



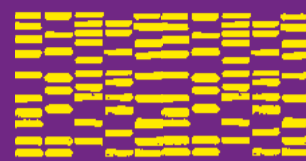
AFRICA'S TRAVEL

09 MAY 2018

INDABA



DAILY NEWS



100

Nelson Mandela Centenary 2018
Be the Legacy

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THIS IS GOING TO BE THE GREATEST INDABA!

"This is going to be the greatest Indaba of all time, and it is all because of you," said the National Minister of Tourism, Derek Hanekom, at the opening of Africa's Travel Indaba 2018.

© South African Tourism



National Minister of Tourism, Derek Hanekom



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DON'T MISS OUT!

Speed Marketing Session in Meeting Room 22, ICC.

Explore the theme: Township Vibe
Time: 08:30

He was referring to the 1 747 buyers from all over the world, 1 120 exhibitors showcasing a range and diversity of products from the continent, and no less than 22 African countries and 80 countries globally represented at this year's travel trade show.

"The African continent is one of warmth and diversity. We are one as humanity and we will express it on the continent," he told the audience of delegates, media, exhibitors, buyers and visitors who crowded into the South Foyer of the Durban ICC to witness the traditional ringing of the bell that

signalled the opening of the trade floor.

While only five percent of global travel is to Africa, this is an opportunity to grow, the Minister said. "Buyers - you are in a place of growth and opportunity. Do business but also forge permanent friendships while you are here."

He added: "Dear friends, beautiful people, every deal you clinch creates jobs. People visiting the continent help us to address poverty and unemployment. Welcome, enjoy it and do good business."

For the more than 600 media, national and international, he had this message: "Showcase us, highlight Africa's Travel Indaba to the more than 80 countries here.

Tell our stories to the whole world."

Sporting a Madiba shirt, the Minister also referred to the Nelson Mandela Centenary Celebrations taking place this year, some of which are taking place at this year's travel trade show. "Africa's Travel Indaba is happening at an important time as it would have been Nelson Mandela's 100th birthday this year."

The CEO of South African Tourism, Sisa Ntshona, called the trade show the leading travel exhibition in the world. "Over the next three days, we look forward to hosting you and ensuring that we provide the necessary platforms to grow your business and

create opportunities for Africa to shine in the travel and tourism industry."

eThekweni Deputy mayor, Councillor Fawzia Peer, reiterated the City's commitment to growing Africa's Travel Indaba over the next five years. "Our view is that this decision was influenced by the fact that the travel trade show is synonymous with Durban - we cannot imagine it being hosted anywhere else."

The Acting Premier of the province, Sihle Zikalala, also touched on this. "Thank you for allowing us to host this event for the next five years because you believe in us. We also encourage intra Africa trade, which resonates within the tourism industry."



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A FIRM FAVOURITE

Proving its popularity, the first speed marketing session, with the theme Heritage, History and Culture, got off to a flying start with more than 300 people in attendance to hear from the various businesses.

The global audience comprised delegates from Texas, California, New York and Pennsylvania in the United States as well as Sri Lanka, India, Austria, Malaysia, Kuwait, Thailand, Dubai and Africa was also represented.

Speed Marketing allows businesses to pitch and sell their business to the audience within five minutes. This session hosted businesses in the Heritage, History and Culture sector of tourism and included the Paarl Historical Walk.

A HERITAGE JOURNEY

Annalize Stroebel, of the Paarl Historical Walk, explains that Paarl is the third oldest town in South Africa. "It is a significant town in the wine industry and boasts the oldest commercial wine cellar in the country, KXV." There are three ways to explore the town, of which one is a walking tour with a guide.

A PIECE OF HISTORY

A well-kept secret in Cape Town is the Chavonnes Battery Museum. A fortification

protecting Cape Town, built in the early 18th century, it is now a museum and function venue. Matthew Feltman from the museum explains that guides are dressed in period costume for the tours. "We also offer a high tea and a three-course dinner in the museum. Visitors brave enough can try canon firing. For the less brave there is drumming."

A CULTURAL EXPERIENCE

From German origin, Rottcher Wineries' wines are not made from grapes, but

from oranges. Wine maker, Frank Heron, explains that it is also suitable as a sherry dessert wine. Heron also set up a distillery to make the first gin in the world from oranges. "I have also infused gin with black pepper and strawberries as well as made a wooded gin which is delicious. This is not a whisky, but it is a drink that whisky drinkers enjoy." His store is open seven days a week and can be found in White River, Mpumalanga. Tours of the distillery can also be organised.





AFRICA'S TRAVEL INDABA PROGRAMME

WEDNESDAY, 9 MAY 2018

Time	Schedule
08:30 - 10:00	Speed Marketing - Township Vibe
10:00 - 18:00	Trade Floor Opens
10:30 - 11:30	Business Conversation 3 - Responsible Tourism – enabling the “new normal”
11:00 - 15:30	Tourism Investment Seminar
12:00 - 13:00	TBCSA Business Conversation
12:00 - 14:30	National Tourism Careers Expo Networking Session
13:00 - 14:00	Lunch
14:00 - 15:00	Business Conversation 4 - Strategies to maximise youth employment and develop future leaders in tourism
15:00 - 16:00	Exhibition Stand Awards
17:00 - 18:00	Stand Cocktails
17:00 - 21:00	Zimbabwe Tourism Authority Networking Event
18:00 - 21:00	CATHSSETA Partnership Gala
18:00 - 22:00	Women in Tourism Networking Dinner

OPTIMISING ECONOMIC TRANSFORMATION

The first instalment in the 2018 series of Business Conversations proposed a number of tangible solutions to the tourism industry's ongoing lack of transformation.

The recently completed Baseline Study on the State of Transformation in the Tourism Sector found that the industry remains largely untransformed. Black women, particularly, were underrepresented in managerial positions and ownership roles. Morongoe Ramphele, of the South African Department of Tourism, spoke about this continued inequity early in the session.

Despite the fact that women are in the majority in South Africa, Ramphele noted they are mostly “skilled the lowest” and thus employed in “menial jobs.” She said: “These women are not well-represented at the upper echelons of the industry [...] Transformation cannot happen without the women.”

The Department of Tourism has had many projects underway which aim to change this status quo. These include the National Youth Chefs Training Programme, which has been a rousing success. As a result of this programme, 76 young South African chefs were placed across Ritz-Carlton hotels in the U.S. Another successful venture was a partnership with UNISA, which saw black female employees of large enterprises undertaking an executive development programme. Out of the 20 women enrolled, 15 passed and 5 were placed in top executive positions in large enterprises.

