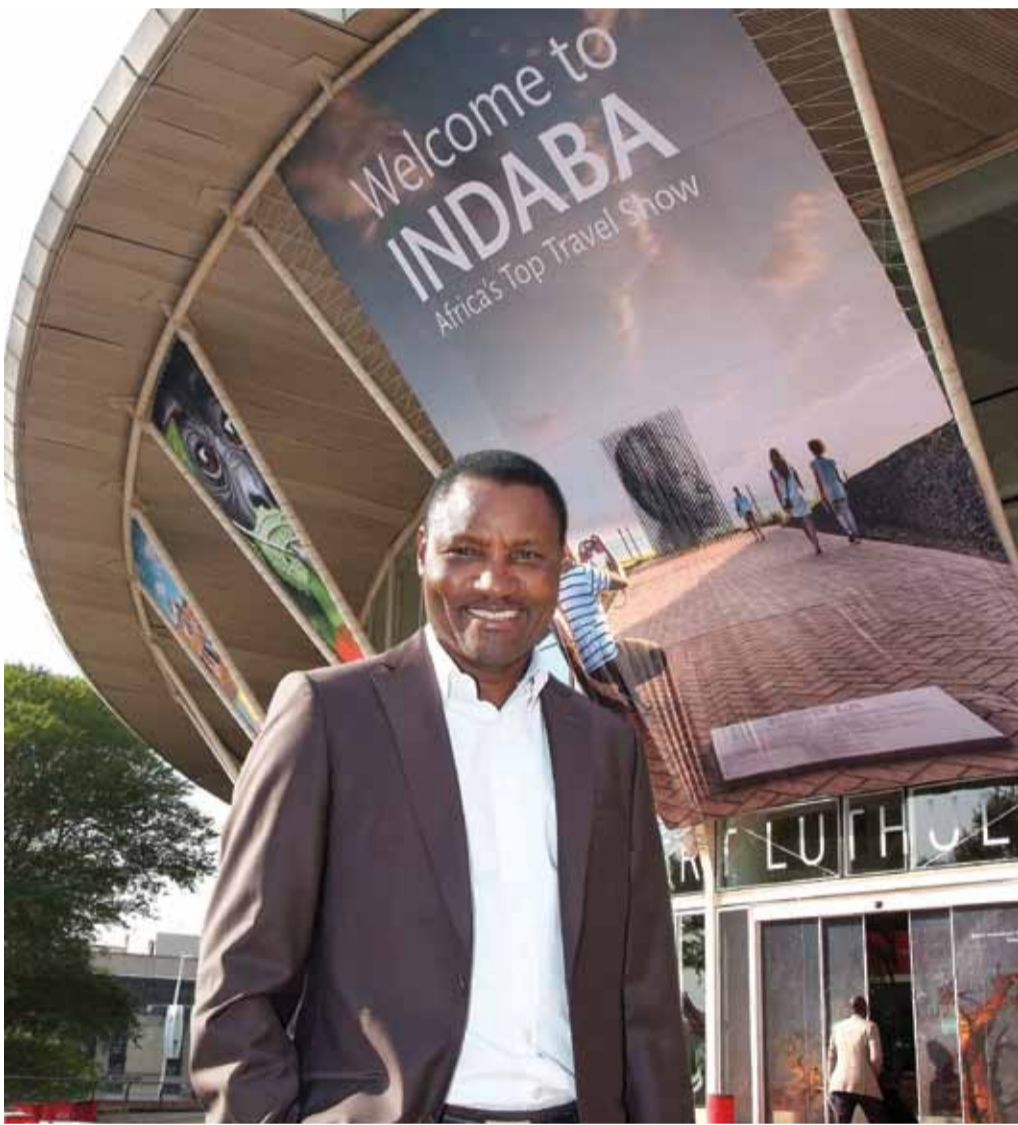


# INDABA Daily News

Issue No.1 10 May 2014

## Let the show begin!



Indaba 2014 offers a highly efficient trading environment - South African Tourism Chief Executive Officer Thulani Nzima.

Indaba 2014 is one of the largest tourism marketing events on the African calendar and one of the top three must-visit events of its kind on the global calendar.

It showcases the widest variety of Southern Africa's best tourism products and attracts international visitors and media from across the world.

For Indaba to maintain its position as the premier travel trade show on the African continent, it has to present sufficient value to the trade. With Indaba's transformation into a contemporary pan-African trade show, it now brings the face of Africa to life, with more representation of the continent.

Indaba 2014 offers a highly efficient trading environment, ensuring value around quality of engagement and quality of buyers and exhibitors. The focus is on business facilitation and the quality of the deals and business connections that are made during Indaba.

With exhibitors showcasing the best in accommodation, tour operators, transport, game lodges, online travel and industry associations, Indaba 2014 promises to be a bumper experience.

Indaba Daily News tracked down South African Tourism Chief Executive Officer Thulani Nzima to get the inside track on this year's show.

### Are you excited about Indaba 2014?

Yes! I am definitely excited. The entire South African Tourism team is looking forward to Indaba.

Indaba may have been in existence for over 30 years, but we've been hard at work to ensure that we continue to improve this trade show. We want to keep it fresh and relevant and make sure that Indaba delivers an optimal business platform for every single exhibitor and buyer delegate.

We welcome more than 23 destinations from our African continent who have come to Indaba this year. Their presence here marks the beginning of Indaba being a truly pan-African show, and offering buyers access to all of our beautiful, exciting, accessible and wonderful continent, all under one roof. We hope this is the beginning of a long, mutually beneficial friendship at Indaba.

We are especially excited about a brand new addition to Indaba – the TechZone that gives travel technology its own home. It also provides delegates an opportunity to meet with the biggest names in social media – in online travel agents and in review sites. The TechZone offers a TechTalk each day, giving extremely useful and interesting information from globally acclaimed travel tech rock stars.

We also introduced a Premium Lounge at Indaba this year to give our highly valued, loyal, premier exhibitors a bespoke and dedicated space to host their buyer meetings. It's like an office away from the office.

This year we have improved Indaba Connect, integrating it seamlessly with the personal diaries of users and giving it ever better cross platform functionality.

Last year more than 286 000 business cards were exchanged via Indaba Connect and 25 444 documents were downloaded. We are certain this year that Matchmaking and Indaba Connect are going to be at the heart of easy human engagement.

The speed marketing sessions, which had been very successful in 2012 and 2013, are back, giving buyers face time with 60 of our top products across the adventure, urban vibe and heritage and culture experiences. The sessions are a highlight of the show and their business potential for buyers is incredibly significant.

All in all, it's a busy yet exciting three days ahead, not only for us at South African Tourism, but also for the entire industry. Indaba 2014 is going to be busy, engaging and productive. We can't wait to get started!

**The theme of Indaba 2014 is 'Plugging into Africa's growth'. Tell us more.**

South African Tourism is absolutely committed to creating an enabling business platform for tourism growth. Tourism in Africa is at an incredibly exciting stage right now. We want to work with our trade here in South Africa and across the continent too, to keep arrivals to Africa growing ahead of the global growth curve.

The entire African continent is bursting with opportunity. Where the global industry grew about 4,5 percent in 2013, arrival growth to Africa was six percent. But Africa still receives a relatively small number of total tourists – 56 million of 1 087 billion people who crossed a border last year.

*Continued on page 2*



a sho't left

Cape Town and the Western Cape is an inspiring place to discover. Take a sho't left at this year's Indaba, visit US at DEC Hall 1 stand E114 and discover our unique tastes, attractions and landscapes.

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- discover the tastes of the Western Cape
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**CAPE TOWN  
& WESTERN CAPE**  
marketed by WESGRO

*image courtesy of sho't left*

There is immense potential to grow Africa's share of global tourism. Indaba is the optimal platform for African destinations to come together and market Africa to the world's top buyers. Hence the Indaba 2014 theme – Plugging into Africa's growth.

**It's 2014, and South Africa celebrates 20 years of freedom. How is the tourism industry in general – and Indaba specifically – celebrating this milestone?**

At Indaba 2014 we're celebrating 20 years of freedom not only by reflecting on how far we've come, but also by doing everything we can to build a bigger and better tourism industry in the future.

South Africa's success as a destination is well documented, having grown from fewer than a million arrivals in 1994 to just over nine million in 2012. It's growth that no other destination on earth can claim in the last two decades. But it sets the bar and challenges us to maintain robust tourist arrival growth. Tourism's contribution to the national and continental economy

has grown year by year over these past 20 years. In South Africa alone, tourism has provided the impetus for the emergence of thousands of small businesses, for the creation of thousands of jobs and for the contribution of more than R93 billion a year to the economy.

This year, we look back on 20 years of freedom with gratitude that democracy has enabled us to put tourism to work to profoundly change the lives of so many South Africans. And we look forward with resolve and with optimism at the powerful contribution this sector can and will make to the future of our country and our continent.

