prior to this appointment, South Africa served as the panel's deputy chairperson for two consecutive terms.

The Aviation Security Panel's responsibilities include enhancing civil aviation security across the world by, among others, developing and coordinating an effective global policy and legal framework for the evolving threat to civil aviation. It also sets global aviation security standards to safeguard civil aviation operations against issues like terrorism and any matter threatening aviation operations.

The panel considers economic, operational and other impacts in civil aviation and provides strategic direction on aviation security matters. It also identifies and examines new and emerging threats and develops appropriate mitigating measures. Through close collaboration with other agencies, the panel coordinates counter measures against threats to civil aviation operations. During meetings, the panel also discusses civil aviation incidents as and when they happen, for instance the 9/11 and the French Alps tragedies.

"The appointment is a demonstration of trust and faith by the global aviation community in South

Africa's capabilities on aviation matters and specifically aviation security," says Khoza.

"It is certainly an enormous challenge, but a challenge that is surmountable. It bodes well for the advancement of the transformation agenda which must continue as women play a meaningful role in all sectors previously dominated by men."

Khoza plans to use the tenure to advocate for the continued elevation of the aviation security agenda, particularly among states across the continent.

"Recent tragic events call for greater cooperation among all aviation role players. The global community needs to share pointers on successes and challenges faced in aviation security. The need for appropriate aviation security risk management remains an issue for every country. Moreover, the challenge is for various states to implement measures against the specific threats which they face, while finding a balance that would not stifle aviation activities."

She is also keen on advocating for transformation of the aviation industry which is predominately male dominated.

"It will be fulfilling to witness an increase in the number of capable women taking up senior positions in the aviation industry. The same applies to those who are from so called developing countries," she says.

Khoza acknowledges the organisation's role in passing various standards and recommended practices the last four decades and ensuring global collaboration on aviation security measures.

"The organisation has made great strides in guiding the global community on aviation security matters. We just need to continue with the great work, putting particular emphasis on constant re-evaluation of systems and processes employed. Evolution is a consistent necessity as those with malicious intent are always on the prowl for weaknesses in aviation security systems. This puts the onus on authorities to constantly improve aviation security risk management systems to remain a yard ahead."

The South African Civil Aviation Authority is a juristic body established in terms of the Civil Aviation Act and is governed by the Civil Aviation Authority Board. It is responsible for promoting and maintaining a safe, secure and sustainable civil aviation environment.

R6,5m upgrade for West Coast Bird Island



The Western Cape Department of Economic Development and Tourism and CapeNature have invested R6,5 million in upgrading Bird Island, off the coast of Lambert's Bay.

Upgrades include improvements to the current bird hide, a life-size Southern Right whale replica, oversized Cape cormorant nest replica and marine-orientated puzzles.

The facility now features a new exhibition building with skeletal displays of a Cape fur seal, Dusky dolphin, Cape gannet, and krill. It also features the only Cuvier's beaked whale skeletal display in South Africa.

The revamped Bird Island, one of six breeding colonies of Cape gannets worldwide, is home to nearly 17 000 Cape gannets.

"During the most recent summer season, several West Coast establishments reported increased tourism numbers and I am confident the transformation of Bird Island will draw more visitors to the region, adding to

local economic growth and jobs," says Alan Winde, Western Cape Minister of Economic Opportunities.

"This island is a great example of giving communities access to environmental education," says Anton Bredell, Western Cape Minister of Environmental Affairs and Development Planning.

CapeNature has also partnered with both the Two Oceans Aquarium and the Southern African Foundation for the Conservation of Coastal Birds to bring displays of African penguins to a newly upgraded penguin pool as well as new touch pools to provide interaction with shore and marine life.

"The re-introduction of the penguin to the island now provides people with opportunities to learn about the plight of the African penguin. It has also provided opportunities for people in the local community working at the island, to understand more about conserving these animals and develop the skills to take care of them."

