

# AFRICA'S TRAVEL INDABA



3 MAY 2022

DAILY  
NEWS



Brought to you by *South African Tourism*

## Welcome to AFRICA'S TRAVEL INDABA!

The tourism sector has experienced several challenges in the past two years during the height of the COVID-19 pandemic. I am even more excited that we could all get together in person after not being able to do so for two years.

They say charity begins at home, so I would like to start by thanking all the South African delegates attending this year's Africa's Travel Indaba. Your presence here today adds to the consistent support and passion you have shown for this sector even before the tight grips of the COVID-19 pandemic.

Recently, our host province, Kwa Zulu-Natal and some parts of the Eastern Cape province experienced some rains that led to flooding and the loss of human lives and livelihoods. You stood up and showed your unwavering support. Indeed, your attendance at this year's Africa's Travel Indaba cements this steadfast commitment. Your participation will go a long way in contributing to the province's economy as we, together, build towards recovery. To my fellow Africans – I would like to extend a special welcome to you. Africa's Travel Indaba is a Pan

African show, and we remain committed to this because we strongly believe that through visiting each other in our various countries and sharing stories, we get to know and appreciate each other more. That is the power of tourism.

Equally, I warmly invite you to visit all the South African product stands. As Africans, we must continue to use Africa's Travel Indaba to collaborate and partner – this is vitally central to our tourism sector's success and our overall relations as the people of this continent that we all love dearly.



*Lindiwe Sisulu*  
Minister of Tourism in South Africa

To our visitors from the rest of the world, we are delighted to have you at this year's Africa's Travel Indaba, a fertile ground to do business that will ultimately propel your business to even greater heights. Africa has an array of authentic products, and we know you will be spoilt for choice in finding suitable attractions and experiences. We have 126 diverse products and experiences showcased on this year's trade floor.

I invite you to take time out to attend the various speed marketing sessions every morning from 08h30 to 10h00 in Room 21. There, you will meet with an array of small businesses from across South Africa's nine provinces. They are part of the 90 Small Micro Medium Enterprises (SMMEs) that will showcase their products under the Hidden Gems' banner. This focus on nurturing entrepreneurs is critical for the African continent.

Meetings, networking and doing business are what Africa's Travel Indaba is all about, there will also be various Business Talk sessions that will be held over the next three days tackling pertinent issues that impact the growth of our tourism sector.

It is irrefutable that our sector faces several challenges that sometimes strain our relations and hinder our

growth. It also cannot be disputed that the meeting of minds and sharing of ideas and knowledge can only lead to a burgeoning tourism sector.

I hope you take some time after Africa's Travel Indaba to explore this city, the province of Kwa Zulu-Natal, and other parts of South Africa. I wish you a productive trade show, and I am confident that your time here will be richly rewarding personally and professionally.

Please do continue the conversation on the following social media platforms:

Twitter: @SATravelTrade  
and use the hashtag  
#TravelIndaba2022

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## Start Your Journey With TravelStart

TravelStart is known to be one of Africa's largest online travel platforms, made up of many companies namely TravelStart, Safari Now and Night Spread to name a few, along with many others all under the TravelStart Brand.

Commercial manager, Linda Balme says TravelStart is delighted that South Africa is open for business and ready to reignite travel within South Africa. "For domestic travel, one in every four bookings made within South Africa is made on a TravelStart platform and we are sitting well over 120% compared to 2019 and 2020 which clearly indicates that results are strong and we are in full recovery and showing fantastic growth," Linda adds.

**Travel Start is home to over 30 000 small to medium businesses represented on their website which has a sole purpose to drive local tourism within South Africa and within the continent which contribute hugely to the tourism industry.**

Keeping up with some of the most prominent topics of discussion at this year's event, such as innovation and digitalisation, Travel Start has partnered up with Innovation City, which is a community of startups, scale ups and entrepreneurs coming into collaboration to drive technology and innovation for small businesses within the tourism sector. "TravelStart is passionate about finding ways on how we can really drive innovation within small businesses. The TravelStart building has been transformed into an innovation hub and that is something we are really involved in right now," says Linda.

TravelStart has recently launched a new website and payment options giving South African travellers more content to choose from when deciding where to start their travel journeys while offering a seamless experience to book their trips. "Rebuilding and reigniting the South African tourism industry is what TravelStart is most excited about. Being present within Durban at the largest African travel marketing event is so fantastic and we are looking forward to the next 3 days to learn, grow and collaborate with more of the players within the industry", Linda adds.

PROGRAMME		TUESDAY, 3 MAY 2022
TIME	EVENT	VENUES
07h00 - 09h00	TKZN Buyer Breakfast	Southern Sun Elangeni & Maharani
08h30 - 10h00	Speed Marketing - I am an African (Heritage, History and Culture)	Meeting Room 21, ICC
09h00 - 10h00	Africa's Travel Indaba 2022 Trade Floor Opening	South Foyer, ICC
10h00 - 18h00	Exhibition Starts / Diary Meetings	Exhibition Areas
11h00 - 12h30	Minister's Walk-About	ICC, DEC & Walnut Road
12h00 - 13h00	Business Conversation Session 1	South Foyer
13h00 - 14h00	South African Tourism Stakeholder Engagement Session	SA Tourism Village
13h00 - 14h00	Lunch - Catering available from 12h00	Designated Venues
14h00 - 15h00	Media Talk: Africa's Travel Indaba	Media Centre Presentation Room
15h00 - 16h00	Business Conversation Session 2	South Foyer
17h00 - 18h00	South African Tourism Stakeholder Engagement Session	SA Tourism Village
18h00 - 22h00	Welcome Networking Event	Hall 5, 6 & South Foyer, ICC & Walnut Road, Mistrals
18h00 - 00h00	Florida Road City Immersion Experience	Florida Road / Other

## KZN Sets The Tone For

# AFRICA'S TRAVEL INDABA

It is my pleasure to welcome tourism buyers, exhibitors, and all other players in the tourism value chain to this year's Africa's Travel Indaba, where KZN will have an opportunity to showcase the myriad of tourism offerings in store for international visitors.

The return of Africa's Travel Indaba will promote and market the province's business events hosting capability whilst simultaneously showcasing KZN's leisure tourism products and experiences.

The Travel Indaba is vital to South Africa's economy as it encourages job creation and fosters business networking and connections that are integral to the growth of the tourism industry.

I am confident that this will be our best Africa's Travel Indaba yet and KZN will put its best foot forward.

KZN is ready to show the world that the province is still their most loved destination and will showcase many of the great products that have come into the market in the last two years.