**Do you have one message for all delegates?**

Yes! A warm and heartfelt welcome to Indaba 2014!

Think of the next three days as an awesome opportunity to network, to meet with the right people and to grow your own share of an incredibly lucrative and exciting industry in Africa. We wish you a productive time here with us.

Thanks for joining us at Indaba 2014.

**Today's programme – Saturday 10 May 2014**

**Exhibition times: 09:00 – 18:00**

09:30 - 15:00	Cities at Indaba 2014 Seminar TechTalks in the TechZone	ICC Meeting Room 21 North Plaza
10:00 - 11:00	How Google is innovating travel, Brett St Clair	
12:00 - 13:00	iAmbassador Bloggers #MeetSouthAfrica again	
13:00 - 14:00	Facebook, Warrick Godfrey	
14:00 - 15:00	eTourism Frontiers, Damian Cook	
17:00 - 18:00	Opening Ceremony	ICC Hall 1
19:00 - 23:00	Welcome Party	New Beach

# An iPad for a warm welcome!

Indaba exhibitors – put your warmest welcome forward and win a great prize from South African Tourism! Indaba host South African Tourism, is running an exhibitor competition. Exhibitors who show delegates a warm welcome in the form of a friendly smile, offering a cheerful story, being helpful and most importantly wearing the Welcome! pin, stand a chance of winning one of eight iPads. The iPads will be given away over the three Indaba 2014 days. If you're an exhibitor, we encourage you to wear your Welcome! pin throughout the show. You will receive the pin when you register.



Welcome ambassadors will be out and about in the exhibition halls for the duration of Indaba to connect with exhibitors sporting their Welcome! pins and gauging just how hospitable and welcoming they are. iPad winners will be featured on the Welcome! website every day of the show. To see who has won, and which exhibitors have shown an especially warm and welcoming spirit at Indaba, go to [www.welcome.southafrica.net](http://www.welcome.southafrica.net). So, make sure those ambassadors see you being warm, welcoming, friendly and helpful at Indaba!

## Indaba Daily News

The Indaba Daily News, official newspaper of Indaba, is published by Junxion Communications.

Finalist Best newspaper, Best Communication, Best Design SA Publication Forum competition.

We would like to hear from you ...

- e-mail: [martin@junxionpr.co.za](mailto:martin@junxionpr.co.za)
- Facebook fan page Indaba Daily News
- Twitter - IndabaDailyNews



Also read Indaba Daily News on [www.indaba-southafrica.net](http://www.indaba-southafrica.net).

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

### What people say...

**Facebook**

**Michelle Whittemore:** Good luck all ... Brings back awesome memories.

**Lesley Simpson:** The anticipation each day looking forward to seeing you

**Corne Koch:** Sien julle daar!

**Godfrey King:** Looking forward to seeing you

**Zelda Coetzee:** Good luck!!

**Gerda Coetzee:** Enjoy!!!!!!!

**Jacques wrote:** "Will miss you all this year...pls contact me when your back"

**Twitter**

**Indaba Daily News** @IndabaDailyNews

More than 10 000 expected to descend on Tourism Indaba this weekend | *The New Age Online*

**Indaba Daily News** @IndabaDailyNews

<http://allAfrica.com>: Tourism in Africa is an Untapped Goldmine - Report

**Indaba Daily News** @IndabaDailyNews

Sub-Saharan Africa: Indaba Preview | *International Meetings Review*



# ONE VOICE FOR TRAVEL AND TOURISM



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

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



Visit us at stand ICCE02 to meet some of our members and find out more about what we do:  
 Log on to [www.tbcsa.travel](http://www.tbcsa.travel) Like us on Facebook Twitter @TBCZA #1tourismvoice

# Bloggers explore the country with #MeetSouthAfrica

A group of 14 online influencers has traversed beautiful South Africa with South African Tourism during the 2014 #MeetSouthAfrica blogger's campaign, growing awareness of South Africa as a leisure destination among potential travellers.

Started in 2013, the #MeetSouthAfrica campaign aims to introduce South Africa's unique experiences to travellers through the eyes of travel and lifestyle bloggers with significant online following.

The bloggers included in this year's campaign were selected in two ways – international bloggers were recommended through the iambassador programme, which markets destinations and travel brands by utilising the social media influence and reach of travel bloggers, and a list of local bloggers was compiled and a shortlist made, from which five were approached to

become involved.

The week before Indaba 2014 the bloggers were divided into three groups with an itinerary focused on either adventure, luxury or heritage and cultural travel in South Africa.

Starting in Johannesburg, each of these routes saw bloggers cross the country, finishing in Durban just before the start of Indaba 2014. The itineraries included some popular tourist experiences such as a Soweto tour and the Apartheid Museum, to more surprising options like a cook-it-yourself dinner with chef Matt Manning in Cape Town.

"As a destination marketing organisation, it's important that we stay ahead of the curve when it comes to innovative marketing in the online space," says Chief Executive Officer of South African Tourism

Thulani Nzima.

"#MeetSouthAfrica does exactly that, allowing travellers to see the world through the eyes of their favourite bloggers, building their appetite for visiting South Africa."

Melvin Boecher, a co-founder of the iambassador programme and blogger at TravelDudes.org, lauds South Africa as the destination that constantly surprises: "It's my sixth time in South Africa and I'm already looking forward to my next. Each visit provides something new. Rafting on the Orange River in stunning scenery was never on my itinerary before. The landscape and sunsets were so good that I will now recommend it to other travellers."

Well-known local blogger, Ishay Govender-Ypma of Food and The Fabulous, says of her trip with

#MeetSouthAfrica: "As a local blogger, it's been enriching and eye-opening travelling with the international crew. Early morning wake-ups have been rewarded with lots of interaction with locals and amazing sights. This has made me even more proud of my country. There's so much I want to explore and revisit in Mzansi. Thanks to South African Tourism for the opportunity and the investment in promoting South Africa."

As of Thursday, 8 May 2014, the #MeetSouthAfrica hashtag had gathered over 30 million impressions on social media platforms Facebook, Twitter and Instagram.

To find out more about the campaign, or to read daily highlights from each group, visit [blog.southafrica.net](http://blog.southafrica.net).

## Bloggers en route...

Hot-air ballooning with Bill Harrop's - credit @foodandthefab



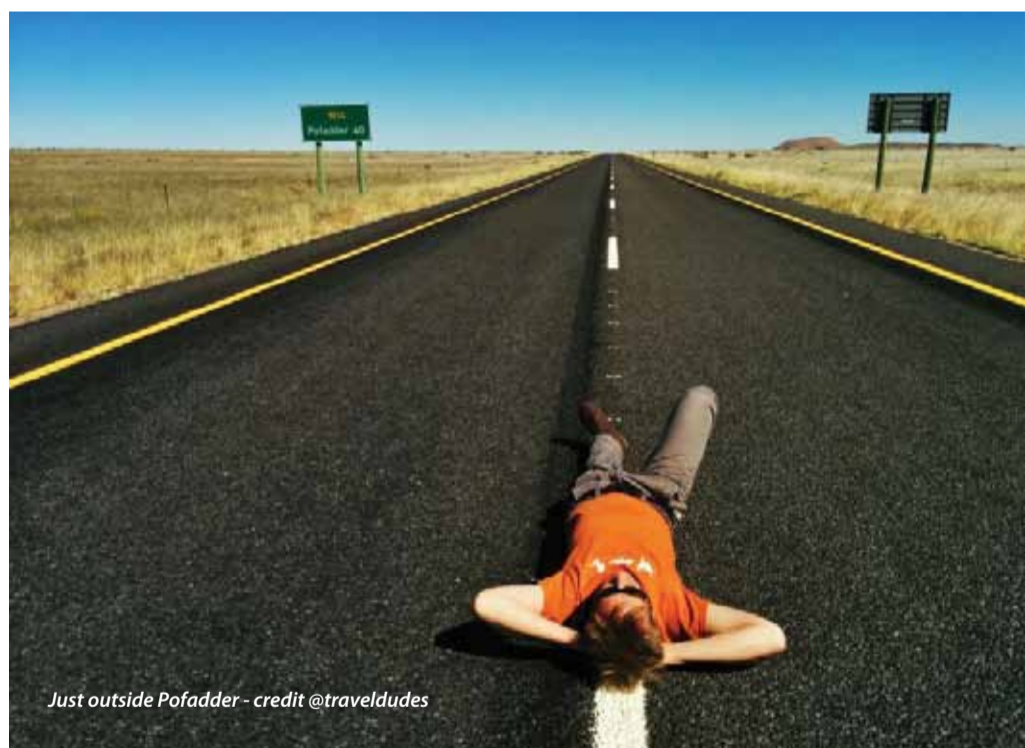
### Meet the 2014 #MeetSouthAfrica bloggers