New online tool for DMOs

eJourney has developed a turnkey solution for destination marketing organisations (DMOs) seeking to remain relevant in a world where the collaborative economy, social media, user-generated content and online peer review increasingly drive travel decision-making.

Especially developed for DMOs by destination marketing experts, the turnkey solution for destination websites comprises ready-made DMO web marketing tools such as destination and attraction pages, routes, special-interest themes, maps, events, image galleries and a section that provides relevant information for members.

eJourney can create customised website design to display a destination brand as well as create entertaining and informative destination content that is search engine optimisation-friendly and encourages travellers to engage with the brand and share information.

eJourney is a joint collaboration between The Journey

and Big Ambitions. The Journey is a destination management, planning and marketing consultancy. The Journey, driven by Dr Mike Fabricius, who played a leadership role in the successful development of the South African tourism industry, and Big Ambitions is a Cape Town-based travel and tourism marketing consultancy run by Natalia Rosa, an experienced travel and tourism content and online marketer.

"Building a DMO website from scratch can be expensive and take time," says Fabricius.

"DMOs often do not have the in-house marketing expertise, budget and resources to build and manage an online presence. Web developers, on the other hand, do not know tourism."

"With over 90 percent of travellers using the internet as their primary tool to plan a holiday, this solution allows DMOs to select the ready-made online functionality to build the website they need quickly and affordably to promote their destination and members," says Rosa.

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Mantis welcomes Bush Lodge and HillsNek Safari Camp



Magnificent views from the HillsNek safari camp.



Bush Lodge is nestled at the top of the valley.

Mantis has announced an exciting new partnership with Bush Lodge and HillsNek on the Amakhala Game Reserve in the Eastern Cape, expanding its exceptional and authentic tourist offerings.

Bush Lodge is a five-star game lodge nestled in the bush at the top of the vast open valley on the reserve. It offers en-suite, tented and thatched suites. The open-plan design of the tents invites the cooling breeze closer over the water, transporting all the authentic African sounds, tastes and smells right onto your doorstep. Each unit has a private outdoor shower with magnificent views through the unit towards your

own glimpse of the water hole.

HillsNek Safari Camp, a luxury tented lodge, is situated on the banks of the Bushman's river, overlooking magnificent bushveld and African plains. With only four luxury tents, each with private facilities and outdoor showers, the camp experience promises privacy and personalised attention with each and every stay.

Mantis began years ago with the conception of the Shamwari Game Reserve.

For more information visit ICC M09.

Last chance to enter Lilizela Awards

Entries for the 3rd Lilizela Tourism Awards close on 15 May 2015. Launched in 2013, the Lilizela Tourism Awards are South Africa's premier travel and tourism awards. The aim of the awards is to recognise and celebrate tourism businesses for tourism excellence, for their contribution to South Africa's global competitiveness, and for growing tourism's contribution towards GDP and job creation.

Tourism businesses are eligible to enter in four categories - the Minister's Award, Service Excellence, Entrepreneurship and Sustainable Development. The Minister's Award, which recognises outstanding, unique, impactful people, events, organisations that

have performed in a manner that urges the industry closer to tourism's 2020, is at the sole discretion of the Minister of Tourism.

The Service Excellence category comprises awards for accommodation, visitor experiences, tour guides and tour operators. These awards are adjudicated using a scoring mechanism that takes into consideration consumer reviews and judges' scores.

The Entrepreneurship Award rewards business owners for all the initiatives undertaken to grow their businesses. While consumer reviews are collected for this area, they are used mainly as a guide and not a

determinant of the winners of the awards. The ETEYA Lilizela Award (Emerging Tourism Entrepreneur of the Year Award) recognises black owned SMME's who have achieved notable success since starting up.

The final category, Sustainable Development consists of the Universal Accessibility Awards and the B-BBEE Awards, which includes Exempted Micro Enterprises (EME), Qualifying Small Enterprises (QSE) and Large Enterprises.