With all that in mind, moderator Sizakele Marutlulle asked the panellists: “Why are we still having this conversation in 2018?” After all, transformation efforts have been

in place since at least 2003. Kwakye Donkor believes a major inhibitor to transformation is “resistance to change.” “I believe that is an attitude,” he said. To combat this existing culture, Donkor believes it is crucial to focus on education, skills development and skills transfer. He also added that policy enforcement remains weak – and suggested imposing punitive measures for business that don't comply with BBEE.

While Donkor and Ramphele highlighted the need for more private sector involvement in the matter, that was not the only point raised. “There's very much a willingness from industry,” said fellow panellist Gail Westphal. The problem, in her opinion, is that “there's not enough open discussion” about

how to actually transform the sector.

Westphal also noted the importance of encouraging entrepreneurs to start new, unique businesses. “You don't want to compete with what's already there,” she said. An audience member agreed with her, and noted that entrepreneurs in the travel sector should look beyond sharing existing resources but rather create new projects.

Another concern raised by multiple panellists is Brand South Africa's image abroad. Internationals believe South Africa has major problems, and may choose other destinations because of that. Westphal said the media has to step up: “We rely on guys like you to send a positive message.”

Hopefully, events like the Africa Travel Indaba send that positive message out!





MARINE DYNAMICS ACADEMY – FGASA APPROVED MARINE GUIDING IN THE WESTERN CAPE

Marine Dynamics in Gansbaai, Western Cape, is opening a FGASA endorsed Marine Guide Training School for local and international students. The seven-week course covers comprehensive theory on the Marine Big 5™ of the area - sharks, whales, dolphins, seals, penguins as well as seabirds. Practical experience involves shadowing of on-board guides educating ecotourism guests on off-shore tours, rocky shore and dune walking, aquarium guiding, birding and marine

conservation. The first course begins on the 18th June 2018. Accommodation is provided, and lectures take place at the International Marine Volunteer Centre.

Marine Dynamics offers five-star shark cage diving and whale watching/eco tours with sister company, Dyer Island Cruises, in the unique Dyer Island ecosystem of Gansbaai, South Africa. The companies have been Fair Trade Tourism certified since 2008 and are making a real difference in conservation and the community through their environmental

project, the Dyer Island Conservation Trust. Marine Dynamics' responsible tourism approach has been recognised through case studies and awards, notably the African/World Responsible Tourism Award, SKAL Sustainable Tourism Award and Lilizela. Guiding students will have the opportunity to learn from these businesses and their conservation work.

Principal trainer, Grant Hine, has thirty years' experience in the guiding industry, more than half of that spent working on developing the FGASA

field guide training material. "Marine Dynamics has embarked on providing the industry with professional marine guides due to the growing need of this profession. This will qualify students to register as legally qualified guides and seek employment. We are also looking forward to launching guiding certification for fynbos, culture and nature. There will also be certificate-based nature enthusiast courses which will appeal to people of all ages living in the Western Cape," says Hine.

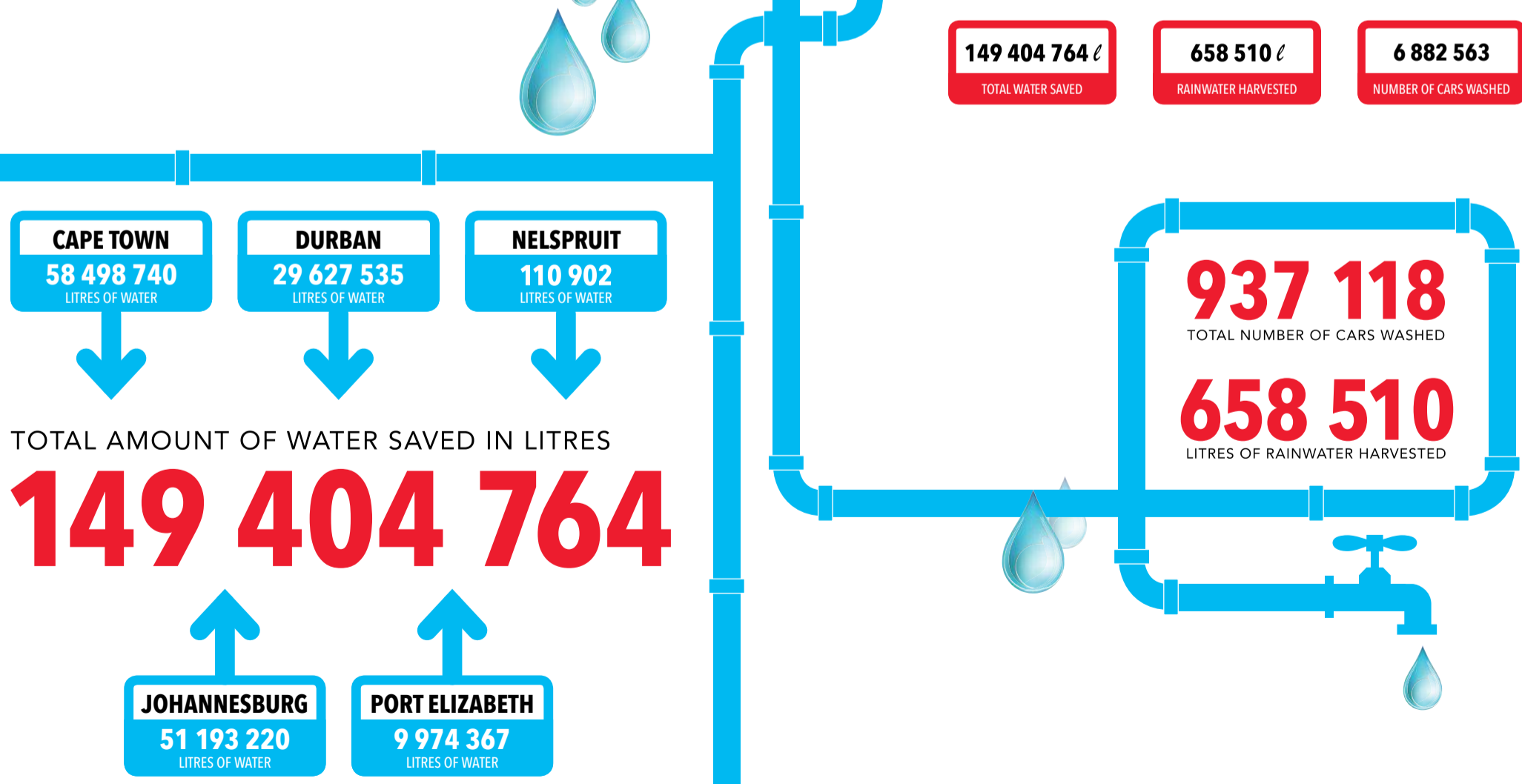


Marine Guiding © Kelly Baker



Marine Dynamics has embarked on providing the industry with professional marine guides due to the growing need of this profession. This will qualify students to register as legally qualified guides and seek employment.