- Melvin Boecher – [www.traveldudes.org](http://www.traveldudes.org) • Matt Karsten – [www.expertvagabond.com](http://www.expertvagabond.com)
- Mauricio Oliveira – [www.trilhaseaventuras.com.br](http://www.trilhaseaventuras.com.br) • Caspar Diederik – [www.storytravelers.com](http://www.storytravelers.com)
- JD Andrews – [www.earthexplorer.com](http://www.earthexplorer.com) • Umei Teh – [www.cfoodtravel.com](http://www.cfoodtravel.com)
- Kash Bhattacharya – [www.budgettraveller.org](http://www.budgettraveller.org) • Rob Lloyd – [www.stophavingaboringlife.com](http://www.stophavingaboringlife.com)
- Adriana Lacerda – [www.escapismogenuino.com](http://www.escapismogenuino.com) • Heather Mason – [www.2summers.net](http://www.2summers.net)
- Meruschka Govender – [www.mzansigirl.com](http://www.mzansigirl.com) • Ishay Govender – [www.foodandthefabulous.com](http://www.foodandthefabulous.com)
- Dawn Jorgensen – [theincidentaltraveler.com](http://theincidentaltraveler.com) • Katarina Mancama – [simplysouthafrica.wordpress.com](http://simplysouthafrica.wordpress.com)

Overlooking Storms River - credit @agentcikay



Overlooking the Orange River - credit @budgettraveller



Just outside Pofadder - credit @traveldudes



Naval Hill Bloemfontein - credit @DawnJorgensen

**INDABA**  
SPEED  
MARKETING

A lifetime of Hidden Treasures to discover, in just 90 minutes

Don't miss the Hidden Treasures Speed Marketing Session, in collaboration with Tourism Enterprise Partnership and South African Tourism. A concise information-packed presentation that offers you knowledge, insights, and the chance to start great new partnerships guaranteed to help your business grow.

**Date:** 10 May 2014 | **Time:** 12:30 - 14:00 | **Venue:** ICC Room 22



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## Go off the grid on Pafuri walking trail



Wilderness Safaris Pafuri Walking Trails are open for the 2014 season, offering one of South Africa's most unique and pristine walking experiences in the private Makuleke Concession in the northern Kruger National Park.

Run from April to October, with departures on a Monday and Friday, the interpretive three-night, four-day trails are led by highly-skilled guides and trackers. The trails follow paths made over aeons by Pafuri's animal inhabitants. Many of the guides are also skilled wildlife photographers and can assist with taking that perfect shot.

Accommodating a maximum of eight guests in four walk-in en-suite dome tents, the trails camp offers a comfortable base from which to explore the diverse areas of the 24 000-hectare concession. Habitats include the life-giving arteries of the Limpopo and Luvuvhu rivers, floodplains, seasonal pans, baobab-dotted *koppies*, woodland and ethereal riverine forest. Daily walks follow different pathways picking up various animal tracks along the way.

The Pafuri region is famous for its large seasonal herds of elephant, buffalo, while hippo and crocodile are abundant on the Luvuvhu River. The area has the highest density of nyala in Kruger and species such as eland, Sharpe's grysbok and yellow-spotted rock dassie are present. Good general game like impala, kudu, baboon, waterbuck, warthog and perhaps grey duiker or bushbuck can be seen, as well as elusive lion and leopard.

The area has long been seen as a Mecca for southern African birdwatchers. Species that can be spotted nowhere else in South Africa include the Böhm's spintail, mottled spintail, racket-tailed roller and grey-headed parrot.

Pafuri Walking Trails are completely off the grid, with no electricity or generator in the camp. Gas runs the small fridge and stove in the kitchen, but water is boiled on the fire. Cell phone reception is also not available. This offers visitors the perfect opportunity to truly connect with nature.

For more information visit stand DEC2B22 or ICCH02.

## Kwandwe voted best wildlife experience

Renowned US Andrew Harper's Hideaway Report has named Kwandwe Private Game Reserve – Place of the Blue Crane' in isiXhosa – as 'Best Wildlife Experience' in the 2014 Grand Award's Special Recognition Awards category.

Reviewed incognito, to be considered for the annual awards, properties must offer a particularly memorable experience, be relatively small in size, possess strong individual personalities, offer relaxing atmospheres and demonstrate a consistent devotion to personal service

"Kwandwe has always put the wildlife experience at the forefront, contributing to enhancing South Africa's Eastern Cape as a world-class safari experience," says General Manager Graeme Mann.

The malaria-free reserve boasts the Big Five – black and white rhino, elephant, lion, buffalo and leopard – as well as a remarkable variety of predators and general game, including cheetah, kudu, springbok, eland, red hartebeest, giraffe, black wildebeest and gemsbok.

Kwandwe's conservation aim is to maintain a

sustainable high-yield/low-impact conservation model. The 22 000 hectares of rehabilitated wilderness comprises only four small luxury safari lodges – one of the highest hectare-to-guest ratios in South Africa.

"The successful development of this conservation model has been key in providing our guests a top wildlife experience," says Mann.

Apart from the usual twice-daily game drives, Kwandwe offers a wide range of other activities like night drives and nature walks, boat rides, fishing and safari activities such as big game walking safaris. Rhino conservation safaris offer guests the opportunity to participate in the rhino darting and notching programme under the supervision of experts.

Kwandwe is also a fantastic destination for families. Through its newly launched Blue Crane Conservation Club an eco theme and a number of new activities have been introduced to its children's programme. Guests can also participate in Kwandwe's volunteerism activities through the reserve's Angus Gillis Foundation.

For more information visit stand ICCP01.



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## Looking for excitement in 2015? – go Nomad Adventure Tours



About MAN and machine – Nomad's purpose-built adventure trucks.

Nomad's tours operate with a high frequency, the core tours are immensely popular, the guides continue to grow from strength to strength and equipment and trucks are constantly being improved, so now is the time to focus on the details.

With this philosophy, Nomad will continue to access and improve on the best value activities and accommodation in the areas in which it operates, for a price that is in most cases, unbeatable.

Route amendments will mean that drive times are shortened, new accommodation suppliers have been contracted to improve on the standards offered on tour and additional activities will be included to ensure the tours remain the ultimate adventure experience in Africa.

Nomad's scuba diving tours and FIT options have grown in popularity with a number of options available.

Particular attention has been paid to the 2015 pricing and Nomad has adopted a single currency pricing model which has worked out favourable for those

selling tours in foreign currencies.

For the German market, Nomad will be introducing German guided tours which will include three crew members and more meals served in lodges.

Nomad is also introducing an accommodated Victoria Falls to Cape Town tour, which will not only increase the number of travel dates available but will also create new tour links and combinations, for example, an accommodated Nairobi to Cape Town tour.

Other exciting developments include an extra day spent in the Masai Mara on the Kenya tours, a visit to the Makgadigadi pans and Moremi on Botswana tours, chimp trekking and Murchison Falls on the Uganda tours and the inclusion of more cultural activities on the South African tours.

Nomad is replacing its fleet of trucks with MAN trucks. Five trucks have been tested and this year the company will purchase a further nine trucks and construct new bodies for them in its state-of-the-art, SABS-approved truck-building facility in Somerset West.

For more information visit stand ICCB11 and OWD09.

## Growth forecast for tourism in SA

The travel and tourism sector in South Africa is expected to grow 3,6 percent during 2014, while globally, the sector is expected to grow by 4,3 percent.

This is according to World Travel and Tourism Council (WTTC), which undertakes an economic analysis of the impact of the travel and tourism sector in 184 countries every year.

The WTTC's South Africa Economic Impact Report revealed that the travel and tourism sector contributed R323 billion to the country's GDP, 9,5 percent of GDP. This compares with a worldwide contribution of \$7 trillion (R75 trillion) to the global economy.

The total contribution of the sector to employment in South Africa, including jobs indirectly supported by the sector, was 1 404 190 jobs, or 10,1 percent of total employment. The total global contribution of the sector to employment was 265 835 000 jobs, or 8,9 percent of total employment.

Locally, investment in the sector for the 2013 year amounted to R56,8 billion or 8,6 percent of total investment. This is projected to rise by 1,1 percent in 2014.

"Travel and tourism's contribution to the world economy grew for the fourth consecutive year in 2013, helped especially by strong demand from international travellers," says David Scowsill, President and CEO of the WTTC. "It is clear that the growth in travel and tourism demand from emerging markets continues with pace, as the burgeoning middle classes, especially from Asia and Latin America, are willing and more able than ever to travel both within and beyond their borders."

However, Scowsill says governments need to take action. According to him, while the outlook for the next ten years looks extremely favourable, governments need to implement more open visa regimes and to adopt intelligent rather than punitive taxation policies.

"It is also critical that public and private partnerships ensure that long-term infrastructure and human resource needs are planned responsibly and sustainably, to absorb the inevitable growth that we are forecasting," says Scowsill. "If the right steps are taken, travel and tourism can be a true force for good."