Winners from each province will be recognised at the nine provincial awards ceremonies and at the national award ceremony, all planned for September 2015.

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a traditional dhow, or explore Malindi's vibrant Italian restaurants and trendy nightclubs.

WATAMU

In the latest Traveller's Choice Awards by Tripadvisor, Watamu was voted as one of the top 25 beaches in Africa, partly due to its rich marine life as well as its thrilling water sports. But what makes this coastal town so special is the rich history dating back as far as the 13th Century. You'll get to visit the famous Gedi ruins and the mosques at Kirepwe Island and Temple point which have been abandoned for at least 600 years.

MAGICAL KENYA TRAVEL EXPO (MKTE)

Kenya's finest tourism showcase is the must attend tourism exhibition of the region. The fifth edition will take place from the 15th to 17th October and brings together regional tourism boards, industry players, over 100 exhibitors and 170 buyers from all over the world. You will have the invaluable opportunity to sample the most innovative tourism products in Africa, network with industry leaders and engage in expert led seminars.

DIANI

Angelina Jolie and Brad Pitt are two of the most famous visitors to stay at the paradise that is Diani Beach, which was once again named Africa's Leading Beach Destination at the World Travel Awards. For starters we have palm tree lined sandy beaches, sparkling blue waters and delicious fresh seafood. But the real attraction is the ultimate in indulgence; a bespoke once in a lifetime Spa Day on us as the final send off before we say Kwaheri.

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LEWA

Set in the private wilderness of 60,000 acres, Lewa offers the real African bush experience; from lion tracking to guided safari walks, this is one of the best locations for watching predators. When the sun sets, you can look forward to candlelit bush dinners and breathtaking starlit nights.

MALINDI

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Hunting tourism brings in over R1 billion

Hunting tourists spent an estimated R1,07 billion in South Africa in 2013, an increase of 32 percent on the previous year's R811 million, according to the latest statistics from the Department of Environmental Affairs.

The Department's statistics show that 7 638 hunts by overseas hunters took place in that year, during which 44 028 trophies were taken. In 2012, 8 387 hunts took place with 40 866 trophies taken.

Income from species fees - the fee a hunting outfitter pays a landowner to harvest an animal - amounted to R757,6 million in 2013. Income from daily rates - the fee a client pays a hunting outfitter - came to R314,4 million for a total of R1,07 billion. In 2012 species fees came to R574 million and income from daily rates to R237 million.

The increase in foreign hunting revenue is largely attributed to the strength of the dollar against the rand, an increase across the board in daily rates received and an increase in the total number of animals hunted.

The calculations exclude traditional tourism spending such as food, transport, crafts and curios. It also excludes additional sightseeing activities as well as other hunting expenses such as permits and licensing fees, clothing, ammunition, hunting accessories, taxidermy and trophy shipping fees.

Research conducted by the North West University on the 2012 hunting season showed that when these additional expenses were factored in, the economic value of South Africa's trophy hunting industry increased by more than 50 percent - from R811 million to R1,24 billion in that year.

Adri Kitshoff, Chief Executive of the Professional Hunters' Association of South Africa says South Africa had an estimated 20,5 million head of game - approximately 16 million on private land and the rest in state parks, meaning that the decrease through trophy hunting in 2013 was 0.002 percent of South Africa's total wildlife population.

According to Wildlife Ranching South Africa the country's total extensive wildlife population is growing at a rate of 30 per year.

"It just goes to show how sustainable trophy hunting is in South Africa and how well our natural resources are being managed," says Kitshoff.

"Besides creating incentives for our people to look after our animals by negating our competition with wildlife for land, it also injects much-needed spending and creates job opportunities in remote areas not considered part of the mainstream tourism circuit."

Plains game were the most popular among hunting tourists with impala (5 697), warthog (3 849), kudu (3 519), common blesbok (3 354), springbok (2 954), blue wildebeest (2 694), gemsbok (2 585), Burchell's zebra (2 492), nyala (1 503) and waterbok (1 380) making up the bulk of the trophies taken in 2013.