WATER SAVING 2017 FINANCIAL YEAR





THE ROBOTS ARE COMING

An all-star panel of tech gurus discussed tourism in the 4th industrial revolution, as part of the African Travel Indaba's Business Conversations series.

Panel moderator Aki Anastasiou opened the discussion with the following sentiment: "Technology is coming for this industry." His panellists were Paul de Waal, an engineer who created Wetu (a content platform for the tourism industry), and digital marketing expert Jarred Cinman. The three engaged in a lively discussion, at one point even quipping: "the robots are coming!" If they are, let's hope they don't replace panellists!

De Waal's project came about because, when he was trying to book holidays, he found the travel industry to be "completely antiquated." He proposed a solution – a one-stop data bank where clients could get all of the content about their proposed travels. Brochures and itineraries were thus digitised. "We didn't want to reinvent the industry," De Waal said, "we just wanted to do it better." Anastasiou assented: "There's always ways of doing things better." All three panellists see technology as allowing us to do things better – and that's why they find it exciting.

Cinman believes that a major shift in the world, over the course of the last twenty years, has been from a top-down structure to a more participatory society. In part, this has resulted in the rise of the sharing economy, where it's possible to start a side business through technology.

Cinman cited Airbnb and the rise in local audio guidebooks as examples of this. The other aspect of a participatory society has been that people now do far more research on the experiences they plan to purchase. "One of the biggest behavioural changes that we've seen is that people spend more time researching," Cinman said.

That is why it is crucial for destinations and operators to provide compelling content. It should be visual and immersive and really convey a sense of the destination. Internationally, there has been a massive push towards visual storytelling, and De Waal's platform acknowledges this. Anastasiou was very optimistic about the future of Virtual Reality and Augmented Reality in this regard. His panellists were more sceptical of it, though they were also interested in some of the related technologies that have been on the rise. An example cited was Google Walkthrough, which can be used in the tourism industry to allow hotels to showcase their rooms, suites and facilities, so as to encourage prospective visitors.

Unfortunately, as De Waal pointed out: "Africa gets a very small percentage of leisure travel." As such, African operators and destinations have to work harder to produce smarter, better and more engaging content because of international biases

and suspicions regarding the continent.

When it comes to technology, Cinman believes that in Africa, "Everyone's getting it wrong." He urged locals to think bigger and to be more imaginative. That is the only way to compete with the big U.S. tech companies, who are coming in and decimating local industries. Anastasiou mentioned another specific failing in local technology use: despite

the fact that most research is done on mobile devices, South African tourism websites are rarely optimised for mobile platforms. This is an easy thing to fix!

De Waal, though, was more optimistic. "It's Africa's turn," he said. Despite his earlier concerns, Cinman agreed with that sentiment. "We've got the most amazing continent," he said. Everyone in the room clearly seemed agreed.



Virtual Reality offers exciting possibilities for the tourism sector © South African Tourism

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Many tourists visiting Southern Africa and the West Coast wish to learn more about this region and its origin.

CELEBRATING MADIBA



100 North American industry members are here to celebrate Madiba's legacy.

One hundred travel agents, media and trade partners travelled from North America to be a part of Africa's Travel Indaba and join in the Mandela Centenary Celebrations which have taken centre stage at this year's event.

South Africa attracted more than 370 000 arrivals from North America last year, and to further tap into this important source market, South African Tourism is currently hosting the 100 travel agents, trade partners and media from the region.

"We are proud to mark this important milestone in history alongside our top travel and media partners as we take time to reflect on Mandela's legacy and his positive impact on the world," said Bangu Masisi, President of South African Tourism's Americas Hub. "We invite our delegation and visitors from around the world to make 2018 the year they discover South Africa and follow in the footsteps of one of the world's most exceptional human rights advocates".

With Mandela-inspired stories and

celebrations underway at Africa's Travel Indaba, South African Tourism will then lead the delegation from North America on a Mandela-inspired journey, spotlighting important landmarks and sites that inspired the activist's life, such as the Nelson Mandela Capture Site in KwaZulu-Natal, the Parliament building from where Mandela's release from prison was historically announced in 1990, and the Mandela House in Soweto where he lived many years and today is a museum.

As part of the Nelson Mandela Centenary celebrations, South African Tourism has identified 100 experiences, attractions and destinations around South Africa that have strong historical and social ties to his life and which have become familiar to the global community.

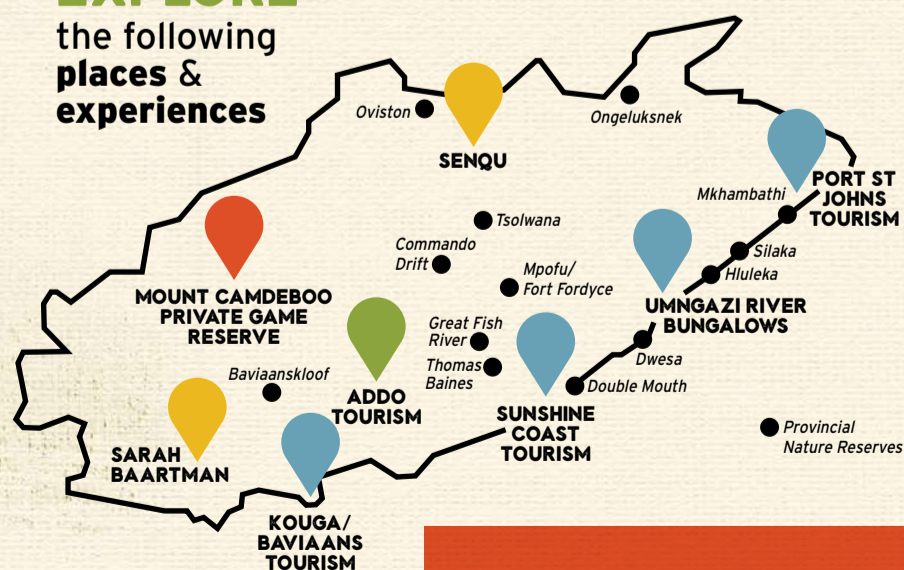
This showcase of South Africa and Nelson Mandela's memory can be found on the Madiba's Journey App, which allows users to view the attractions on a map, build their itineraries and share their own journeys on social media.