I am confident that buyers will be excited to see that KZN is still a must-visit destination that continues to package and sell top-class products to their customers back home.

As the government of KZN, we want delegates to leave KZN knowing that the province boasts an overabundance of tourism products and services that exceed other provinces and build confidence for buyers that KZN is the top destination to see and visit.

Our magnificent province is indeed a safe destination to enjoy a well-needed getaway, either along the coastal shores or in a game reserve surrounded by magnificent wildlife and an abundance of nature.

Whilst you are here for the Africa's Travel Indaba, we encourage delegates to take some time to enjoy our various tourism products, restaurants, cuisine, nightlife, great weather, hospitable people and rich history and culture.

Do visit our Tourism KZN stand : DEC 1G25 MAIN and DEC 1G24 where a range of our SMME businesses will also be showcasing their tourism products.



*Ravi Pillay*

KZN MEC for Economic Development, Tourism & Environmental Affairs.

# Tourists Will Soon Be Able to Walk the Sky at GOD'S WINDOW

The Mpumalanga Tourism and Parks Agency held an official sod-turning ceremony for the God's Window Skywalk in the Blyde River Canyon Nature Reserve during the celebrations of Tourism Month in 2021. Once complete in 2023, the project will allow visitors to experience one of South Africa's most iconic vistas in an entirely new way.

Located at the zenith of Mpumalanga's Panorama Route, God's Window offers visitors a panoramic view of the Lowveld more than 900 metres down into a lush indigenous forest-clad ravine. On a clear day, you can see as far as the Indian Ocean and Maputo. The skywalk will be a cantilevered glass walkway suspended off the edge of the cliff to give visitors a 360-degree panoramic view. The walkway will protrude about 12 metres out from the cliff and will be about 5 metres wide.

The Skywalk is designed to be a global iconic attraction with a number of activities on-site - the skywalk - a sky bridge - a sky swing - a zero-gravity room - a conference and meeting facility. The plan is for a significant part of the activities to be run by local unemployed youths from the area.

With a 900 metre drop, the God's Window Skywalk will be higher than the Grand Canyon Skywalk, which stands at between 150 metres and 280 metres, and the Zhangjiajie Glass Bridge in China, which is 260 metres at its highest point.

The project is expected to greatly benefit the Mapulana Tribe, which owns the land on which the Skywalk is to be built. While the construction phase will be creating 300-plus job opportunities, it is expected to offer more than 100 jobs once complete and operational. Additionally, the community will get a shareholding in the concession through a special communal property association (CPA) named Blyde 04 CPA.

The procurement process for the skywalk, which was first envisioned in 2004, commenced in 2019 following the National Treasury Guidelines and the PPP Toolkit for Tourism to develop a state-of-the-art facility. The development is to be procured using the design, build, finance, operate and transfer (DBFOT) approach. Mapulana Canyon (Pty) Ltd was appointed to invest, design, operate and manage the project, which will be transferred to the landowners at the end of the concession period.

Mapulana Canyon is a unique partnership between Motsamayi

Tourism and Land Claimants from the Blyde River (The Blyde Valley Community Property Association). The concession for the site will be run by Motsamayi Tourism Group.

The Skywalk at God's Window is part of a broader effort by the Mpumalanga Tourism and Parks Agency to make the province a more competitive tourist destination. The Agency has also unveiled projects to further develop the Barberton Makhonjwa Mountains World Heritage Site and the Railway

Heritage Tourism projects.

The Blyde River region attracts nearly one million visitors annually. Projects like the skywalk will do a lot to increase those numbers and encourage people to roam in the area for longer, which in turn will increase visitor spend to the region while exposing more people to one of South Africa's most beautiful locations. It will also be the first skywalk of its kind in South Africa, and one of a very few to have been built around the world.



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**Triland Tour Operators Networking Session**

📅 Wednesday, 4 May 2022 ⌚ 18:00

📍 Mpumalanga Stand DEC1J15

RSVP - Nkululeko Ndlovu (Mpumalanga Tourism and Parks Agency)  
☎ +27 76 338 3156 ✉ nkululeko.ndlovu@mtpa.co.za

RSVP - Chunky Mdluli (Eswatini Tourism Authority)  
☎ +268 7622 3485 ✉ mo@tourismauthority.org.sz

RSVP - Jeremias Manussa (INATUR)  
☎ +258 82 790 7568 ✉ jmanussa@hotmail.com

Mpumalanga  
ESWATINI  
INATUR





# 20 TOURISM Students Get A Chance Of A Lifetime

Tourism KwaZulu-Natal will give 20 unemployed students a once-in-a lifetime opportunity to be tourism ambassadors during this year's Africa Travel Indaba which starts today, 2 May 2022 at the Durban International Convention Centre.

The 20 students who also include some of the interns that recently completed their internship at Tourism KZN last month, will also be assisting delegates with directions, information services of what places of interests they can explore during their visit and so much more.

This is to ensure that delegates get the best of KZN. The Tourism Ambassadors will be stationed at key hotels as well as around the Durban ICC where they will be within eyeshot of any delegate that will need any information.

The Africa's Travel Indaba will be attended by close to 4000 delegates, which will include over 200 International Buyers and close to 100 members of the international media.

Tourism supports 740,000 direct jobs and contributes about 9% to the country's gross domestic product.

With Tourism KZN's assistance this renews faith in tourism to create and support jobs, contribute to the economy, and bring diverse people together to create memorable experiences.

The 20 tourism ambassadors are looking forward to offering their services to a busy and yet exciting Africa Travel Indaba at the Inkosi Albert Luthuli International Convention Centre Complex

(Durban ICC) from 3 to 5 May.



# HOLDING STATEMENT On Torrential Rains In Durban, South Africa.

South African Tourism has noted with concern the torrential rains in the Kwa-Zulu Natal province, and the devastation caused as a result. Our thoughts and prayers are with all the affected communities and families.

Ahead of Africa's Travel Indaba, which is due to take place in Durban from 2 - 5 May 2022, we would like to reassure stakeholders that all plans are still in place to go ahead with the show. The area surrounding the Inkosi Albert Luthuli International Convention Centre, where Africa's Travel Indaba will be held, has not been affected by the rains. We will continue to monitor the situation and update our stakeholders, as and when new information becomes available.

We cannot wait to welcome delegates from all over the world and the continent to Africa's

Travel Indaba, to showcase only the best products and experiences that Africa has to offer.

For any queries and for any additional information, please contact [indaba@indaba-southafrica.co.za](mailto:indaba@indaba-southafrica.co.za).