The highest income generators in 2013 were lion (R122,3 million), buffalo (R90,9 million), kudu (R62,5 million), white rhino (R54,8 million), sable (R47,8 million), gemsbok (R33,6 million), nyala (R32,8 million), Burchell's zebra (R30,2 million), waterbuck (R27,5 million) and blue wildebeest (R26,1 million).

www.tourismupdate.co.za

The West Coast way



A marketing initiative called West Coast Way has been initiated to showcase the Cape West Coast, including the West Coast Biodiversity Corridor, as a 365 days a year destination, especially for heritage and adventure tourism.

The West Coast Biodiversity Corridor stretches from Blaauwberg to Saldanha and borders the Darling Heuwels along the scenic R27 highway.

"When we launched West Coast Way late last year, we designed two exciting circular self-drive routes called GroeneKloof and BlueBenguela," says founder Carmen Lerm. "These routes, which can take between half a day to a full day to complete, depending on the amount of time spent at each stop point, create a way for people to easily visit the many wonderful attractions in the biodiversity corridor and showcase the very best locations and attractions on the Cape West Coast - including heritage sites, good food,

superb wines and exciting activities.

"The West Coast is about tastes, flavours and experiences - such as delicious Eland burgers and sundowners at !Khwa ttu, sampling Bokkoms in Saldanha Bay, a game drive and fantastic meal at the Buffelsfontein and Thali Thali game reserves, excellent wines, olives and cheeses in Darling."

The West Coast now also has its very own travel app, which showcases over 101 things to see and do in the area.

"Once downloaded, users of the app can 'plug in' their smartphone or device into their car radio, or listen from the handset as the app highlights lots of interesting things that you can see and do in the Cape West Coast Biodiversity Corridor and surrounds," says Lerm.

For more information visit DEC1D12 or www.westcoastway.co.za



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Legend Lodges now Legend Hospitality Group

Phofu caters for up to 18 guests.



Following the recent accumulation of Phofu Eco Safari Lodge in Botswana, as well as the completion of the new clubhouse at Legend Golf and Safari Resort, the rebranding of Legend Lodges to the Legend Hospitality Group, is a natural progression to add to the development and strength of the Legend brand.

Phofu Eco Safari Lodge on the southern border of the Central Kalahari Game Park in Botswana is the only exclusive game farm in the area. The 6 000 hectare game farm is the perfect destination for a diverse group of travellers. It not only caters to the needs of the leisure or incentive traveller, but is also a stopover for adventurous travellers passing en-route to destinations along the Trans Kalahari highway. Travelling to experience Botswana's African wilderness is made easier through the availability of chartered flights to Kang via Zwaneng, a mere two-hour trip from Lanseria in Gauteng, South Africa.

Phofu is an eco-friendly lodge with luxury tent accommodation, catering for up to 18 guests. Activities include game drives, bush walks, excursions to the nearby water pans, bird watching and sundowners at view point. Specialised tours and packages are available.

The Legend Portfolio has since 2000 been known

for its variety of luxury destinations, set in various locations in Southern Africa.

"It is important to continuously keep innovating and evolving to keep up with an ever changing industry," says Peet Cilliers, Chief Executive Officer of the Legend Hospitality Group.

"We are actively including selected new products under the Legend brand. However, where our brand mainly included properties where we were a shareholder in each specific property, we are now finalising representation contract products that are preferably owner driven.

"We have built up a vast amount of experience in 20 years of development, management and marketing various tourism and conservation products. The big network we've accumulated can also be very beneficial to potential owners of properties who would like to become part of our mutual network and expertise."

The Legend Hospitality Group features safari and country lodges, a golf and safari resort, coastal hotels and cultural villages in South Africa as well as in Mozambique and Botswana.

Visit ICCP23.