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BRITISH AIRWAYS INTRODUCES A DIRECT FLIGHT BETWEEN LONDON AND DURBAN

A decision by British Airways to introduce a direct, non-stop flight between London's Heathrow Airport and Durban's King Shaka International Airport is a game changer for KwaZulu-Natal as it will be instrumental in contributing to an increase in international arrivals from the United Kingdom and North America.

Following closely on the heels of airlines such as Qatar Airways, Emirates, Air Mauritius and Turkish Airlines, who offer direct flights to Doha, Dubai, Mauritius, and Istanbul, British Airways will begin flying three times weekly schedule direct from London Heathrow's Terminal 5 to Durban's, King Shaka International Airport, starting on 29th of October 2018.

MEC Zikalala said BA's decision will allow KwaZulu-Natal to showcase itself as a tourism and business destination to a global audience, "The sheer diversity in travel and business opportunities that visitors can access through this gateway into the province of KwaZulu-Natal will unlock enormous potential."

Of the rich history Great Britain and KwaZulu-Natal share he said, "We are excited to be able to rekindle that relationship with the launch of this new route. The investment and trade opportunities presented by this direct flight between Durban and London will

undoubtedly add value to our economy."

Zikalala added that international cargo through Dube Cargo Terminal had experienced continuous year-on-year growth, which amounted to a 138% increase in volumes since 2010.

"The introduction of new passenger flights to Durban saw a growth of a 25% in cargo volumes, as well as an increased frequency of chartered aircraft. In the 2017/2018 financial year cargo growth reached 12%," he said.

The announcement was also warmly welcome by eThekweni mayor, Cllr Zandile Gumede, who said it underpinned the council's strategy to attract visitors and investors from the UK and European market to Durban.

"This flight will create an enabling environment for our city to do business with our European partners with ease," Gumede said.

About 90 000 passengers currently fly indirectly between Durban and London via Johannesburg or other hubs like Dubai.

Phindile Makwakwa, Acting Chief Executive Officer for Tourism KwaZulu-Natal, said the UK was already KwaZulu-Natal's top international market and the direct flights would be a boost to arrivals in the Province, both for leisure tourists and business travellers.

"Moving people fosters the movement

of capital which means that the economy is active and thriving. When people make travel decisions, ease of connectivity is high up on their list of considerations. This direct link between the two cities will most certainly make our destination easier to package and sell."

King Shaka International Airport is located in a precinct which is experiencing rapid growth due to the business opportunities created through Dube TradePort Special Economic Zone.

While business will flourish, direct flights also offer locals more choice and the opportunity to connect to cities and countries around the world, Makwakwa added.

Dube TradePort is the only facility in Africa combining an international airport, dedicated cargo terminal, warehousing, offices, retail, hotels and agriculture.

Hamish Erskine, CEO for Dube TradePort, said the Durban - London air service was in line with the global trend where airlines were increasingly flying directly into major secondary cities from global economic hubs.

"This presents an enormous opportunity for both destinations to grow business, trade, investment, cultural and tourism links. Currently, there are some 90 000 passengers

flying between London and Durban every year, King Shaka International also saw passenger volumes reach 5.6 million for the first time in the last financial year," Erskine said.

South African exports to the UK make up 4.5% of the country's total exports. The US and the United Kingdom are the thirds and fourth largest air cargo trade routes in and out of KZN.

"We foresee a healthy demand on the UK route, as it stands airfreight volumes between Durban and London are in excess 1 500 tonnes per annum, this is expected to increase substantially with additional volumes into the US markets connecting via British Airways London hub," Erskine said.

Alex Cruz, British Airways' Chairman and CEO, said Durban's warm water, hot summers and laid-back beachy vibe make this coastal city the perfect holiday destination for the Brits.

"It is a gateway to many nature reserves, parks and historic sites, and has a thriving food, drink and art scene; defining the city as a must-visit for culture and adventure," Cruz said.

From an economic standpoint, this route also augurs well for improved trade relations as the United Kingdom is currently South Africa's second-largest export trade partner in Europe.

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PARTNERING FOR THE GOOD OF AFRICA

Nicanor Sabula, CEO of Kenya Association of Travel Agents (KATA), explores the synergistic partnership between South Africa and Kenya.

In both South Africa and Kenya, tourism plays a massive role. Our tourism offerings are much aligned, in that both countries have superb beach and safari experiences, and business tourism is also a great contributor to both economies. If we create synergies and collaborate, we will be able to increase tourism to the continent and within it. It is important to remember that Africa has only 5% of the global tourism market, which is a paltry amount for such an endowed continent.

South African and Kenya should stand as anchor countries in a top-performing team to promote travel to the continent. Through collaboration, we can increase the number of international tourists to Kenya and South Africa, which has the added benefit of encouraging travel to other countries in Africa.

KATA's partnership with South African

Tourism is extremely important. We want to create opportunities for inbound and outbound tourism between the two countries. South Africa is Kenya's biggest outbound destination, and together with SAT we are working to create packages that are even more attractive for Kenyans who want to visit South Africa. Through this we can build the capacity of tourism agents in selling the destination.

As an association, we are looking at how we will build our formal collaborations with SA Tourism and with Africa's Travel Indaba and take a stand here to mobilise travel agents from Kenya under one umbrella. Another key focus is assisting tourism SMEs in Kenya to gain exposure to the global tourism marketplace, and Indaba is the event that can provide that.



KATA CEO Nicanor Sabula chats to Indaba Daily News editor Katie Reynolds-Da Silva.



La Digue, Seychelles. © Photo by, Sebastien via Unsplash

THE SEYCHELLES – RICH IN DIVERSITY

Each island is different to the other, says Lena Hoareau, Director (South Africa) for the Seychelles Tourist Office. "For example, Mahe is the most populated and busiest island. But it has its own attractions and over 65 beaches. Praslin is a totally touristic island with many tourism attractions and boast a World UNESCO Heritage Site. It also boasts one of the most beautiful beaches in the world – Anse Lazio – which is rated in the Top 5 beaches of the world. La Digue is the 3rd main island of Seychelles and exude tranquillity, harmony and natural beauty. It has a very rich history and a special feel of 'island-style' living. There are very few cars on that island, most people walk or cycle to get to their destination. Just over 2 300 live on this island. And of course, the most photographed beach in Seychelles – Anse Source D'Argent – is on La Digue too. All the islands are special in their own way and offer their own diversity."