## AVIS PURSUES ENVIRONMENTALLY SUSTAINABLE MEASURES FOR ALL FACETS OF THE BUSINESS



Avis, a division of Barloworld Ltd, takes environmental stewardship seriously and is concerned about the effects business and humankind have on the environment. South Africa's leading car rental company is committed to playing a healthy, involved and pioneering role in the pursuit of sustainability in South Africa and globally. Some of its flagship activities relate to water and energy saving as well as waste management.

### Intensive Water Saving

Avis is aware that water is South Africa's most precious resource and that the conservation thereof needs to receive urgent attention from the industries that consume it in significant quantities. As one of these industries, Avis has substantially in an efficient water recycling infrastructure at its Johannesburg, Cape Town, Durban and Port Elizabeth airport vehicle preparation

facilities. The company washed 743 224 vehicles at these facilities in 2013 and saved over 103 million litres of water - 49 million litres in Johannesburg, 35 million litres in Cape Town, 18 million litres in Durban and 891 677 litres in Port Elizabeth.

Bulk reservoirs at Avis' vehicles preparation centres form part of rainwater harvesting systems installed to capture rainwater run-off. In 2013, 3.3 million litres of rainwater was harvested. This system reduces water usage at the final rinse stage of the vehicle washing process. A valve system, introduced to the wash bay machines, automatically shuts off the clean municipal supply and replaces it with harvested rainwater and therefore the Avis depots become water-neutral facilities for several days during the rainy seasons.

### Energy Saving and Waste Reduction

All shower facility geysers at Avis operate on energy efficient technology. The technology was installed as part of a new building design and retrofitting projects. Heat pumps were recently installed at the Gauteng regional office building and will save on electricity costs and reduce Avis' carbon footprint.

Avis collaborates with re-Return on Environment to run the waste management programme in Johannesburg, Cape Town and Durban that result in the recycling of an average of 7 tons of office waste a month.

Visit [avis.co.za](http://avis.co.za) for more information

**AVIS**

# Experience Africa under the stars



Wilderness Safaris' Ruckomechi Camp in Mana Pools National Park, Zimbabwe has introduced a unique, sleep-out option for adventurous guests, on an outdoor deck overlooking the wildlife-rich Parachute Pan.

Situated about 400 metres from the main camp, the Parachute Pan 'sleep-out' deck offers guests a truly intimate, up-close-and-personal wilderness experience and the unique opportunity of sleeping under the stars in the Zambezi Valley.

A large natural pan on the edge of the Zambezi flood plain, Parachute Pan, attracts a variety of wildlife and anything can be seen from the deck, including elephant, buffalo, zebra, waterbuck, impala, kudu, baboons and good birdlife.

Lion, leopard and wild dog have also been seen at the pan and guests enjoying the sleep-out experience will be treated to a range of night sounds as they drift off to sleep, as well as an array of sightings as they wake up to a beautiful sunrise.

An outdoor suite will be set up on the deck, complete with comfortable bed, mosquito net, sitting area and a flush toilet. A highly-qualified guide will stay in a tent nearby to ensure the guests' safety at all times and in case they need any assistance during the night. All needs will be catered for, including a romantic dinner for two on the deck or a delicious breakfast the

morning after, to ensure that this is the best sleep-out experience in the park.

Ruckomechi Camp lies on the banks of the Zambezi River and comprises ten spacious en-suite tents. It is situated within the only private-use concession in Mana Pools National Park, offering guests exclusive access to a spectacular stretch of the Zambezi River.

Activities include wildlife viewing in open 4x4 vehicles, on motorised pontoon boats, on foot and in canoes from which guests can view large numbers of elephant, buffalo, hippo and eland. Predators such as lion, leopard and wild dog are all found in the area and birdlife is abundant.

Ruckomechi Camp is not the only Wilderness Safaris property to offer the wonderful opportunity to experience Africa under the stars. Visitors to Abu Camp in Botswana can get a little closer to the elephants when they enjoy a sleep-out above the elephant enclosure, while at the Kalahari Plains Camp, also in Botswana a gorgeous bed on the roof allows one to sleep under the stars, listening to wildlife while drifting off to sleep. In Namibia, rooftop beds at Little Kulala and Kulala Desert Lodge camps provide the opportunity for amazing stargazing in the Sossusvlei area.

For more information visit stand ICCH02 or DEC2B22.

# Are you a tourism insider?

The introduction of improved discussion functionality to the daily Southern African Tourism Update news service has raised the insight readers gain as other trade decision makers add their own views and experience by commenting on articles.

As many as 50 people have commented on an article in just one day, so that, together with the news reports, readers have an inside track on developments that affect their business.

Since the last Indaba there have been over 80 000 visits to the site with the average reader spending over two minutes on it each time.

With a strong readership in Southern Africa, most notable is the growing engagement of US-based readers, publisher David Marsh told Indaba Daily News.

The overseas trade that use the service most are in the United Kingdom, the USA, Germany, Australia and The Netherlands.

"The vibrancy of Southern Africa makes it unique as one of the only destinations where inbound operators are served by an independent daily news service," said Marsh.

Its monthly multi-media Digi-Mag has been recognised by the Worldwide Publishers Association as a trend-setter. The maximum number of readers in a day continues to grow. The most in a day in March was 774, in April it was 801 and in the current May edition it almost breached 1 100.

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

# Tsogo Sun's guesthouse finalists announced

The finalists in Tsogo Sun's entrepreneurial development programme for guesthouse owners have been announced. They are Ntombekhaya Swartbooi from Blessed Corner Guesthouse and Mbuyisile Kondile from Edge Lodge – both in the Eastern Cape, Carol Sanderson from Casambo Exclusive Guest Lodge and Nosipho Malope of Ekhayaletu Guesthouse – both in Mpumalanga and Jenny Govender of Sanchia Luxury Guest Lodge in KwaZulu-Natal.

Just one will be chosen as the most outstanding entrepreneur from among the programme's 85 participants when the winner is announced at the Book a Guesthouse annual awards dinner on 16 May. The top prizes include R10 000 from Tsogo Sun and an opportunity to attend Master I, The Awareness Process and Master IV, Master of Success from Beyond Coaching, the Southern African licensee of the internationally accredited consciousness coaching academy. The winner will also become the programme's ambassador for the year ahead and will receive additional development and exposure as part of their reward.

The Book a Guesthouse programme focuses on sustainability in tourism and aims to encourage growth in the hospitality industry by providing a proven comprehensive framework for success for its entrepreneurs, 92 percent of whom are women.

Past winners have come from all over the country and

include Emmah Makatu of Zwinoni Lodge in Milnerton Ridge, Western Cape in 2013, Salome Tshungu of The Orchards Executive Accommodation in Midrand in 2012, Phindi Ngema of The Big Five Guesthouse in Westville, KwaZulu-Natal in 2011 and Florence Mondli of Flossie's B&B in Pimville, Soweto in 2010.

Tsogo Sun has partnered with several businesses to add value to the programme, which include IT systems installations and support from Micros South Africa, the Micro Enterprise Development Organisation which develops small businesses, the South African Chefs Association and Carlson Wagonlit Travel.

The winner is selected by a rating system based on a set of criteria measured against a scorecard. Judges include Tsogo Sun's CEO, Group Human Resources Director and Corporate Finance Manager. The finalists will attend a two-day coaching workshop at Montecasino to prepare them for their role as Guesthouse of the Year, should they win.

Candy Tohill, Tsogo Sun's Group Internal Communications and Special Projects Manager, says: "Tsogo Sun is extremely proud of how the programme is proving to be an excellent way for the group to add value through skills enhancement within the broader hospitality industry, while also investing in the growth of the South African economy."

For more information visit stand ICCQ01.

# A bird's eye view of the Eastern Cape

"Don't fear the unknown, explore the Eastern Cape at Indaba 2014," says the province's Executive Director for Destination Tourism Eddie Marafane.

"Our strategy includes discussions around pricing, standards and access, especially in terms of flights, seeing that we don't have direct access. Our focus is about repositioning not only the Nelson Mandela Metro, but the Eastern Cape globally. This will not only attract visitors to the province, but also result in economic benefits.

"We are continuing to focus on our target markets like the UK, the USA, the Benelux countries and Germany, hosting key product managers, travel agents and media on educational tours to the province.

"Events are also an integral part of our marketing strategy, for example the launch of the Nelson Mandela International Film Festival at the Tribeca Film Festival in New York in December, expected to attract thousands of visitors to the province."

For more information visit stand DEC1E117.





## AFRICA'S PREMIER HOTEL INVESTMENT CONFERENCE RETURNS TO JOBURG

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# Feathers do make the bird!



A colourful bird for a king – His Majesty, Zwelithini Goodwill kaBhekuzulu (second from right), unveiling the sculptured hornbill at the official opening of the walk-thru bird park, with Queen Mantfombi Zulu (right) and Judith and Alan Gooderson (left).

Gooderson Leisure is bringing a touch of colour to Zululand with the new aviary at the DumaZuzulu resort – a unique spot that has captured the heart of the Zulu Kingdom.