Promoting destination SA in Brazil

South African Minister of Tourism, Derek Hanekom, and his Brazilian counterpart, Vinicius Nobre Lages, signed a Memorandum of Understanding (MoU) on co-operation in the field of tourism, on the sidelines of Brazil's travel agency association, Associação Brasileira de Agências de Viagens' (ABAV), travel tradeshow in São Paulo in September 2014.

The signing ceremony, which coincided with 'Meet South Africa Week', was preceded by the opening of South African Tourism's office in São Paulo in September. SAT hosted its first Ubuntu Awards on the same day, in recognition of tour operators who have successfully promoted South Africa as a premier global destination.

The South Africa-Brazil MoU is the first in the field of tourism that the SA government has signed with a South American country. It seeks to co-ordinate efforts for sustainable promotion of tourism, responsible tourism, the expansion of tourism relations between the two countries, the exchange of tourist information, publicity and exhibition materials, the growth of tourism training and technical assistance, and to combat sexual exploitation of children in tourism.

"The Brazilian market is very important to us. Our latest annual tourism arrivals statistics revealed 8 percent growth from South America in 2013. This was driven by arrivals from the Brazilian market, which grew at 5,6 percent in 2013," said Hanekom.

Brazil is South Africa's ninth-largest source of overseas tourist arrivals. Over the past ten years, this market has achieved growth of more than 400 percent.

There was significant growth in 2010 – the year of the 2010 FIFA World Cup in South Africa – when visitor arrivals from Brazil increased by 66.7 percent to 53 756 arrivals, compared with the 36 957 arrivals in

2009. These visitor numbers were maintained through 2011, and in 2012 arrivals from Brazil grew another 44.7 percent to 78 376 arrivals. In 2013 arrivals grew to 82 802 arrivals.

"Figures for 2014 are difficult to benchmark against previous years because we didn't have a presence in-market and thus we wouldn't be comparing like with like," says Monica Luel, General Manager for International Markets at South African Tourism.

Statistics South Africa reports that 3 525 travellers from Brazil in December 2014 bring the total for the year to 39 082. Luel explained that various economic factors and the exchange rate pressure on the Brazilian Real contributed to a reduction in outbound travel from Brazil overall.

She is confident that the work South African Tourism is doing with its South African Specialist training programme, along with the consumer campaign will place destination South Africa in a good position to take advantage of the upswing outbound travel when the economic climate improves.

"The travel trade is a key component of our drive to unlock demand for our destination," says Luel. "Giving the trade the confidence to sell South Africa is the key to our growth in this market.

In addition, the tourism agency continues to promote its 'Ordinarily Extraordinary' consumer campaign launched in September 2014. This television and cinema campaign features a fully interactive destination brand video that gives Brazilian people an opportunity to learn about South Africa's offerings as a holiday destination. It was shot on locations across the country in April 2014 and stars well-known Brazilian travel presenters Fabiana and Pato Teixeira.



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New App for Madiba-inspired tourist attractions

Tourists and South Africans looking for sites and attractions associated with the late South African President and global icon, Nelson Mandela, will now have all the information they need at their fingertips thanks to a new mobile phone App developed by South African Tourism in partnership with the Nelson Mandela Foundation. This is in commemoration of the 25th anniversary of the former President's release from prison.

The App is based on the "Madiba-inspired tourist attractions" map launched in 2014 to encourage tourists from around the world and South Africa to travel the country, and walk in the footsteps of Nelson Mandela. It features tourist sites as well as general places of interest in the four main provinces that defined Mandela's life. These range from the UNESCO World Heritage Site, Robben Island, where he was imprisoned; to his post-Presidential office at the Nelson Mandela Centre of Memory to Qunu in the Eastern Cape, where he is laid to rest.