Are the Seychelles islands only for high-spend travellers?

"There is a strong perception out there that Seychelles is only for the high-end market. This is not true as we do cater for different budgets. We have many hotels in the high-end category as there is a big market for that, but we also have a lot of smaller properties which fall in the 'Affordable Seychelles' category. We have over a 100 guesthouses and self-catering, which are available for below 100 Euro pd. These are located

on the main islands of Mahe, Praslin and La Digue. They are either along the coast or further up in the mountains, depending on the guests' preferences. We also have a lot of hotels in the 3-star category.

Another misconception about the Seychelles is that it is one island, like most of its competitors. But Seychelles is made up of 115 islands and one of the most amazing experiences of Seychelles is the 'island hopping' experience. All the islands are different from each other and has its own charms, uniqueness and attractions.

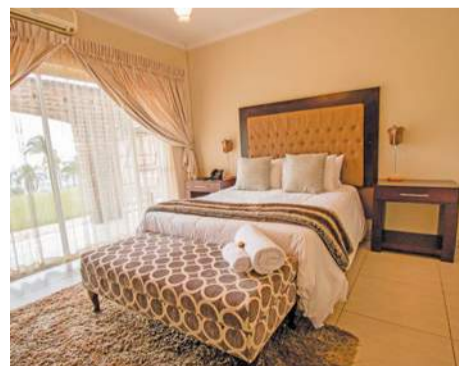
As the tourism board, we do encourage our visitors to visit at least 3 islands and explore their diversity."

Is the Seychelles easily accessible for an international tourist?

"Yes. We have over 10 airlines flying to the Seychelles – Air Seychelles, Emirates, Etihad, Air Austral, Qatar, Australia Airline, Air France (Joon), British Airways, Kenya Airways, Ethiopian Airlines and Condor. From September 2018, we will also have Edelweiss flying to Seychelles."

When is the best time to visit?

"Seychelles is unique in many ways – it is a year-round destination, has no cyclones, no winter and you don't need a visa to visit the islands. It is thus easy to book and you can travel there any time. Like a lot of our competitors, we have white sandy beaches, blue skies and turquoise seas. But we also have a lot of activities both on land and at sea – which makes the islands even more unique."



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You will reach speeds of up to 200kph depending on body size and position during your freefall experience.

What to Bring

All you need to bring is yourself and your sense of adventure! As far as clothing is concerned, you need to wear closed shoes that won't come off in freefall! Bring a sweater just in case - Victoria Falls is usually warm/hot all year round. We provide you with a jumpsuit and goggles.

Equipment and Safety Record

We use state-of-the-art Sigma tandem rigs from United Parachute Technologies in America. All our tandem instructors are Sigma-rated by official Sigma examiners,



and their licenses are renewed annually. All equipment is thoroughly checked on a daily basis and packed by our rigger.

Contact Us

Tel: +263772302357

Email: admin@skydivetandemcompany.com

Website: www.skydivetandemcompany.com/

Review: http://www.tripadvisor.com/Attraction_Review-d12841052



LOCAL ENTREPRENEUR PASSIONATE ABOUT TRANSFORMING THE INDUSTRY

This year, Tsheola Dinare is celebrating a decade and its core mission still remains job creation for the youth, especially black youth within the Tourism Industry by providing a service that exceeds clients' expectations – always.

Headed by its founding Managing Director, Jojo Tsheola, the story of how Tsheola Dinare Travel and Tours came to be is nothing short but inspirational. Jojo has always been passionate about the hospitality industry starting off as a cleaner in a hotel in Johannesburg. This gave him the opportunity to in a way interact with hotel guests and get to know how the industry works. It was after he was let go from his job that he saw as opportunity to start his Tsheola Dinare Travel and Tours. He used his knowledge of the industry and the South African tourism landscape and love for hospitality and people to generate and attract business.

Starting off with only two beaten up Toyota Corollas 10 years ago, today, Tsheola Dinare boasts over 100 cars in its fleet which include the latest Mercedes Benz C Class and Vitos, Toyota Corollas

and Quantum. Today, the Tsheola Dinare employs over 200 staff members on a full-time basis and is constantly looking for new talent to join their ever-growing family.

The company has for the past 10 years been committed to rendering exceptional solutions with superior personal service to the corporate clientele.

Tsheola Dinare prides itself on a team that is dedicated to professionalism and excellence. This experience has seen the company attracting international and local leading corporates to a roster of loyal clientele. They include: Multichoice, BP, ABSA, Liberty, Standard Bank, Accenture, FNB to mention a few. This year also saw a big milestone for the company when they were appointed to be the official shuttle service for the 2018 Africa's Tourism Indaba and they have only employed Durban-based drivers for the duration of Indaba, contributing to skills development and employment in the region.

In an industry where uncertainty rules, Tsheola Dinare is committed and passionate about breaking down walls to create opportunities for other small black operators to enter this exciting industry.



Meet Gauteng's SMMEs stars in Durban

Don't miss the Howzit Gauteng Township experiences at stand no. M11 in the ICC.

This is a fantastic collection of vibrant SMMEs from the smartest and richest province in the country. Some of the remarkable product owners include Nqobile Nkosi of NQ Jewellery design services, Antoinette Sithole of Soweto Walking Tours and Thato Mothopeng Ghetto Mentality Entertainment / Soweto Camp Festival. Some of the most vibrant and creative people that you HAVE to meet include Jola Njovane, the aerial daredevil from Midvaal Treetop Adventure and Tsikwe Molobye, the coolest brew-master you will ever meet.



© City of Cape Town

CAPE TOWN RANKED TOP MEETINGS DESTINATION IN AFRICA BY ICCA

Cape Town has once again claimed top spot as the number one city in Africa for hosting international association meetings by the International Congress and Convention Association (ICCA).

Hosting a total of 53 meetings, this is the 10th consecutive year Cape Town has achieved this important accolade.

The Mother City was followed in the rankings by Johannesburg with 23 meetings, and Kigali with 21 meetings. We are very pleased to note that Stellenbosch has also ranked, after hosting 8 international meetings last year. This places them in 12th position.