**GOT A STORY FOR US? SEND BY 12 MIDDAY TO: PRU@PRUDETCH.CO.ZA**

*KZN has it all*  
**BELIEVE IT**

KwaZulu-Natal welcomes all delegates to the Africa's Travel Indaba 2022 happening at the Durban ICC from 2 - 5 May. Visit the Tourism KZN stand at DEC1G25 and DEC1G24.

**AFRICA'S TRAVEL INDABA**

South Africa  
KWAZULU-NATAL  
*Zulu Kingdom. Exceptional*

**VISIT** [www.zulu.org.za](http://www.zulu.org.za)

# THE ICC

## Ready To Host You

Durban's award-winning Inkosi Albert Luthuli International Convention Centre is all spruced-up and ready to host Africa's Travel Indaba after a two-year respite. The Durban ICC has entrenched itself as the signature venue for Africa's Travel Indaba and will go all out to make it as convenient and comfortable as possible for delegates to engage in business and secure deals.

Durban ICC Chief Executive Officer Lindiwe Rakharebe said Africa's Travel Indaba is a great showcase of the diverse tourism products South Africa and the continent has to offer and brings together local and international stakeholders in the tourism sector.

"Africa's Travel Indaba will have huge economic spin offs for the tourism industry and associated businesses, including Small, Medium and Micro-sized Enterprises in Durban and KwaZulu-Natal"

"We are excited to be hosting Africa's Travel Indaba once again this

year and proud that Indaba remains at home in Durban and KwaZulu-Natal. We expect this year's three-day show to inject to KwaZulu-Natal's GDP a whopping R72.5-million."

"The show is a wonderful showcase of what we have to offer the world and the variety of tourism products, experiences and offerings is unparalleled anywhere else on the continent", said Rakharebe.

A face-to-face Indaba will allow the Durban ICC to continue making its valuable contribution to the economy, providing employment and sustaining many livelihoods in the tourism sector's broad value chain.

At the last Africa's Travel Indaba in 2019, the show attracted about 6 200 delegates from all over the world, with 1 033 exhibiting businesses from 19 countries on the continent showcasing an array of travel and tourism offerings to almost 1 177 local, regional, and international buyers. Furthermore, almost 452 local, regional, and international media representatives participated.



*Lindiwe Rakharebe*

CEO of ICC Durban.



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# VISIT

## Pilanesberg National Park

The crater of a long extinct volcano is the setting for the Pilanesberg National Park, and is one of the largest volcano complex of its kind in the world. Its rare rock types and structure make it a unique geological feature. Four concentric ridges or ring of hills fringe the area – the formation rises from the surrounding plains like bubbles.

Thanks to Operation Genesis (1979), the largest game translocation ever undertaken in the world at the time, the reserve now has in excess of 7000 animals. Well known for its rich biodiversity of habitat, colourful hues, and panoramic views, Pilanesberg also offers visitors a close encounter with lion, leopard, buffalo, elephant and rhino Africa's Big 5. A wide variety of rare and common species exist with endemic species like the nocturnal brown hyena as well as cheetah, tsesebe and crocodile, a paradise for wildlife enthusiasts.

Pilanesberg covers an area of 50 000 hectare and exists within a transition zone between the dry Kalahari and the wetter Lowveld vegetation commonly referred to as the Bushveld. Bird watching is excellent with over 300 species of bird recorded. The early presence of man can be seen in the numerous Stone and Iron Age sites that are scattered throughout the reserve.

Visitors are offered many opportunities to experience the wonders of the park through guided game drives or self-drives, a map guide is available on sale at the entrance gates. The 200km of good tar and gravel roads transverse the park and are driveable by ordinary sedan. Hiking trails, dawn and sunset game drives in open safari vehicles and early morning balloon safaris are available and can be booked with specialist operators.

Numerous hides and scenic picnic sites enable the visitor to enjoy an 'out-of-car' experience. A shop and restaurant are centrally located in the park. Curios are also available at the craft market situated at the entrance gate. A wonderful array of accommodation is offered on the periphery of the park ranging from luxury exclusive hotels and game lodges, cosy guest houses and B&B, caravan and camping sites.

The must visit Mpebatho Museum offers the local history of Bakgatla-Ba-Kgafela and state of the art displays are yours to explore. The Moruleng Mall caters for your shopping needs with many of the modern chain stores and restaurants available just 2km outside the Bakgatla Gate.

There are five entrance gates for visitors to the reserve.

Visit their website for more information:  
[www.pilanesbergnationalpark.org](http://www.pilanesbergnationalpark.org) or [www.northwestparks.org.za](http://www.northwestparks.org.za)

## Fly or Drive

### NORTH WEST PARKS



#### Madikwe Game Reserve

A theatre of conservation, a wilderness paradise, Madikwe Game Reserve.

The 63 000 ha reserve was established in 1991 in one of the largest translocation of the time - Operation Phoenix - when a total of 10 000 mammals were introduced to the park.

The reserve has an excellent record of environmental management which has ensured that the carrying capacity of the reserve is never exceeded to the detriment of the eco-system as a whole. The Madikwe Game Reserve conservation efforts to protect the endangered African Wild Dog, are yielding positive results. The reserve has a thriving wild dog population. The painted dogs being somewhat accustomed to the safari vehicles offer visitors a spectacular photographic opportunity.

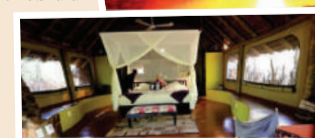
At Madikwe Game Reserve you will experience the African safari adventure where you will be taken to the heart of a pristine environment to witness the interaction of the many species, including the African Big 5, other plains species such as the cheetah, hippo and the spotted and brown hyenas and more than 300 bird species.

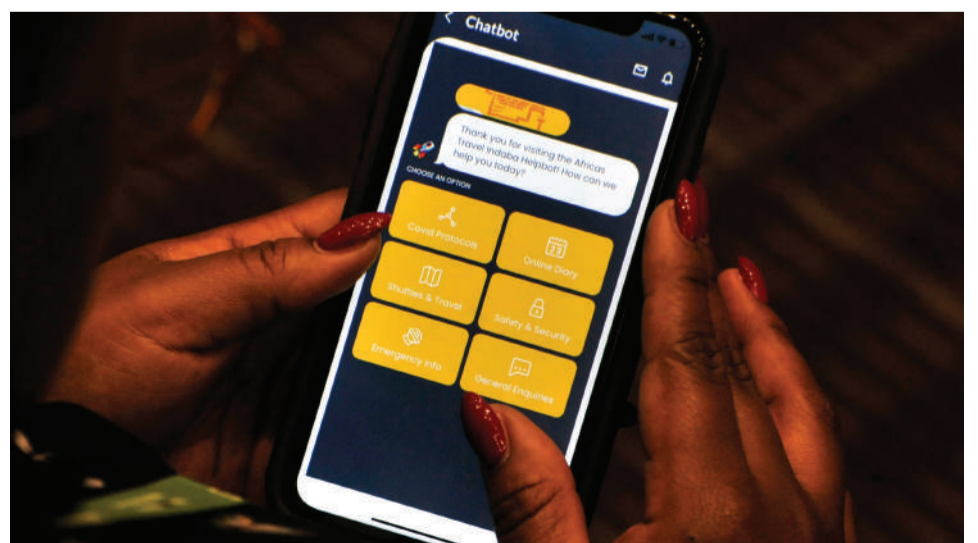
Madikwe is a low density tourism facility offering fully catered accommodation at several luxury lodges within the reserve, and is not open to day visitors. Game drives, in open safari vehicles are accompanied by professional guides.