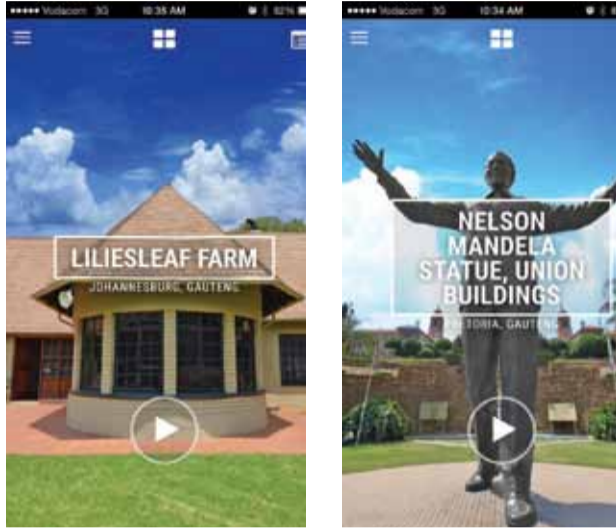
"This App is inspired by a true South African icon, and users now have the ability to find, experience and share some of the best attractions, places of interests and unique content we have ever been able to put together as part of this "Madiba-Inspired tourist attractions" offering," says Minister of Tourism in South Africa, Mr Derek Hanekom.

"As we remember the historic year of Madiba's release from prison, we encourage everyone to use the App to discover some of the stories behind the legend. This is an exciting new layer to the map which has already proved to be hugely popular with the international and domestic travel trade. This App makes "walking in the footsteps of Madiba" much easier than before, and greatly enriches visitors' experiences of the attractions associated with one of the greatest men of our time, Nelson Mandela."

The GPS-enabled App uses location based services to establish which attraction the user is visiting and provides real-time information to enrich their experience. This includes written information on the attraction, audio describing the attraction and other relevant information including contact details, map previews and photo galleries.

It also gives users their proximity from other "Madiba-inspired tourist attractions" and includes an itinerary builder, helping to make it as easy as possible for those wanting to visit numerous attractions to best plan their route.

The App is available in English from the Apple iTunes store (iOS devices) and the Google Play store (Android devices). It will soon be available in other languages including: Afrikaans, isiZulu, isiXhosa, Dutch, French, German, Italian, simple Mandarin and Portuguese.



Cycling in Knysna is good, clean, dirty fun

With mysterious forests, a dramatic coastline, a wide, fynbos-rich coastal plain and the brooding Outeniqua Mountains - it was almost a given that Knysna would become a premier cycling destination from the day the first bikes took to the dirt.

"The area around Knysna - in fact the entire Garden Route and Klein Karoo - is a wonderful natural playground that just begs to be explored from the saddle of your bike," says Knysna Tourism's CEO, Greg Vogt.

He says Knysna has become known as the trail town of South Africa because of its many mountain bike trails, its social events (like its monthly Moonlight Mass ride), and the iconic races that take place in the town every year - the Garden Route 300, the Knysna 200, the 7 Passes mountain bike race, the Karoo-to-Coast (from Uniondale to Knysna) and the Knysna Cycle Tour.

But Vogt also says that the town isn't resting on its laurels.

"Thanks to an active cycling population of literally thousands of people, we're growing our network of trails and new events are coming onto the calendar all the time.

"This is good news for tour operators who want to include the world's massive and growing cycling market into their itineraries - especially when you consider that you can also offer your guests a wide selection of other activities like whale-watching, boat trips, hiking and visits to the Garden Route National Park while they're in the region."

For more information visit DEC1D12.



WORLD ROUTES 2015 TAKES FLIGHT IN THE EXCEPTIONAL CITY OF DURBAN



What better place for World Routes 2015 to converge, than Durban, one of the fastest growing cities in Africa, emergent from an iconic and powerful history.

In addition to being a destination of luxurious seaside getaways and beaches that beckon along an enticingly beautiful coastline, Durban is a place of limitless milestones, which is no wonder that this colourful cosmopolitan city was recently awarded a 'New 7 Wonder City' of the world status.