These conferences add a significant boost to the economy of the city and province. Indeed, of the 54 meetings held in Cape Town, 13 meetings had a delegate attendance of over 1 000 attendees or more - with 24 of the 54 meetings held

in a Conference/Exhibition venue, and 16 in meeting facilities within hotels.

Subject matter of the meetings hosted varied from Medical Sciences (13 meetings), Sciences (9 meetings), Technology (5 meetings) and Economics (4 meetings).

Just on 50% (30 out of 54) of the meetings were hosted during the traditional low-season period between May and September, which helps address the seasonality challenge of attracting visitors to the Cape during this time. The average length of days per conference was 4 days.

Congratulating the team, Wesgro CEO, Tim Harris, commented: "We are extremely proud of the Cape Town and Western Cape Convention Bureau, and other partners, including the South African National Convention Bureau, the Cape Town International Convention Centre, the Century City Conference Centre, and other venues

and hotels, who have helped maintain Cape Town as the number one spot in Africa."

"We salute the tenacity, consistency and dedication of the team in promoting the Cape, helping boost business tourism in our region" added Harris.

Minister Winde said: "We are delighted that Cape Town has once again proved itself to be the best conference destination on the continent which helps to cement our brand as a premier business events destination. Over 34 000 international delegates got to experience Cape Town in 2017, helping to grow our economy and create jobs in the areas of conferencing, tourism and hospitality. Wesgro's team has also been hard at work securing some of the world's biggest conferences which will take place in the Cape over the next few years, reflecting real confidence in the Western Cape's abilities to host events on a large scale."

"We are delighted that Cape Town has claimed the top spot again this year which is a firm demonstration of our actions to position Cape Town as a globally, competitive business destination. We are working hard on all fronts through our investment teams and specific streams such as the Convention Bureau to attract major events and to make Cape Town the place where the world meets. The Cape Town International Convention Centre has played an integral part in Cape Town claiming this spot and the recent R900-million expansion of the CTICC 2 will strengthen Cape Town's reputation as a global business-events destination. With greater capacity and flexibility our CTICC will be able to attract even more events and diversify the events calendar even more to bring more key gatherings and meetings to Cape Town," stated the Executive Mayor of the City of Cape Town, Patricia de Lille.



#durbanhasmore

POWER Your Mornings

Before your
Indaba meetings,
take a
stroll or cycle
down the
**Durban Beach
Promenade**





OPENING CELEBRATIONS 2018



© South African Tourism

VISIT US AT STAND NUMBER: OCC L10



DINOKENG GAME RESERVE

Only free roaming Big Five in Gauteng with self drive routes



The Dinokeng Game Reserve is 18 500 hectares of pristine African bush and is the only free roaming Big Five Reserve in Gauteng Province with self-drive routes. It has a lot to offer both local and international visitors. Aside from the game reserve there is an abundance of leisure activities to keep visitors entertained. With adventure sports, world-class spa's, fine dining options and a wealth of culture activities, Dinokeng truly offers "Africa in one day"





VOX POPS



MINISTER KGANYAGO MANAGER: BUSINESS TOURISM MARKETING ATKV RESORTS

ATKV is back at it again, presenting its new, exciting offering to buyers from the continent and around the world. Come and see our tourism products that are guaranteed to leave lasting memories. A taste of true South Africa.



NADIA FOUCHE IVORY MANOR

This is our first time exhibiting Ivory Manor at Indaba, and we are so excited to gain exposure for this beautiful niche property. We've met some incredible tour operators and had some wonderful interest from the public. We are pleasantly surprised!



CLINTON ARMOUR, CEO, ANEW HOTELS

Although Anew Hotels is a young brand, we've managed to set a new high for South African hospitality. Indaba is special for us in that we can share our philosophy with international buyers and the renew our existing relationships with the local tourism community.



DIANNE NAIDOO NGCESE - CRADLE OF HUMANKIND

There is a wonderful camaraderie between exhibitors. Everybody loves tourism equally! But I would really love to see more young people participating behind the stands. The tourism baton has to be passed to the youth.



YOU YOUNG YANG VIAMONDA GMBH

This is my first time at Indaba, and in Durban! I was not aware of the size of the tourism market here in Africa. The show is very well organised and it's easy to find everything you need. I hope I can come back in the future!



AYANDA ZUNGU WAVEPARK

We are loving the relaxed feel of Indaba this year! The best part is the appointment app that scans your profile and matchmakes meetings with your target market. It even gives you a 30 minute notification so you are never late!