Guests can start their Zulu experience with a sangoma consultation and then into a larger-than-life aviary that is home to a collection of winged friends, including split white California quails, black swans, cape teal, stone partridges, silver pheasants, diamond doves, cut throats, superb starlings, red factor canaries, jawa sparrows, pied jawa sparrows, ribbon finches, Von Decon hornbills, brown Bahama pin tails and blue winged kookaburra.

The 3 000 square metre aviary includes an elevated walk to spot exquisite birds in the trees, waterfalls, dams and river. Benches along the way allow visitors to sit, see and listen to the sights and sounds within the birds' tree house.

The new aviary complements the fun and freaky reptile park which hosts some fascinating creatures.

The reptiles include bearded dragons, a leopard gecko, a red tail boa, a carpet python, a tree agma, a green iguana, a Honduran milk snake, a white lipped tree viper, a purple mangrove viper, a yellow anaconda, an American corn snake, a cotton mouth viper, a western diamond back rattlesnake, a boomslang, a vine snake, black and green mambas, forest and false water cobras, puff adders, Mozambique spitting, Cape and snouted cobras, a southern rock python and an olive grass snake.

Frogs include painted reed frogs, tinker reed frogs, African clawed frogs, olive toads and African giant bull frogs. Spiders include a Brazilian red and white tarantula, a chaco golden knee tarantula, a Brazilian salmon pink bird eater tarantula, a Brazilian white knee tarantula and a Mexican red rump tarantula.

The resort also houses red and grey duiker, bush buck, mongoose, crested guinea fowls and bush babies.

For more information visit stand DEC21835.

# New editor here to meet the trade



Looking to make editorial contacts are sales manager Claire Story, Tessa Reed, with Sue van Winsen.

Tessa Reed, acting editor of the independent daily news service SA Tourism Update is keen to make editorial contacts while at Indaba.

The daily news and monthly multi-media Digi-Mag are trade-only publications that in the last year attracted some 100 000 users from over 150 countries.

Tessa is taking over from editor Sue van Winsen who, after nine years with the publishers, Now Media, is moving into the tourism industry.

To contact Tessa email her at tessar@nowmedia.co.za or SMS her on +27 (0)72 794 8526. A message can also be left at Now Media's stand ICCN06.

# Springbok Atlas launches Botswana highlights tour

Experience timeless natural beauty and unimaginable seclusion on the new Botswana Highlights Tour on offer from Springbok Atlas Tours & Safaris – a six-day/five-night tour into the untamed northern parts of Botswana, with its lush floodlands, vast grasslands and striking salt pans. Enjoy an exciting mokoro (dugout canoe) safari through the flood plains of the Okavango Delta and safaris by riverboat and open vehicles in Chobe National Park, home to Africa's largest concentration of elephants. This tour includes two nights based at Maun, one at Nata and two nights in Chobe, with an option to extend to the breathtaking Victoria Falls.

For more information visit stand ICC11.



**Looking for that perfect getaway itinerary?**

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**N3 gateway TOURISM ASSOCIATION**

# AVIS PROVIDES CAR RENTAL SERVICES TO SKUKUZA AIRPORT



**Avis Rent a Car has been appointed as the official car rental service provider at the refurbished Skukuza Airport in the Kruger National Park.**

The leading car rental company will provide visitors to the Kruger National Park with pre-booked vehicles for collection at the airport and a shuttle service to the main Skukuza camp. Avis has a well-established infrastructure at the camp, having provided car rental facilities to the park visitors for many years.



"We are delighted that Skukuza Airport is finally reopening," says Lance Smith, Executive: Sales for Avis Rent a Car. "The opportunity to fly directly into the Kruger Park, rent a vehicle and immediately begin your game drive as you exit the airport is unique."

"For Airlink, the opportunity to work with Avis and to be able to offer our flights in conjunction with the global reach of the Avis brand is significant," said Karin Murray, Sales and Marketing Manager for Airlink. "The opportunity for visitors to the Kruger Park to take advantage of a 'Fly and Drive' option using Skukuza airport as the entry point will add new convenience to their travel within the Kruger National Park and was a very popular product in the past," Murray added.

**Airlink will launch services to Skukuza from Cape Town International Airport and OR Tambo International Airport, Johannesburg on 2 June 2014.**



# CATHSSETA SKILLS DEVELOPMENT



## *Information Sharing Workshop*



Culture, Arts, Tourism, Hospitality and Sports Sector Education and Training Authority (CATHSSETA) will again be hosting the 2014 Skills Development Information Sharing Workshop.

The purpose of this workshop is to engage with industry and provide an update on all skills development related issues affecting the sub- sectors falling within the CATHSSETA scope.

*Venue*

Hilton Hotel Durban

*Room*

Mkhomazi 1&2

*Resp on or before*

08 May 2014

*Date*

12 May 2014

*Time*

10h00- 12h00

*Resp*

Felicia@cathsseta.org.za





# Shamwari Group raises over R6 million for rhinos



The Shamwari Group has announced that since 2012 it has raised over R6 million for the Wilderness Foundation's Forever Wild campaign, an initiative to help save the endangered African rhino.

Three of the Shamwari Group properties – Shamwari Game Reserve, Sanbona Wildlife Reserve and Jock Safari Lodge – have taken part in the Forever Wild campaign by offering guests a discounted rate if they donated a minimum of R150 per person per night when making their booking.

Shamwari's Group General Manager Joe Cloete says: "Naturally we're very proud to have raised, together with our guests, over R6 million and we strive to raise even more in 2014 to continue to grow awareness. We do, however, need to intensify the battle against all forms of poaching, including rhino, elephant and lion and speak with one voice. The Shamwari Group is the only safari group raising funds and awareness for the

Wilderness Foundation on the rhino issue in Africa."

Joining the cause, Vietnamese international singing sensations Thu Minh and Thanh Bui visited Shamwari to participate in the 'Demand Reduction' campaign with the Wilderness Foundation to boost awareness and educate the international market.

Furthering the group's eco-initiatives, Eagles Crag, Bayethe, Riverdene, Longlee Manor and Sarili lodges at Shamwari Game Reserve have all received Green Leaf certification. Jock Safari Lodge in the Kruger National Park has once again achieved high results in the KNP Environmental Audit.

The luxurious Dwyka Tented Lodge at Sanbona Wildlife Reserve, near Cape Town, is scheduled to reopen in September with a fresh new look and added eco-elements.

For more information visit stand ICCQ10.

# SAA launches UK trade site

SAA has launched a new travel trade site aimed at strengthening its relationship with the industry in the UK and Ireland.

The website – [www.flysaatrade.com](http://www.flysaatrade.com) – was developed to provide up-to-date information about the South African national carrier including its routes and fleet, contact information, FAQs and the latest news.

It also allows the trade to download aircraft images and logos and features a live chat function to communicate with the SAA team. Katie Edwards, Marketing and Communications Executive for SAA said: "We're really excited about the launch of our first trade website and the opportunity it presents us to offer a new and engaging way to communicate with our trade partners."

According to SAA spokesperson Tlali Tlali, the website

should help the trade sell SAA more effectively. "It integrates other elements of SAA's social media platform, showcasing, for instance, our Twitter feed and it works hand in hand with SAA's e-learning platform in the UK (via Online Travel Trade Training). Most importantly, it means we have a clear call to action in our trade print advertising for agents wishing to learn more about our brand, product and services."

Tlali adds that SAA also hopes the education of the trade will help reduce repeat calls to its call centres, save costs and reduce the risk of incorrect passenger disclosure and errors when selling SAA.

"SAA hopes to be offering a similar service to South African travel agents in time to come," he says.

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

# Strong overseas leisure demand

A strong overseas leisure demand and the weak exchange rate of the South African Rand are playing a significantly positive role in lifting business performance. This is according to the first quarter results of the Tourism Business Council of South Africa-FNB Tourism Business Index.

The industry recorded an overall index of 112.4 in this quarter, slightly lower than last quarter's 114.6, but still above normal trading performance levels.

Respondents to the quarterly index, a flagship project of the council compiled by Grant Thornton, also highlighted improved marketing and positive media coverage as contributing factors.

"Some of the industry's good performance can be attributed to improved economic conditions in the global environment, as well as current efforts to promote the destination in new source markets," says council Chief Executive Officer, Mmatšatši Ramawela.

"Over the past two years, we've seen constrained overseas leisure demand, particularly from our traditional source markets such as the United Kingdom. We are seeing a rebound in the market but also recognise that there is growing demand for both leisure and business travel in emerging markets within regional Africa and the BRIC countries."

The Tourism Business Index comprises two sub directories – accommodation, which caters for the various types of accommodation establishments from guesthouses to hotels, and other tourism businesses,

which includes the tourism transport sector, travel agents, retail outlets, conference venues, attractions and forex traders.

The accommodation sector performed slightly better than expected with an index of 116.1, compared to the forecasted index of 107.3. Notably this is the sector's second highest recorded performance level achieved since the index' inception in 2010. The highest recorded performance level was reached in the first quarter of 2013 when the index peaked at 120.9.