An idyllic climate, a myriad of experiences, along with an exciting and colourful mix of cultures, makes Durban a truly unique destination in Africa.

A destination ideal for World Routes 2015, Durban has at its heart, King Shaka International Airport, packaged within Africa's first purpose-planned airport city, Dube TradePort. Durban provides the perfect infrastructure to plug into Africa's growth and offers the best of a continent under one roof.

Come and experience World Routes 2015 and the warmth of Durban from 19 - 22 September 2015.

For more information about World Routes 2015, visit us at Tourism KwaZulu-Natal Stand No. DEC1 A31

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YOUR PROUD HOST FOR WORLD ROUTES 2015

R50 000 donation makes rhino tracking easier



As part of its 'Looking out for rhino' campaign, Canada-based Goway Travel donated over R50 000 to the Wildlands Conservation Trust at Indaba yesterday.

This is the second donation - the first two years ago was over R53 000.

"This initiative started in 2013 when Thompsons Africa, Goway's South African ground handler, highlighted the excellent work of the Wildlands Conservation Trust in the field of rhino conservation," says Craig Drysdale, General Manager Global Sales for Thompsons Africa.

Bruce Hodge, founder and president of Goway, is committed to the preservation of the world's unique environment and wildlife, instilling this in the company at all levels. Initially Goway donated \$20 for every brochure lodge booked over a four-month

period. After extending the promotion twice it is now an ongoing project.

For Goway's project rhino tracker the latest tracking technology is fitted to rhino in protected areas, allowing for a more efficient use of field rangers. This provides better knowledge of rhinos movements and behaviours, assisting in deploying field rangers at strategic locations to counter any vulnerable situations.

Since the start of the project, 15 rhino have been fitted with tracking devices at Thanda, Mduna Royal and Somkhanda Game Reserves. This includes the use of satellite transmitters, which provide the most real-time information on rhino available to date.

Bobo FunX4

The Discoverer FunX4 is Bobo Campers' newest attraction.

Launched at the Tourism Indaba this year, the Discoverer FunX4 has a unique design never seen before.

With its awning fitted on the outside, this 4X4 4-person camper - a Nissan NP300 double cab - is a great alternative to the traditional roof-tent double cab vehicle.

It offers fixed-body sleeping, a large fridge and sitting and cooking arrangements without any tents.

Bobo Campers South Africa was founded in 1991 and operates from Durban, Cape Town, Johannesburg and selected camper rental outlets in Windhoek, Namibia.

See what the buzz is about at their outdoor stand ODW 023.



The way to travel Africa

The new Springbok Atlas Tours & Safaris Accommodation Guide, a directory of key accommodation establishments across Southern Africa, is available at Indaba. It is used by agents and tour consultants as a reference document and is a great tool to assist in making strategic decisions regarding properties that are included in travel itineraries across the region.

The guide is designed to be used independently or alongside the other brochures, "Guided" and "Tailor-made", to assist in designing exceptional travel experiences across Southern Africa. It is a comprehensive tool, used globally by Africa wholesalers abroad.

For more information or to collect a guide visit IC113.



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Cape Town is the 2nd best beach city on Earth

Cape Town is the second best beach city in the world, according to National Geographic Magazine.

The magazine describes the Mother City as "The African Capital of Cool", set along a peninsula that divides the frigid Atlantic Ocean from the balmy Indian Ocean. It also mentions that Cape Town has 20 gorgeous beaches within striking distance of the CBD including Clifton Beach, which is situated in an affluent suburb (also named "Clifton") about 12 minutes from Cape Town's city centre. It is home to some of the most expensive real estate in Africa with gargantuan mansions nestled on cliffs with sweeping views of the Atlantic Ocean.

Clifton, a Blue Flag Beach, is also rated as one of the top-10 beaches by the cable and satellite television network Discovery Travel Channel. Forbes rates it as the eighth best topless beach in the world.