CONTACT US

Director
Solly Moeng
solly@solamedia.co.za

Director
Lance Gibbons
lance@solamedia.co.za

Editor in Chief
Katie Reynolds-Da Silva
katie@solamedia.co.za

Junior Designer
Caitlin Perrett

Designer
Lauren Smith

Business Manager
Coleen Tapson

Business Development Manager
Zama Mhlamanzana

Business Development Manager
Nassa Basadien

Business Development Manager
Shaheen Jutzen

Production Manager
Katlego Molele

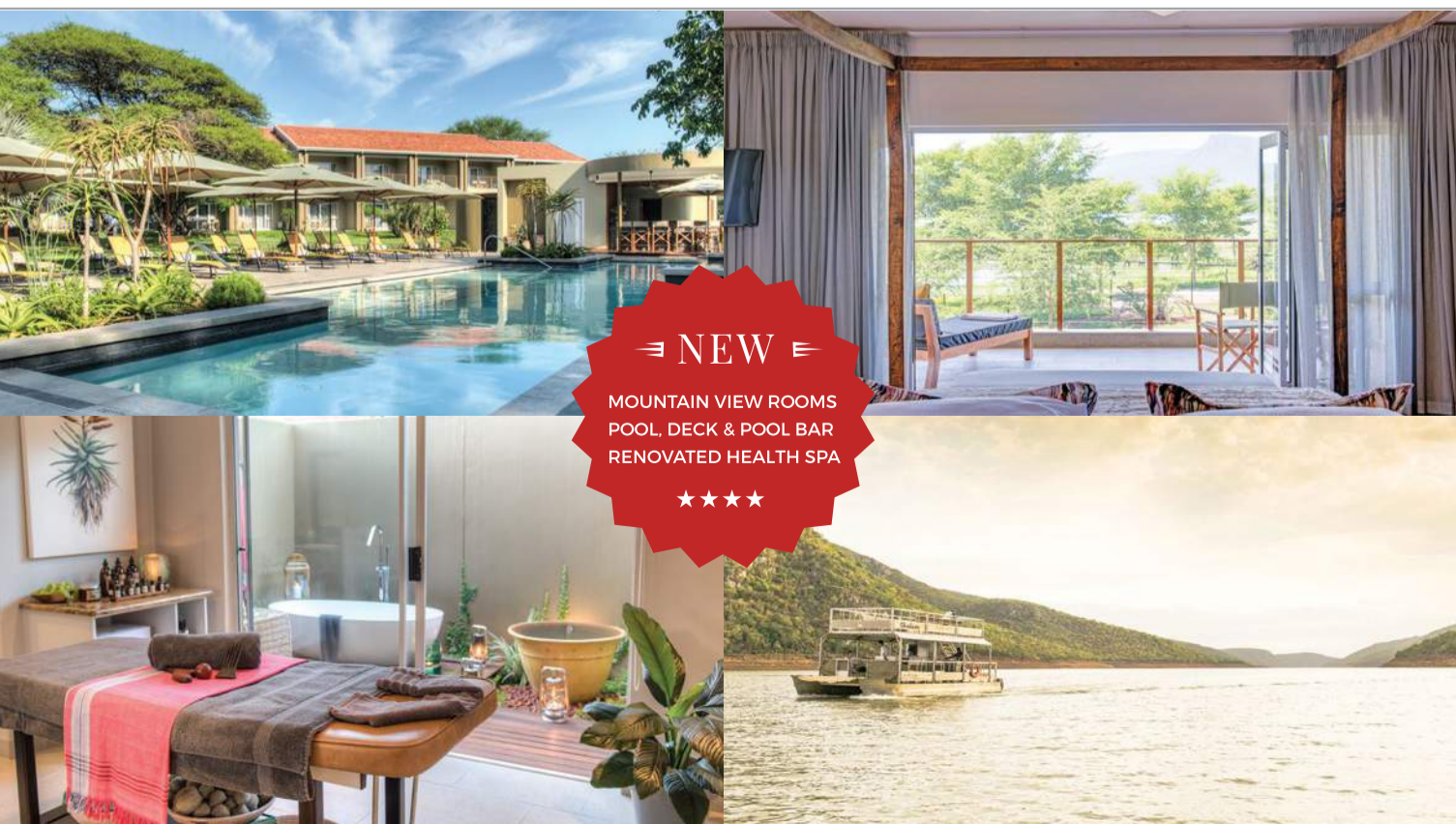
Traffic Manager
Tamlyn Peters

Printer
Colour Planet

Regent Square,
Block A, Ground Floor,
Doncaster Road,
Kenilworth, 7745
Tel: +27 21 674 0646



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NEW
MOUNTAIN VIEW ROOMS
POOL, DECK & POOL BAR
RENOVATED HEALTH SPA
★★★★



EXPLORE THE SPIRIT OF ZULULAND
The Ghost Mountain Inn has recently launched 24 new Mountain View rooms, a new 20m pool and pool area and a larger health spa. The new rooms include three new one and two bedroom Suites and a second wheelchair friendly room. These spacious Mountain View rooms offer great views of the gardens, new pool and jetty towards the Lebombo Mountains in the distance.

A new full board rate has been launched that includes breakfast, lunch and dinner as well as a local safari or 60 minute spa treatment.

Ghost Mountain Inn, Mkuze, Kwazulu-Natal, South Africa
T: +27 (0)35-573-1025 | E: gmi@ghostmountaininn.co.za
www.GHOSTMOUNTAININN.co.za
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EXPLORE THE GEMS

The Gems of the Northern Cape Province shine at Indaba 2018



THE NORTHERN CAPE will showcase an impressive selection of products and activities aimed to attract the attention of the trade and the media at Indaba. "Our local "Gems" have the capability to deliver the best experiences and act as champions for offering the service excellence that will create repeat visits to the Province. Do visit them at the Hidden Gem Village in the ICC and on the Experience Northern Cape stand in the DEC 1B03.

KLIPHUIS RESTAURANT EN HERBERG B&B in Fraserburg is situated on the Karoo Highlands Route. They offer signature Karoo hospitality and country food, and charm which radiates old world ambience. Guests are invited to explore the hiking route through this charming Karoo village, relax with a sundowner on the large patio or take a refreshing dip in the swimming pool. Business guests have access to a conference facility and catering to go. The property also offers a camping site for visitors that enjoy a more grassroots travel experience.

Ronel Le Roux - 083 227 2407
ronel.leroux66@gmail.com

JAKHALSDANS GUESTHOUSE on the Karoo Highlands Route is situated 7km outside Loxton on the Beaufort West road. It offers family Karoo experiences from fishing and game viewing to water skiing and bird watching. Beautiful gardens populated by a vast selection of birds surround the luxurious Guest House. The 13 000 hectares farm has an abundance of game which guests can explore on foot, bicycle, horse or game drive.

Linda van der Westhuizen 082 875 3339
info@jakhalsdans.co.za

TOUCH LETS GO is a travel and tour agency based in Galeshewe, Kimberley. They offer tailor-made township and cultural tours, excursions for the old aged and special interest groups, as well as airport transfers and full travel agency services.

Comet - 071 090 3628
cometmot@gmail.com

RIEMVASMAAK is a Nelson Mandela legacy project and key staging post on the Quiver Tree Food and Wine Route. Bordering the Au-grabies Falls National Park Riemvasmaak offers spectacular scenery, traditional Nama cultural experiences, bird-watching, a number of mountain bike and 4x4 trails and a delectable hot spring to end a day of exploring the Green Kalahari outback. The Mountain Valley Coffee Shop is recommended. Accommodation are 8-bed and 4-bed chalets and a camping site situated at the foot of breath-taking granite cliffs.

Clarissa Damara: 083 873 7715
damaraclarissa91@gmail.com

SUTHERLAND STARGAZING EXPERIENCE, a key staging post on the Karoo Highlands Route where your expert connection with Africa's Milky Way and all of its hidden treasures and the galaxies beyond. A popular tour of the South African Astronomy Observatory is on offer and visitors will be taken into the South African

Large Telescope, the largest single optical telescope in the southern hemisphere and among the largest in the world. The 90 minute night time star gazing experience offers an opportunity to use the 16" Meade and 14" Celestron telescopes to explore the heavens. The tours are offered on Monday, Wednesday, Friday and Saturday. When booking tours, visitors will be notified of their tour starting time. In mid-winter it could be near 18:00 and later in mid-summer 20:00.