Expectations for the second quarter of the year remain close to normal at 103.2 with an anticipated strong positive performance forecast for self-catering and camping, timeshare and hotel establishments.

Other tourism businesses experienced a slightly weaker performance of 109.6 – with travel agents recording a significantly worse than normal performance. However, operators in this sector remain fairly optimistic going into the next quarter.

"In this quarter the index survey included questions on the likely impact of the forthcoming national elections on business," says the Head of Advisory Services at Grant Thornton, Gillian Saunders.

"We are pleased to see that business performance in the sector remained buoyant and was responding well to the rebound in international travel demand. We hope to see positive performance from the domestic leisure market in the second quarter," says Ramawela.

## Launch of Taung Heritage Route

and honouring of living legend Dr Ruth S Mompoti

Dr Ruth S Mompoti District Municipality, North West province, invites all Indaba delegates.

Sunday 11 May 2014

12:00 – 14:00

Lotheni Room, Hilton Hotel

The 45-km Taung Heritage Route offers a fascinating journey of discovery into the history of mankind at various archaeological sites. Discover the natural wonders and many tourist attractions of the area.

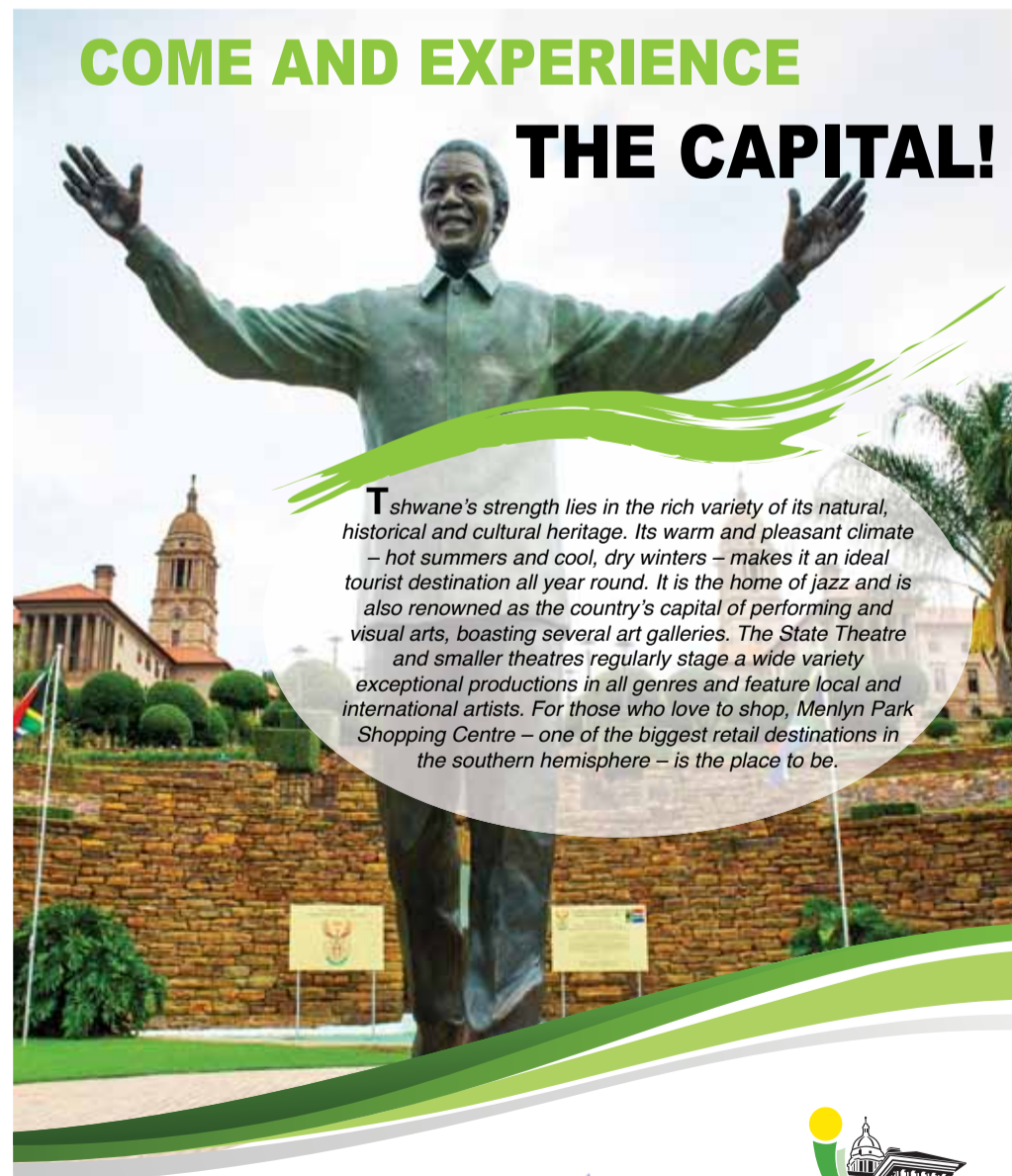
### Investment opportunities

Eco-tourism products, agro-processing, Taung cultural village, nature reserve at Taung Skull Heritage Site, tourism centre on the N18 Route and accommodation establishments.

- Taung Skull Heritage Site
- Mmabana Taung Cultural Centre
- Thomeng – Small Heaven
- Dinkgwaneng • Taung Tusk Hotel
- Boipelo Game Reserve • Taung Dam
- Vaalharts Irrigation

For more information contact Themba Galeng [galengt@bophirima.co.za](mailto:galengt@bophirima.co.za) • 082 410 4910 / 083 959 6305 or visit stand DEC1C51

## COME AND EXPERIENCE THE CAPITAL!



Tshwane's strength lies in the rich variety of its natural, historical and cultural heritage. Its warm and pleasant climate – hot summers and cool, dry winters – makes it an ideal tourist destination all year round. It is the home of jazz and is also renowned as the country's capital of performing and visual arts, boasting several art galleries. The State Theatre and smaller theatres regularly stage a wide variety of exceptional productions in all genres and feature local and international artists. For those who love to shop, Menlyn Park Shopping Centre – one of the biggest retail destinations in the southern hemisphere – is the place to be.

City of Tshwane | Official (Page)  
[www.twitter.com/CityTshwane](http://www.twitter.com/CityTshwane)

[www.tshwane.gov.za](http://www.tshwane.gov.za)



# Drostdy Hotel joins Newmark portfolio

The Drostdy Hotel in Graaff-Reinet in the Eastern Cape has been added to the Newmark Hotels, Reserves and Lodges portfolio.

"With four hotels in Cape Town, a renowned safari experience, as well as a beach hideaway in Mozambique, we are now expanding our expertise to the Karoo and the Eastern Cape surroundings," says Managing Director of Newmark, Neil Markovitz.

This historic property, which opened as a hotel in 1878, was built by French architect Louis Thibault as the magistrate's office for the town. Today, it is well established with travellers passing through Graaff-Reinet en route either to the Eastern or Western Cape.

"We are planning a complete renovation of the popular Cape-Dutch style building," says Drostdy Hotel spokesperson John Loftie Eaton.

"This is where Newmark Hotels, Reserves and Lodges come in. With their reputation of boutique hotel management, the Drostdy Hotel will secure its position

once again among South Africa's leading five-star hotels. The renovations are expected to be completed by November."

Markovitz says this redevelopment will also go far in developing the local hospitality industry and provide education and skills training through the South African College for Tourism, also located in Graaff-Reinet.

"The association between the college, Peace Parks and the hotel plays an integral part in future job opportunities in and around the different Peace Parks' locations. Apart from assisting in uplifting the local community, the college also helps its recruits' transition into gainful employment.

"We believe that development of this nature in the Karoo will enhance exposure of Graaff-Reinet as a tourism destination, rather than merely a stop-over point for self-drive travellers, and will grow the local economy."

For more information visit stand ICCH13.



Fit for a king – the Drostdy in Graaff-Reinet.

# Unique Cape West Coast culture comes to life at Indaba

André Vaalbooi, a qualified tourist guide from the Cape West Coast San community, will provide insight into the San culture at Indaba.

Vaalbooi is a product of a nine-month training course offered in the Western Cape. The hands-on course educates members of the San community on edible and medicinal plants, as well as cultural tour guiding. In addition, participants are given the opportunity to hone their tour-guiding skills to become tourist guides upon completion.

Judy Lain, Chief Marketing Officer of the official destination marketing agency for the Western Cape, Wesgro, says: "Responsible tourism is not only about sustaining our environment and attractions. It is also about transferring skills to people in order for them to grow the tourism industry and pass on the knowledge which they have gained to others. Vaalbooi is a great example of skills transfer and his passion for what he does is infectious."

Vaalbooi will present the many uses of endemic plants found on the Cape West Coast to delegates at Indaba. He says tourists are always surprised to learn that these uses vary from treating sickness to making and enjoying tea.