The beach is flanked by the similarly scenic and prosperous suburbs of Camps Bay and Bantry Bay – each with their own picture-perfect beach. Further north, the magazine names Milnerton and Bloubaai surfing sweet spots and notes that families favour the eastern False Bay coast for warmer water and tot-friendly tidal pools.

Second only to Barcelona, Cape Town beat famous beach cities Rio de Janeiro in Brazil, Nice in France and Sydney, Australia, amongst others in the top 10 best beach cities category.

For more information visit stand DEC1D12.



Avis saves more than 550 million litres of water to help heal the planet

Since 2007 Avis has saved 557 million litres of water to help minimise its impact on the environment and to promote a sustainable future.

The company is saving water by harvesting water in their wash bays at the Avis Head Office, Avis offices at Cape Town International and the King Shaka International and Port Elizabeth Airports. In 2014 alone Avis saved more than 116 million litres of water.

"One of our key focus areas is the conservation of South Africa's most precious resources and we are conducting intensive water recycling efforts to save the planet," says Rainer Gottschick, Avis Chief Executive southern Africa.

In addition, Avis, in partnership with Nedbank Capital, is supporting the Joburg Landfill Gas to Energy Project – a project that utilises methane gas generated from waste in Johannesburg landfills, including Linbro Park, Marie Louise, Robinson Deep, Goudkoppies and Ennerdale municipal landfill sites.

In phase one of the project, methane gas is harvested and in phase two this gas is converted into energy and stored in a generator, to be added into the national energy grid. Avis bought voluntary carbon units in the

project, going well beyond compliance, to help relieve the pressures of today's energy constraints.

To boost energy savings, Avis has installed heat pumps at its regional office, saving 71 percent on energy, cost and CO2 emissions relative to the old technology consumption. In addition, Avis has retrofitted light fittings and bulbs in various facilities to ensure electricity consumption is as efficient as possible across the board.

"Avis has continuously been environmentally conscious and we are pleased to support this project. We will always continue our support for initiatives that will not only reduce our carbon footprint, but that of the country's as well.

"Although we're in the car rental business, our planet is certainly something we're not renting. It's ours to keep, so we all have to do our part to ensure a sustainable future," says Gottschick.

Founded in 1946 by Warren E Avis, who opened America's first car rental counter at Willow Run Airport, Avis Rent a Car today operates over 98 outlets throughout Southern Africa.

SA Express connecting Durban with the African continent

SA Express has added an additional frequency to its Durban-Harare route, bringing the number of frequencies to four whilst the Durban-Lusaka route remains unchanged.

The airline continues to demonstrate its commitment to regional integration by partnering with the Dube Trade Port Corporation to establish Durban as its base.

"Africa Expansion is a key strategic deliverable for us," says SA Express CEO Inati Ntshanga. "As an airline wants to proactively capitalise on its existing domestic hubs to establish new regional routes and become an active participant in regional economic co-operation and integration. It is imperative for the airline to increase connectivity into the Southern African Development Community (SADC) region to grow tourism and trade opportunities."

"We believe that SA Express plays a significant role in the country's hospitality, travel and tourism industry and contributes to the continent's socio-economic development," says Ntshanga. "That is why SA Express is always thrilled about our involvement in the annual Tourism Indaba taking place in Durban."

"For SA Express, the Tourism Indaba is an outstanding platform where Africa's markets converge in support of travel and tourism on the continent. The launch of the two routes - Durban to Harare and Durban to Lusaka - places SA Express in the perfect position to connect travellers from Africa with the city, the province and the country."

For more information visit DEC1A11

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Talking tech - Justin Reid at yesterday's morning Tech Talks.



Lebo Malepa of Soweto Backpackers - speed marketing in action!



Zacharia Dlamini of Swaziland and Nick Mitri of the UAE - first to get Indaba's news.



Liesl Smith, Irma de Villiers and Andre Mouton - tickets please!



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