The reserve is situated 90km north of the town of Zeerust against the Botswana Border. It is a three hours' drive from both Johannesburg and Pretoria. Visitors are also able to fly in using an air charter flight operating from Wonderboom Airport in Pretoria.

The climate is generally mild to hot, but winter nights can be extremely cold. Warm clothing is essential for early morning and night drives. Gate times are arranged for pre booked residents only. Madikwe is not open to day visitors.

Airstrips: Available on request  
Accommodation is run by private enterprises.  
Visit their website for more information:  
[www.experiencemadikwe.com](http://www.experiencemadikwe.com)





# SMME'S TO SHOWCASE

## Their Businesses For The First Time



Small players in the tourism industry will rub shoulders with the big guns when Tourism KZN gives nine SMMEs the life-changing opportunity to showcase their offerings at this year's Africa's Travel Indaba, one of the largest tourism marketing events on the African calendar.

Since Africa's Travel Indaba will showcase the widest variety of the continent's best tourism products to catch the eye of international buyers and media from across the world, the SMMEs will be able to access global markets that they would not have considered even in their wildest dreams.

TKZN is rubbing its hands in glee that Africa's Travel is back, and the province is ready to host tourists and local and international buyers from across the world again.

Some of the SMME's products and services that buyers can survey include the likes of Newcastle Pleasure Guest House, Mt View Lodge, Olungawelwa Tours & Excursions, Amangonyama Tour Operator, Uvukolwethu Corporate Travel, Thokoza Adventures, Cynthias Hive Estate, Impilo Travel

& Tours and Thembela Tours.

Seyms Brugger, sales and marketing manager for Babanango Game Reserve situated in the Umfolozi Valley in Zululand, said the game reserve is a true conservancy and one of the largest game relocation projects in Africa.

"Babanango, in partnership with our communities and trusts, has rehabilitated land and is bringing back endemic animal species to an area that has not seen wildlife for many years.

"Communities benefit directly from leasing out their land and the game reserve will have the Big Five by the end of Spring 2022 which will be one of the most exciting safari destinations in South Africa.

"It will be the first time Babanango will be exhibiting at the Indaba and this platform will give us the opportunity to showcase a new brand and exciting projects to the world, and ultimately receive international business," he said.

Brugger added that there are more than 200 people employed at Babanango and there are game drives and walks, Conservation experiences, historical tours to the battlefields region and overnight

hikes will be launched soon.

Philisiwe Gumede, owner of Cynthia's Hive Estate situated in Stanger, north of Durban, said she is extremely excited to exhibit her business for the first time at Africa's Travel Indaba this year.

"This is a great opportunity to grow my business and to network with other tourism businesses and meet international delegates. I will get to expand my knowledge from other people in the trade which will allow me to take my brand to a higher level.

"I am currently in the process of building accommodation which will be ready by the end of this year. There is a restaurant on site, and I host a farmer's market at the

end of every month to attract more people to the estate," she said.

Senzwesihle Simphiwe Duma, owner of Olungawelwa Tours & Excursions based in Estcourt, a town in the uThukela District of KZN said he wants to achieve a bigger clientele and network with other business delegates from across the world.

"It will be my first time at the Africa's Travel Indaba, and I will showcase the special tours, day and overnight trips to the Drakensberg area which boasts a rich bio-diversity of rare plant and animal species, including unique high altitude Alpine vegetation.

"I am excited to meet international delegates and get to showcase the beautiful province of KZN, he said.



## NORTHERN CAPE

# So Much more to Feel



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# Embrace farm life in the city: A once -in-a-lifetime experience from Africa...with love

Dinokeng has long been associated with conferencing, heritage and events. Close to Johannesburg and Pretoria but with serene surroundings it is the ideal location for a corporate breakaway or conference and leisure experiences. The major attractions in Dinokeng are Cullinan where the largest diamond in the world was found, Roodeplaat dam-popular with fishing and water sports activities. Dinokeng game reserve is the only Big Five game reserve in Gauteng, 90 Kilometers from OR Tambo International and Dinokeng Central which is the heart of Dinokeng.

**Visit us @ Stand Number DEC 1J20**

Website: [www.dinokengtourism.co.za](http://www.dinokengtourism.co.za)

Facebook: [dinokengtourismorganization](https://www.facebook.com/dinokengtourismorganization)

Twitter: [@dinokengtourism](https://twitter.com/dinokengtourism)

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TOURISM



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it starts here

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Africa in one day

# LET'S VISIT OUR PROVINCES

## LET'S TAKE A SHORT LEFT TO KWAZULU-NATAL

**K**waZulu-Natal is the region well-known for its green pastures and warmest beaches. KwaZulu-Natal is a traveler's dream, with a seemingly perpetual never-ending summer, offered by its subtropical climate. KwaZulu-Natal is famous for its outdoor activities, including beaches, natural environment, sport, surf, fishing, sailing, snorkeling and scuba diving. Other water related activities include, adrenaline junkies which can be regarded as the world's highest gorge, bungee jump, go mountain biking, white water rafting, or even do some ice climbing in the snowy mountains in winter.

There are plenty of opportunities to experience and enjoy the region; KwaZulu-Natal is rich in history and has an attractive diversity of cultures. This gives visitors endless authentic and fascinating opportunities to learn about, meet and interact with South Africans from all walks of life. Cultural diversity is apparent everywhere, in the traditional and contemporary music, dance, architecture, theater and art even in the agriculture of local people. In addition, there are always plenty of exciting local and international culinary delights awaiting for exploration.