The talk on plants forms part of leveraging a variety

of unique experiences – the theme for the province at this year's Indaba.

"Our six regions, Cape West Coast, Cape Karoo, Cape Winelands, Cape Overberg, Cape Garden Route and Klein Karoo and Cape Town, all have unique offerings for tourists to enjoy and that is exactly what we want to showcase at Indaba," says Lain.

Other unique experiences on exhibit include; culinary experiences, adventure tourism, wine and craft beer routes, and shark cage diving.

For more information visit stand DEC Hall 1 stand E114.



The !Khwatla San Culture and Education Centre offers a glimpse into San culture.

# Revamped Vic Falls airport to open next year

The Victoria Falls International Airport expansion project, which includes the construction of an additional terminal and runway, is currently on schedule and should be completed by April 2015.

According to Ronnie Masawi, Airport Manager, the new runway will cater for wide-body aircraft and the new international terminal will be able to handle 1,2 million passengers per annum.

The project will see the existing terminal building upgraded and changed to a domestic terminal, while the existing runway will be strengthened and used as a full-length taxiway. A new landside and airside road network, as well as new car parking will also be constructed. The project is costing \$150 million (R1.6 billion).

The airport development has been welcomed by the industry. Ross Kennedy, CEO of Africa Albida Tourism, believes the airport development will boost tourism to Zimbabwe and the region because it will establish Victoria Falls as a hub for regional leisure tourism.

"Airlift capacity and access are fundamental to growth and development of tourism across Africa, and this new airport will be a significant enhancement to the entire African tourism network," said Kennedy.

Trish Mambinge, Shearwater Victoria Falls GM, expects to see an increase in tourism arrivals with the expansion of the airport. She adds that some airlines have already shown interest in flying directly to Victoria Falls.

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

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## Tourvest buys Three Cities hotel management company

Tourism group Tourvest Holdings has bought Three Cities Management – making its African Hotels and Adventures business the second largest tourism hotel and lodge management company in South Africa.

In terms of the deal, Tourvest will acquire the existing sales, marketing and management contracts for 23 hotels and lodges across the country, as well as the Three Cities Management shares in The Alpine Heath Resort on the KwaZulu-Natal side of the Drakensberg and the Greenway Woods Resort in White River Mpumalanga.

“The Three Cities Management properties are an excellent fit with our existing portfolio with a good

blend of lodges, city hotels and lifestyle retreats,” says Chief Executive Officer of Tourvest Accommodation and Activities, Gary Elmes.

“We are particularly pleased by the many properties in KwaZulu-Natal, which is an area where African Hotels and Adventures currently does not have a presence other than its cultural lodge, Shakaland.

“Tourvest will retain the 25-year-old iconic brand and the hotel component of our portfolio of the African Hotels and Adventures properties will now trade under the Three Cities name, subject to approval from owners.”

“We are looking forward to working with our many

new hotel partners, adding value and further enhancing guests’ experience through our expertise and experience,” says African Hotels and Adventures Managing Director Neil Bald.

“A major advantage for our new partners is the large volumes of tourists and corporate clients sourced through Tourvest’s travel agency and tour operator businesses.”

“I have every confidence in Tourvest and that I am leaving hotel owners in good hands,” says Three Cities Group Chief Executive Michael Lambert.

“Our medium-term strategy was to divest of the hotel division by handing it to a large and credible player in

the market. We will focus on expanding our hospitality education and training division and international hotel school elsewhere in Africa.”

Tourvest is the largest tourism group in Africa with business interests ranging from inbound tour operators through corporate travel management to foreign exchange and crafts and curios retail operations.

The deal is subject to various conditions, including competition commission approval.

For more information visit stand ICCDOI.

## TEP partners with HRG Rennies Travel

An exciting partnership between the Tourism Enterprise Partnership (TEP) and HRG Rennies Travel will see an increased number of SMME accommodation establishments having access to business and leisure tourism markets via the Red Stamp Programme.

The Red Stamp Programme was launched by HRG Rennies Travel in 2013 in recognition of the market shift from utilisation of traditional hotels to bed & breakfast and guesthouse establishments. The programme, which has more than 700 members, is underpinned by the company’s commitment to making a positive social and economic contribution to South Africa.

Membership offers properties benefits such as exposure to the extensive HRG Rennies Travel client base and the company’s marketing programmes, assistance in becoming health and safety compliant, preferred procurement rates, reduced merchant fees, streamlined accounting and administration procedures, payment within 15 days, access to a dedicated Red Stamp Club team that is trained to understand the B&B processes and many more.

HRG Rennies Travel has recognised TEP as a key industry partner to expose this development opportunity to the SMME accommodation industry

sector. TEP is a non-profit company that facilitates the growth, development and sustainability of small tourism businesses and has developed entrepreneurs for over a decade.

TEP’s Chief Executive, Salifou Siddo says: “TEP is honoured to be recognised by HRG Rennies as a key industry player to provide business and skills development support and share expertise with the SMME establishments that will form part of the Red Stamp Programme. From a market access point of view, the programme will assist in facilitating the smooth integration of SMME accommodation establishments into the broader tourism economy.”

TEP, in return, will discount its administration fees for those who opt to be part of the programme and will provide access to various business support interventions based on the outcome of individual business development needs assessments. These interventions may include access to TEP’s business development fund, skills development interventions, mentorship and learning networks.

For more information visit stand ICCD04.



Aquila Private Game Reserve, only two hours from Cape Town, has just taken delivery of an eight-year-old rhino bull. Owner Searl Derman says the arrival of the new rhino, purchased from the Limpopo area, is significant in the fight against rhino poaching and for the conservation of the rhino in general. Aquila lost its male rhino in a poaching incident in 2011 and hopes to establish a new breeding pair with this rhino.



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- Jan Harmsgat

Email: [zile@whalewatchsa.com](mailto:zile@whalewatchsa.com)  
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### Mashovela Lodge

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### Spier

Location: Stellenbosch, Western Cape  
Email: [info@spier.co.za](mailto:info@spier.co.za)  
Website: [www.spier.co.za](http://www.spier.co.za)

### Three Trees at Spionkop

Location: Ladysmith, KwaZulu Natal  
Email: [reservations@threetreehill.co.za](mailto:reservations@threetreehill.co.za)  
Website: [www.threetreehill.co.za](http://www.threetreehill.co.za)

### Jan Harmsgat

Location: Near Swellendam, Western Cape  
Email: [reservations@janharmsgat.com](mailto:reservations@janharmsgat.com)  
Website: [www.jhghouse.com](http://www.jhghouse.com)

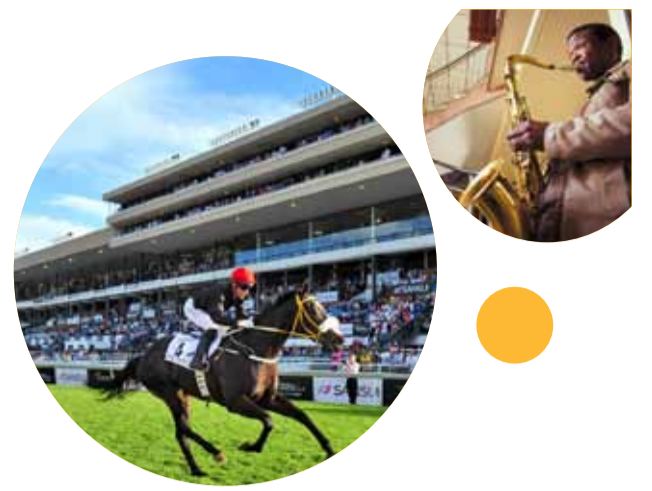
# PACKAGING

## The power of Gauteng events

On 09 May 2014 the Elangeni Hotel was abuzz with a high-powered networking event which was designed to link tour operators and packagers on the one hand with event organizers and promoters on the other. The dynamic event was hosted and led by Gauteng Tourism.

Dawn Robertson, CEO of Gauteng Tourism explained that the aim is to “target packaging of events as a key area for development in the

Golden Province. The demand for packaging in international trade shows is consistently high. We believe that events are one of the sweeteners that will lure niche market travelers to visit Gauteng and stay another day. Gauteng has a wonderful portfolio of signature events, as well as a powerful collection of tourism experiences which have come to be known as the Gauteng Signature Collection. Targeted niche markets include music, sports, culture and shopping.”



Gauteng hosts some huge events including the Tribute Concert (formerly known as the Moretele Jazz concert), the Standard Bank Joy of Jazz and the Sansui Summer Cup, one of the fastest growing events on the country's horse racing calendar.

## GAUTENG: Hidden Treasures Unveiled



Gauteng has an extraordinary variety of Hidden Treasures, lesser known tourism experiences which adventurous tourists are now starting to discover. They comprise of an interesting spread of tour operators, providers of unique and authentic outings, such as walking tours in the inner city, or special interest tours.