Anthony Mietas: 074 330 ANTHONY
asm@saa.ac.za

KAROO TRAVEL DIMENSIONS is a boutique travel agency and tour operator with its base in De Aar. They offer travel experiences around the lovely Karoo towns of De Aar, Hanover, Britstown, Carnavon, Colesberg and Norvalspont. The special donkey cart tours of De Aar is a charming way of experiencing the Karoo. Clients can also enjoy tours to the two largest dams in South Africa – the Gariiep and Vanderkloof dams and relax in the Gariiep Forever Resort. Other tour packages on offer include the Heritage Route of the Karoo, Bushman Rock Art Route, Olive Schreiner Route, Sheep Shearing Route and the Karoo Hunting route.

Noncedo Seekoei - 078 212 2441
nmseekoei@webmail.co.za

FRASERBURG ROCKS on the Karoo Highlands Route offers on site educational Paleontological, historical and cultural experiences around Fraserburg. They specialise in Karoo fossils, fossil footprints and geology. The historical and culture experiences include excursions to local museums, historical and Karoo buildings, as well as the cemeteries, while interacting with the distinctive Karoo residents to add to the Karoo charm.

Martiens Kruger - 061 058 5594
mjkruger99@gmail.com

HOTEL K GALAGADI in the Batlaros village near Kuruman is owned by the legendary Meschack Nkadamang. Meschack was voted South Africa's first Tourism Ambassador in 2008. A hallmark of Hotel Kgalagadi is the vintage cars built by Meschack himself. He is also good at crafting his own unique furniture to decorate the rooms in the hotel.

Meschack Nkadamang - 072 457 6102
nkdadamang@yahoo.com

THE WORKSHOP KO KASI is an innovative tourism product that employs recycling and sustainable tourism practices to create a unique village tourism experience. This Kuruman based business, owned by two energetic young entrepreneurs, offers a set of unique nature

activities, including tree planting by guests, storytelling by the locals, and traditional fare with a twist.

Mpho Cornelius - 071 866 3517
baagisanimarket@gmail.com

The **KALAHARI RIVER & SAFARI COMPANY** is situated along the Orange River, 14km above the Au-grabies Falls National Park en route to Riemvasmaak. The property is an oasis to the stressed city dwellers travelling through the Green Kalahari. They offer rafting, kayaking, fishing, quad-biking, game drives, camping and cultural excursions to the Riemvasmaak community and nearby Au-grabies National Park. A great stay over to explore the Quiver Tree Food and Wine Route with one of the best deck vantage points on the entire Orange River.

Danie van Zyl - 084 244 4408
info@kalahaririverandsafari.co.za

NATIVE MINDS HERITAGE TOURS is based in Galeshewe, one of South Africa's oldest townships. This tour operator presents unique cultural experiences and struggle history tours including an experience in the footsteps of political activist, Robert Sobukwe. They offer popular cycle tours through Kimberley's central business district and the historical parts of township of Galeshewe. The cycle tours offers a fresh perspective on the rich history of uprising and political activism of the area, storytelling by locals and cultural performances. Also offer is an authentic township homestay.

Boithumelo Phirisi - 078 069 5104
nativeminds396@gmail.com

GRAVITY ADVENTURES in the Green Kalahari offers Orange River wilderness safari tours for both leisure and business groups. Their tours encourage visitors to experience the adventure of being outdoors, camping on the banks of the Orange River and sleeping under the stars. A true bucket list experience of the Quiver Tree Food and Wine Route!

Marie-Louise Kellet - 082 692 4399
andrew@gravity.co.za

FUSION GARDENS RESTAURANT in Galeshewe, Kimberley, is an award-winning eatery and offers a truly unique fusion of African and Western cuisine. The garden-based restaurant features a new menu every day enhanced with produce from their own vegetable and herb gardens. Do not miss their tripe pizza and smokey mopani wraps.

Moses Mahumapelo - 079 520 9462
matsieng@vodamail.co.za

KALAHARI ROODUIN GUESTFARM on the Kalahari Red Dune Route features some of the biggest dunes in the southern Kalahari and is situated 20km from the Kgalagadi Transfrontier National Park. The property offers comfortable accommodation, home cooked meals and team-building activities. For the young at heart there is dune surfing and 4x4 routes to explore.

Tel. 063 846 1307
rooiduinguestfarm@gmail.com

VINKIE ENTERPRISE, a Kalahari-based entrepreneur and tour guide on the Kalahari Red Dune Route, offers a tented bush camp on the traditional Khomani San farm Witdraai. The authentic bush experience includes daily interpretative walks with local Khomani San guides, storytelling, traditional dancing and food.

Vinkie Van Der Westhuizen: 072 977 0120
vinkie84@gmail.com

The **KALAHARI INFO CENTRE AND TENTED CAMP** owned by the legendary Bott family is situated in Rietfontein on the Kalahari Red Dune Route, a mere 2km from the Klein Menasse border control post between South Africa and Namibia. The property can accommodate up to 40 people. Visitors are spoiled with dune excursions and home cooked meals featuring mouth-watering local Kalahari dishes such as tripe, potbrood, roosterkoek, stampmielies (samp) and pumpkin fritters, a firm favourite.

Hendrik Bott - 072 159 6726
info@miertourism.co.za

AUKWATOWA TOURS is a Diamond Coast tour operator business based in Port Nolloth. They are your expert partner to explore the natural and cultural offerings of the Richtersveld World Heritage Site, Richtersveld Route and Namaqua Coastal Route. As a local tour operator they have special access to remote communities and their cultural treasures such as the traditional live-stock farmers, Nama dances and traditional food. If you want to experience the ins and outs, facts and fables of the local diamond and fishing industry, best you tour with the Aukwatowa team. They also offer safaris to the Kalahari, Namibia and Botswana and transfers.

Conrad Mouton - 073 651 8833
conrad@aukwatowa.co.za

For more information do visit stand DEC1B03
www.experiencenortherncape.com or
email to marketing@experiencenortherncape.com



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12. Nelson Mandela Square
13. Lilliesleaf
14. Maropeng Visitor Centre
15. Freedom Park
16. The Long March to Freedom
17. Kgoši Mampuru Prison
18. The Old Synagogue
19. Palace of Justice
20. Nelson Mandela Drive
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22. Union Buildings
23. Nelson Mandela Statue (Hammanskraal)

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Nelson Mandela's
Centenary

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TOURISM