Durban remains the heart of tourism

in KwaZulu-Natal. A best way in experiencing the City is in taking a stroll along Durban's Golden Mile, a busy seafront connecting some of the city's top tourist attractions. Such attractions include Moses Mabhida Stadium, uShaka Marine World, Entertainment venues, high-rise hotels, shops and restaurants line. This sun-splashed strip and golden beaches here attracts surfers and swimmers. KwaZulu-Natal is a province where domestic and international travelers love to play. The province consists of various top attractions that are rich in history and diverse cultures.

"Drakensberg mountains", is a breathtaking beauty and one of the most popular destinations in the country. Pointed-backed peaks rise above dense forests and deep valleys, and cascades feed clear mountain streams. This breathtaking site includes numerous attractions within it, for instance, uKhahlamba-Drakensberg Park, Royal Natal National Park, Mont-aux-sources, Giants Castle Game Reserve and Cathedral Peak.

This beautiful mountain region also offers luxurious accommodations and hospitality for visitors. KwaZulu-Natal is also well known for offering a thriving Zulu culture, from arts, cuisine and culture.

Other attractions of this province are deeply rooted in heritage, history and nature conservation. This includes "The Nelson Mandela Capture Site" outside the town of Howick in the Midlands area of the province.

This province consists of the country's magnificent world heritage sites like iSimangaliso Wetland Park on the Elaphant coast. Another important Game Reserve is iHluhluwe-Imfolozi, world famous for the role it has played in preserving Africa's white Rhino populations. In addition, there are many more state-run and privately owned protected natural areas to suit travelers. This includes Oribi Gorge Nature Reserve, about 120 Kilometers South of Durban. Oribi Gorge is well known for its great surfing and swimming beaches and lots of sunshine.

Another protected natural area is the KwaZulu-Natal Battlefields Route. This site is known for its historical significance, as the site of many historic battles between Zulus, Boers, and British.

Today, sightseers can explore this rich history battlefields route. The battlefields consist of numerous routes, namely Isandlwana, Borke's Drift, Vryheid, Blood River Heritage Site and Fort Nongqai. Furthermore, it includes Sani Pass, one of South Africa's most attractive mountain roads. This attraction connects KwaZulu-Natal with the Kingdom of Lesotho. Another nature reserve area is Nambiti Private Game Reserve, which is about a three-hour drive from Durban.

Nambiti Private Game Reserve offers exciting guided Safari adventures in search of the Big Five: Leopard, Lion, Elephant, Buffalo and Rhino. The Tatham Art Gallery is a must-see for art lovers. The gallery is situated in Pietermaritzburg and holds significant history of KwaZulu-Natal and South Africa.

## LET'S TAKE A SHORT LEFT TO NORTH WEST

**T**he North West province of South Africa is situated on the North by Botswana, on the South by the Free State and the Northern Cape, and on the upper east by the Limpopo province and Gauteng. A significant part of the province comprises of trees and grasslands. The Magaliesberg Mountain range in the upper east reaches out around 130 km from Pretoria to Rustenburg. Besides its relative to nature, North West is a province rich in South African history and conservation.

Significant historic sites in the province include Mafikeng, the traditional capital of the Barolong people. This is where a British post was set under attack by Afrikaners during the Boer war (1899-1902).

Another destination includes Lotlomoreng cultural village close to Mafikeng, which remains a conventional African town; and Boekenhoutfontein, the ranch of Paul Kruger, who was the last leader of the South African Republic. The province consists of few public parks. The biggest, Pilanesberg Game Reserve is situated in the pit of a terminated fountain of liquid magma.

The province is well known for booming numbers in domestic and international traveling. Tourists or travelers participate in a fold-over scene and the enhancement of a pathetically floating with the breeze. Relish captivating and wonderful sights over the lovely Magalies River valley, Hartbee Sport Dam, Magaliesberg Mountain Range, Pilanesberg National Park. Away from the hustle and bustle of City life, the province offers an escape route to the real Africa. Nature has blessed this province with breathtaking scenic beauty, rolling fields of maize, golden sunflowers and vast plains of Africa bushveld. The ideal for enjoyment of outdoor activities includes superb game parks such as exposure to the big five, magnificent golf courses, water features and sporting facilities.

Another significant destinations are critical towns that incorporate Brits, Klerksdorp, Pochefstroom, Rustenburg and Sun City. The province's most well-known fascination is the Sun City complex, which lies close to the Pilanesberg National Park. Sun City is one of the largest world's greatest amusement places. It consists of gambling clubs, an eighteen opening fairway theatre's and show corridors, sea shovels and a wave pool at the valley of waves, a fastidiously reproduced tropical rainforest, and various lodgings that incorporate the striking palace of the Lost City.

Most of the province's attractions hold a historic significance, for instance Nyedi Wilderness Lodge. The site is situated in the region bordering Botswana, in the Ngaka Modiri Molema District.

The central region is offering game viewing, including the big five: bird watching, hunting, fishing, sports, hospitality, conference facilities, shopping, gaming, Anglo Boer War sites and number of excellent guest houses and farms.

## LET'S TAKE A SHORT LEFT TO LIMPOPO

**T**he region consists of numerous districts integrating the natural fields, bushels and moist mountains as well as different kind of plants and creature species. This makes Limpopo an authentic money box for the explorers. The Limpopo province brags one of the most fluctuated regular, land, archeological and social frameworks on the planet and a captivating history going back numerous hundreds of years when the San meandered the veld and left us their craftsmanships on rocks.

The Mopani is one of the city in terms of location, located in one of the least untainted corners of Africa-immense, sluggish, ageless. The Mopani region has a stream valley called the Great Olifants River, which wanders through Kruger National Park. It is a provincial region with a financial base in mining and farming. It has prolific soil, with sub-heat and humidity and the accessibility of sensible amounts of water. The region flaunts a solid and prosperous cultivating industry.

This province consists of Luxury Suite that overlooks Welgevonden Game Reserve with beautiful views of its natural habitat, where the Big 5 roam. A private

solar-heated pool makes their luxury suites extra special where you will find rest for your soul. Limpopo is the northernmost province in South Africa bordering Mozambique, Zimbabwe and Botswana, often overlooked by visitors who heard, instead, of the country's more exciting provinces like Western Cape and KZN.

Limpopo offers a Masai to surfers scenic landscape, a fascinating cultural heritage, an abundant of wildlife species and, myths and of ancient civilizations. Those in search of history will find many places of archaeological significance that yielded and relies on dates back millions of years. Polokwane, the capital of the Limpopo Province and formerly known as Pietersburg, is the cultural hub of the region half way between Pretoria and the Zimbabwean border - a city graced with wide streets, green spaces and a vivid mix of jacaranda and coral trees that are a sight to behold in spring.

The largest Game Reserve in South Africa is found in Limpopo, Kruger National Park lies across provinces of Mpumalanga and Limpopo in the North of South Africa, just South of Zimbabwe and west of Mazambique. Lying in the heart of the Lowveld is a wildlife sanctuary like no other, its atmosphere so unique that it allows those who enter its vastness to immerse themselves in the unpredictability and

endless wilderness that is the true quality of Africa.

Lying in the northern part of the Limpopo province, bordering on both Botswana and Zimbabwe, the Soutpansberg Vhembe Region is nothing short of spectacular - the baobab, a familiar symbol that stands resolute among the magnificence of vast expanses of indigenous bush in a land characterized by the myth and legend of the Venda people and awash with the vivid colour of blue skies, a prolific wildlife and seemingly endless opportunities for exploration. Known simply as Water Mountain, the blue-hued Waterberg imposingly stretches its full length from Thabazimbi in the south west, to Lapalala River in the north east of the Limpopo Province, supporting a biome of over 15 000 square kilometres.

That a group of Dutch travellers set out finding Jerusalem from Cape Town mistook the Waterberg for Egypt is understandable. Lying in the heart of the Limpopo Province, the Capricorn region is unrivalled for its diverse landscape that combines to form a heady mix of grassy plains, bushveld, mountains shrouded in mist, incredible geological formations, and an equally diverse plant and animal life. History and culture are richly represented with archaeological and historical sites, Voortrekker history, fossils, bones and artefacts; and visitors are drawn here for the hiking, game viewing and 4x4 adventure safaris.



# IT'S THE BUYERS MARKET



**PAULO SANARE LAIZER**

All the way from Tanzania the Manager for The African Safari Trails.

Paulo is experiencing the African Travel Indaba for the first time this year, "I find the whole experience of being here so far very energetic," he says.

Paulo further on expresses how much he has learnt so far just from the BonDay morning session, and he specifically speaks solely on how the tourism business has become digitalized.

"The pandemic affected our business a lot, as we depend on clients to come and climb Mount Kilomanjaro and during the pandemic we did not receive any clients for about Years."

Paulo expects to see the see the tourism industry grow larger in the future as well as become more digital since it has already begun.



**MAGED SELIM**

Maged Selim is a Senior sales manager from all the way from Egypt.

Maged Selim has been attending the Africa's Travel Indaba since 2017, he find the entire experience very great, he states "...even after the exhibitions have finished I stay in South Africa and make more sales because South Africa is a very beautiful country."

Maged continues to express the hardships he had to deal with during the pandemic "We were trying to survive and move forward," he says. He further explains that in the year 2020 they were managing the golf area in Africa and in South Africa and by God's grace everything eventually became better.



**JUDY KEPHER GONA**

Judy is the founder and the Senior Consultant for Sustainable Travel & Tourism Agenda.

This year is Judy's first time experiencing the Africa's Travel Indaba, " I am amazed at how many people have turned up and that people have stayed through the Seminar, people where waiting to meet again and talk about tourism."

Judy further explains how the pandemic did not affect them as much but rather they found a new niche during the two year period. They coaching and support was done online, where they spoke to the individuals about managing risk in businesses, building resilience, how to manage a crisis, how a crisis evolves and what should be done at every stage of a crisis. They specifically focused on such topics so that people are not thrown out of business, hence teaching them that there's a way one can respond to a crisis instead of shutting down.

## It is time to discover #MAURITIUSNOW

**It's time... to relax and unwind. To feel the warmth of the tropical sun on your skin. Immerse yourself in crystal clear blue water. Take long walks on pristine white sand beaches. Experience perfect luxury. It's time to discover Mauritius now!**

**F**ollowing almost two years of lockdown restrictions and border closures due to the Covid-19 pandemic, Mauritius is open and ready to welcome you back to the beautiful island once again.

The award-winning paradise island in the Indian Ocean has reopened for South Africa and is waiting to be rediscovered. Recent global accolades include being placed in the top three of Lonely Planet's top 10 countries to visit in 2022. And, at the 2021 World Travel Awards, Mauritius was named as both the Indian Ocean Islands' Leading Wedding and Adventure Destination.

It is no wonder that Mauritius is the ideal destination to visit for a special family holiday or a reunion of

friends, that romantic getaway or to explore its natural beauty on foot or a mountain bike. Or you can simply go there to reawaken your soul with a relaxing and much-needed break after another very stressful year. It's time to unearth the hidden gems and discover the secrets of Mauritius once again.

South African travellers have a special affinity to the island and the people of Mauritius are ready to welcome them back when they visit this special piece of paradise.

### **BEAUTIFUL BEACHES... AND SO MUCH MORE**

Mauritius is a vibrant, friendly and beautiful country to visit. Not only does it have some of the best luxury resorts and beaches on the planet, but it is also a unique melting pot of cultures that you won't find anywhere else, including many cultural festivities and spiritual festivals that take place across the island all year round.

The variety of adventure sports and other lifestyle activities also make it an ideal destination for those seeking adrenalin and added attractions away from the resorts.

The island boasts a variety of activities ranging from golf to adventure sports such as skydiving, quad-biking, trekking, mountain biking, trail-running and zip-lining, together with a host of water sports including fishing, kitesurfing, parasailing and canoeing.

The many thousands of South African travellers who have come to know and love Mauritius - and those planning a trip for the first time - have the opportunity to experience the island's amazing warmth and hospitality once again.

**DISCOVER #MAURITIUSNOW**  
Visit Mauritius Tourism Promotion Authority at Stand DEC2 B02 at Africa's Travel INDABA 2022

**For more information:**  
[www.mymauritius.travel](http://www.mymauritius.travel)  
[www.mauritiusnow.com](http://www.mauritiusnow.com)  
[www.ratherbeinmauritius.co.za](http://www.ratherbeinmauritius.co.za)  
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# INTERNATIONAL BUYERS

## Eager To Do Business In Africa

After two years of dormancy, one cannot fault international buyers for salivating at the thought of snatching up as much of Africa as they can. And for those who are making their way to Africa's Travel Indaba, they will have the opportunity to satiate their hunger as the continent's premier travel trade show makes its return to the tourism world stage for the first time since 2019.

Held at the Inkosi Albert Luthuli Convention Centre in Durban from 2nd to 5th May, Africa's Travel Indaba has already registered 409 exhibitors, over 1,200 hosted and non-hosted buyers, and 175 accredited media.

Themed Africa's stories, your success, all delegates are invited to share their stories with each other and write their own success. For the African tourism industry, Indaba is the best opportunity to set in motion a full-scale revival.

### MEANINGFUL ENCOUNTERS

For most international buyers, Africa's Travel Indaba is the place where new and meaningful connections begin and where old relationships are renewed.

Sunit Sanghrajka, the founder of US-based tour operator Alluring Africa, will be one of the buyers at Indaba. He expects to meet partners who, like his company, have survived

the Covid-19 lockdown and are ready to thrive with renewed vigour. "As we emerge from the pandemic years, I am expecting to meet with partners who have endured the hardships of a global downturn in tourism.... I anticipate very meaningful meetings with stakeholders who are ready to showcase African destinations as safe and ready for guests."

Sanghrajka, who hails from Kenya and is now based in the US, said the company survived the lockdown by engaging with its key partners in Africa so as to provide flexible postponement policies. "We stayed in touch with our guests and convinced 90 percent of them to postpone rather than cancel. We impressed upon them that their investment in travel to Africa is deeply meaningful and a large portion of it supports communities, conservation and sustainability. This is not commoditised travel."

This is Sanghrajka's third visit to Africa's Travel Indaba, his first being in 1996. He said that the event has been instrumental to his company's growth and success over the years. To exhibitors, all he asks is that they be proud to be showcasing to international buyers. "You have used the last two years to test new ideas, to pivot, to implement new health protocols and innovate. There are many quality and serious buyers who, like yourself, have survived

and are anxious to sell Africa."

He added that buyers should meet as many exhibitors as possible learn about all the wonderful and diverse products in Africa. "Support those who have invested their time and resources to making the first post-pandemic Indaba a great success."

Vivan Perez, the Chief Travel Architect of US-based tour operator Ladies Touch Events & Travel, said she is looking for products catering for women travellers, particularly from the LGBTQ+ community. "A lot of women have been saying they are interested in Africa."

Perez added that she is also looking for products that keep travellers protected from Covid-19. "Even though we are post-pandemic, people are still worried about contracting the virus while travelling."

This is Perez's first time at Africa's Travel Indaba and sees it as a great opportunity to make new connections. "With a lot of the clientele interested in Africa, I knew this was the place to be. From the looks of it, the contacts are going to be amazing."

### FOREIGN ARRIVALS TO AFRICA ON THE UP

According to the United Nations World Tourism Organisation (UNWTO), Africa had seen

18.5-million foreign arrivals in 2021, 2.3-million than 2020. North Africa had received 6.1-million of that figure while sub-Saharan Africa welcomed 12.3-million visitors. The UNWTO expects the sector to return to pre-Covid levels in 2023.

The signs of recovery are already there, as international air traffic in Africa increased 18% in January 2022, according to the UNWTO. According to Smith Travel Research, a data-driven market research group for the global hospitality industry, hotel occupancy around the world improved in February 2022 (51 percent) from weaker rates in January (43 percent). All world regions saw higher occupancy rates in February with a 48 percent increase in Africa.

South African Tourism Acting CEO, Themba Khumalo, said that since Covid-19 lockdown regulations have been relaxed worldwide, he expects tourist numbers to increase even more by the end of 2022.

He added that Africa's Travel Indaba will do much to ensure that foreign travellers choose one of 54 African countries as their destination of choice.

"I have no doubt that the international buyers will be bowled over by the diverse African products at Indaba. There is something for all.



### KZN MEC for Economic Development, Tourism and Environmental Affairs, Mr Ravi Pillay and Chairperson of Tourism KwaZulu-Natal, Mr Sthembiso Madlala

kicked off Africa's Travel Indaba with a walkabout at Inkosi Albert Luthuli International Convention Centre Complex today, 2 May till 5 May 2022.

The Africa's Travel Indaba will be attended by close to 4000 delegates, which will include over 200 International Buyers and close to 100 members of the international media. Exhibitors will be showcasing their best tourism products and special offers to the regional and international market.

## Hidden Gems Of Limpopo Exposed To The World

### YELLOW ARUM LILY IN SEKHUKHUNE

Sekhukhune District is endowed with types of yellow arum lily which germinates and blossoms in the wild around October annually. This is the natural habitat of the much sought-after Yellow Arum Lily that is annually celebrated for its magnificent springtime display. This indigenous, flower is endemic in Sekhukhune especially in the Leolo Mountain ranges up to Roossenekal.

These yellow arum lilies are protected species, from the endangered Red Data list. Nobody is allowed to pick these beautiful flowers or dig them up in the veld. The other family of this lily is Zantedeschia pentlandia found around Roossenekal in the same district. The difference

between the two is that the Zantedeschia Jucunda has deep green leaves with white sparkles while its cousin, Zantedeschia Pentlandia are shiny plain green.

This is the time when people descend to Leolo Mountain ranges for sight seeing as well as exploring the rare species like the other family of the yellow arum lily that grows in the wild around that area, whose botanical name is Zantedeschia Jucunda. This genome of the yellow arum lilies is endemic to Mohlake Valley and the surrounding.

### SEKWENENG TUF A RARE GEM TO BE PROUD OF IN LIMPOPO, SEKHUKHUNE

A visit to Phiring Village under Dinkwenyane Traditional Authority will be a fitting expedition to yet another new

gem in the province, a unique geological formation of an active Sekweneng tufa rock. Mr. Lucious Hlatshwayo, the lead tour guide with his extensive knowledge of nature, will be on duty to enlighten you about these wonders of nature.

According to Wikipedia, Tufa is a variety of limestones formed when carbonate minerals precipitate out of ambient temperature water. Geothermally heated hot springs sometimes produce similar (but less porous) carbonate deposits, which are known as travertine. Tufa is sometimes referred to as (meteogene) travertine. It should not be confused with hot spring (thermogene) travertine. Tufa, which is calcareous, should not be confused with tuff, a porous volcanic rock with a similar etymology that is sometimes also called "tufa".

# GET THE AFRICA'S TRAVEL INDABA APP

## NEW FEATURE, CHATBOT:

We are bringing artificial intelligence to the palm of your hand. This year in our mobile app, we will have a chatbot that will be able to answer all your questions before you even have them.

## EXHIBITOR / HIDDEN GEM / SUSTAINABILITY VILLAGE INFORMATION:

View a full list of the incredible exhibitors / hidden gems / Sustainability Village vendors – we have included information such as contact details, website links and links to their social media platforms.

## IN-APP MESSAGING:

Ever wanted to send a message to another attendee while using the Africa's Travel Indaba app? Well say no more, we have designed an in app messaging feature with you in mind. Send private messages or create a group to communicate with colleagues, other attendees or exhibitors all while in the mobile app.

## PERSONALIZE YOUR PROGRAMME:

On the app, you are able to add any programme items to your personal calendar and set a reminder on your device to not miss any of the exciting items we have lined up.

## PUSH NOTIFICATIONS:

We want to ensure you do not miss any important information relating to Africa's Travel Indaba, if you download the mobile app, you will receive all the latest happenings as a pop up on your device throughout the Indaba.

## TOP REASONS TO USE THE AFRICA'S TRAVEL INDABA APP



1. Create a business profile for delegates to view



2. Save time and book appointments with fellow attendees



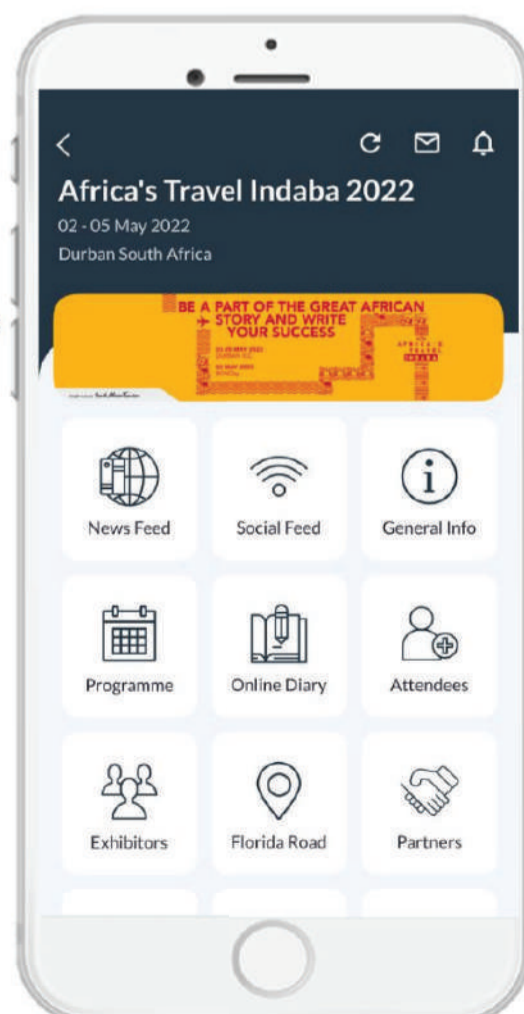
3. Glean crucial information about exhibitors and buyers



4. Follow all Twitter posts featuring the Meetings Africa hashtag through the newsfeed



5. Navigate the Africa's Travel Indaba Trade Floor all in the palm of your hands



Scan the QR code or search for **Africa's Travel Indaba 2022** on the App Stores





# MAYOR EXCITED TO Host And Rebuild Tourism In Durban

The City of Durban welcomes the thousands of tourism stakeholders from across the globe who are participating in the Africa Travel Indaba taking place at Inkosi Albert Luthuli International Convention Centre from 2 to 5 May.

We are excited to host Indaba again after a two-year hiatus due to the global outbreak of COVID-19 pandemic, which halted all travel related activities. With the overall Indaba theme,

**"Africa's stories, your success"**, we are ready to be part of telling the African stories of success and resilience. Under eThekweni's sub theme, **"Tourism sector in Durban bounces back"**, we want to take full advantage of hosting Indaba to rebuild the local tourism industry that has suffered so many setbacks such as COVID-19 outbreak, last year's civil unrest and recent devastating floods.

The hosting of Indaba will bring much needed relief to the local tourism sector as about 3

700 delegates are expected to descend on our shores. This will yield an estimated direct spend of R29 million and contribute approximately R72.5 million to the City's GDP as well as create about 150 employment opportunities.

Our message to the delegates is that as the City of Durban, we are open for business and ready to rebuild the tourism sector as a collective.

Over the next four days, we will be hosting side events targeting our key target markets to cement Durban as a tourist mecca.

I would like to invite delegates to visit our Durban Tourism stand which will be abuzz with activities, including exhibitions by the City's nine Community Tourism Organisations who will be showcasing their regions products.

It is an absolute pleasure to host you again in our beautiful and warmest City for the 2022 edition of Indaba. We hope you will have fruitful discussions to rebuild the tourism sector as a collective.



*Mxolisi Kaunda*

Mayor of eThekweni Municipality

## EXPERIENCE THE MOST Of Durban This Year

The city of Durban is ready to welcome all tourism contributors to the largest African tourism marketing events; Africa's Travel Indaba 2022!

After facing many challenges in the past two years, delegates and visitors can now look

forward to experiencing the city of Durban all over again - and even better this time around.

With beautiful beach fronts and a warm subtropical climate; visitors and delegates can enjoy some of the most popular experiences the city has to offer during their stay for Africa's Travel Indaba.

Rooted in diverse culture and heritage, Durban is home to some of South Africa's most historic sites. For historic tours, visit Durban's Inada heritage route; begin the route with a visit to the ancient home of Mahatma Gandhi and follow the footsteps of the beloved Nelson Mandela at Ohlange where he cast his vote during the first democratic elections in South Africa.

Visitors can enjoy Durban's

unique culinary experience along with the city's popular entertainment precincts including Florida Road, Chartwell Drive, Sibusiso Mdakane in Umlazi, Swapo Road in Durban North and Davenport.

### PLACES TO SEE:

- Shakaland and PheZulu Safari Park : Located in the valley of 1000 Hills, experience
- traditional Zulu culture through tribal dances and traditional ceremonies.
- uShaka Marine World: A 40-acre Theme Park filled with so many activities as well as
- entertainment, uShaka Marine World has the world's 5th largest aquarium.
- Golden Mile: The stretch of the beachfront in Durban. This popular stretch runs from
- uShaka beach in the south coast of Durban to Suncoast Casino and Entertainment
- World in the north.
- The Durban Botanic

Gardens: The most ancient surviving botanical garden in Africa.

- Experience Durban's nature by strolling among indigenous and exotic subtropical plant life.
- Moses Mabhida Stadium: This 8500 seat stadium hosted some of the most prestigious 2010 Soccer World Cup matches and is

known for its six signature activities namely the Adventure Walk, a 500-step climb to the top of the arch, the Big Swing, the Bungee Jump, a Segway Gliding tour and a ride in the stadium SkyCar for a breath-taking view.

During Africa's Travel Indaba, there will be several side events to cement Durban as a tourist mecca that delegates can look forward to.

## DID YOU KNOW?

THE CITY OF DURBAN WAS ORIGINALLY CALLED TERRA DO NATAL BY VASCO DA GAMA WHEN HE VISITED BACK IN 1497. THE CITY WAS THEN RENAMED TO DURBAN AFTER THE CAPE COLONY GOVERNOR SIR BENJAMIN D'URBAN.

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