**Lebo's Soweto Backpackers and Bicycle Tours** was South Africa's first backpackers in a township, which also offers extraordinary bicycle tours, TukTuk tours and immersive community experiences. **Bay of Grace Tours**

is a unique company which offers birding tours in Soweto and the surrounding parts of Gauteng, led by knowledgeable local guide Raymond Rampolokeng.

**Aahaah Tours** is a unique experience of both the well known exterior as well as the secret interior of the iconic township of Soweto.

**Tshuku Tours** and Transfers is a versatile small company which prides itself on offering intimate tours and transfers on the West Rand, and further afield. **Geobus** specializes in corporate, educational and sports tours. **Motsethabo Tours** is a specialist tour operator with a difference, whose specialties range from corporate through to musical and indigenous games tours.

**Ubuhle Be Narha Tours** is a novel and exciting tour operator centered around Johannesburg's Newtown Cultural Precinct. **Tours 2.0** is another new company which provides excellent experience packaging services across the golden province of Gauteng.

**Vaalnest** is a beautifully appointed hotel and restaurant on the banks of the Vaal River. **Orbit Live Music and Bistro** is a booming and dynamic space which offers superb food and frequently showcases live jazz music in the heart of the city, Braamfontein. **Past Experiences** specializes in enjoyable and entertaining walking tours of Soweto and the inner city of Johannesburg, with a variety of specializations, particularly art and graffiti. **Main Street Walks** is another unique inner city experience which focuses particularly on the renowned Maboneng Precinct, with Bheki Dube, a man with his finger on the inner city's pulse.

This bouquet of authentic experiences provides any adventurous traveler a vast number of reasons to stay another day in Gauteng, the golden province which always has another hidden treasure waiting for you to discover.

### Hidden Treasures Contacts

#### Lebo's Soweto Backpackers and Bicycle Tours

Contact details: Lebo +27 (84) 851-8681  
E-mail: lebo@sowetobackpackers.com  
www.sowetobackpackers.com

#### Bay of Grace Tours

Contact details: Raymond +27 (72) 947 3311  
E-mail: bayofgracetour@gmail.com,  
www.bayofgracetours.wozaonline.co.za



#### Aahaah Shuttle and Tours

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E-mail: geobus@telkomsa.net  
www.geobustourssa.co.za

#### Motsethabo Tours

Contact details: Phillip +27 (78) 006-7779  
E-mail: pbbokaba@motsethabotours.co.za  
www.motsethabotours.co.za

#### Ubuhle Be Narha Tours

Contact details: Mnoqobi +27 (73) 239-3186  
mnoqobi@ubuhletours.com  
www.newtown.co.za

#### Tours 2.0

Contact details: Daniel +27 (012) 770 3608  
E-Mail: ourbookings@tour2-0.com

#### Vaalnest

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www.vaalnest.co.za

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#### Past Experiences

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E-mail: past.experiences@hotmail.com  
www.pastexperiences.co.za

#### Main street walks - Maboneng Precinct

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## Portfolio Collection announces partnership with eBucks

Portfolio Collection's much loved trusted places to stay have partnered with eBucks Rewards to offer all members accommodation within their portfolio.

Rewards programmes have become major players in the tourism sector as users tend to use their points for special treat items – and travel is high on that list.

Portfolio Collection visits every establishment to ensure it meets their vigorous standards and selects these places to join from the thousands of smaller properties in the market. This makes it a clear fit for eBucks Rewards, who want to be sure their members will experience the same high standard of accommodation when travelling.

Reservations can be made using eBucks. If members don't have enough eBucks to pay the full reservation cost, they can pay the balance using their bank account.

James Delaney of Moja Media says: "This is another big step for Portfolio Collection, negotiating on behalf of our members to give them access to vast audiences. We're learning from the best in the world, and we want to be even better than them."

The partnership will extend to larger properties and MICE venues too, through Moja Media's new Orange Collection.

With the addition of Portfolio and Orange Collections' suite of establishments, eBucks now presents the full spectrum of travel offerings – flights, car rentals, large hotels, country houses, villas, boutique hotels, game lodges and conference venues.

The Portfolio establishments will be fully live and tested by July, in time for a formal launch to the public in August.

For more information visit stand ICCJ10 Hall 3.

## Qatar Airways ups flights to Johannesburg

Qatar Airways is adding three flights a week to its Johannesburg schedule, bringing total frequencies to 10 flights a week.

The additional services will improve connections to destinations across the airline's network, in particular Beijing, Shanghai, Hong Kong, Singapore, Tokyo and Manila.

From 1 May, the airline also introduced its Boeing 787 Dreamliner on all services to South Africa.

"Our 787 Dreamliners give passengers a superb on-

board experience with specially designed interiors, spacious cabins and custom-made seats in both business and economy class. This, along with an advanced entertainment system featuring the world's first 'dual-screen' interface, and communication systems including on-board WiFi for all passengers, enables us to offer an exciting and unique product for passengers travelling from Southern Africa," says Qatar Airways CEO Akbar Al Baker.

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

## Responsible travel pays dividends for Stormsrivier Adventures



Adherence to the principles of responsible travel – which is defined as 'creating better places to live in and better places to visit' – has paid handsomely for one Eastern Cape adventure operator.

"Aside from the natural environment which provides us with the facilities in which we play, nothing is more important than the people – both employees and guests – associated with Stormsrivier Adventures," says the company's General Manager and part-owner, Anneline Wyatt.

She says members of staff now own 48% of the shares in the company.

"This has many advantages: it strengthens motivation and promotes each individual's sense of responsibility, which in turn improves everyone's experience of the operation. Employees derive more satisfaction from their work, our guests enjoy more meaningful experiences and everyone's safety is enhanced in the process."

Stormsrivier Adventures – which operates in the Tsitsikama area, about 150 km west of Port Elizabeth – operates Tsitsikamma Canopy Tours and the Tsitsikamma Woodcutters Journey, and also offers guided hikes and various team building programmes.

It is the largest creator of new jobs in the region's eco-

adventure sector.

"As a company we support our local community because the community is the backbone of our team," says Stormsrivier Adventures CEO, Ashley Wentworth.

In compliance with its Ten Point Commitment Statement, the company employs only local guides and focuses on skills development. It also runs a school feeding scheme, an animal welfare programme and an HIV-Aids awareness programme, which has been in operation since 1998.

A provident fund was launched on 1 March this year to provide employees with solid retirement benefits.

"We recently received reconfirmation of our level 2 Black Economic Empowerment (BEE) accreditation – which makes Stormsrivier Adventures one of only a few small or medium businesses in the tourism industry with such a high level of accreditation," says Wyatt.

Stormsrivier Adventures also holds Fair Trade Tourism accreditation and is a Silver Class member of the Greenline Responsible Tourism Rating Programme.

"The results of paying attention to responsible travel have been nothing short of spectacular," says Wentworth.

For more information visit stand ICCK16.

**Mpumalanga**  
TOURISM AND PARKS AGENCY

The Mpumalanga Tourism And Parks Agency cordially invites you to the launch of the **Mpumalanga Travel Guide App** scheduled as follows:

**DATE:** 11 May 2014  
**Time:** 16h30  
**Venue:** Mpumalanga Stand (DEC 1A19)

...Visit our stand for more information.



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Indaba - Inkosi Albert Luthuli Convention Centre (Durban ICC),  
Durban Exhibition Centre (DEC) 10th to 12th May 2014

Stand No.  
DEC2A01



# Commission for Africa ministerial meeting goes to Seychelles

The UNWTO Commission for Africa ministerial meeting 2015 will be held in the Seychelles.

"This is a great opportunity to showcase the people of the islands as the centre of the tourism industry's development of the islands," says the Seychelles Minister for Tourism and Culture Alain St.Ange.

"It is also great for the Indian Ocean region and we will encourage ministers from Africa to be accompanied by their own cultural troupe when they come to the

Seychelles for the meeting which will coincide with the carnival in April.

"The carnival remains unique as it attracts every important carnival in the world to parade with cultural troupes from the Community of Nations."

The Commission for Africa ministerial meeting 2014 in Luanda, Angola voted unanimously to hold the 2015 meeting in the Seychelles.

For more information visit stand DEC2A02.



Join the Commission for Africa ministerial meeting 2015 in Seychelles - Taleb Rifai, UNWTO Secretary General and Minister Alain St.Ange of the Seychelles after winning the bid to host the 2015 meeting.

# Fastjet, Proflight Zambia sign partnership

Fastjet has signed an agreement with Proflight Zambia that allows passengers to book flights for both carriers on a single ticket.

In terms of the agreement, from May 1 fastjet will solely service the route between Dar es Salaam and Lusaka, as well as Tanzanian domestic routes from Dar es Salaam, while Proflight will service its existing domestic routes in Zambia, and its route to Lilongwe in Malawi, from Lusaka.

According to the two carriers, the alliance will let them both expand and also establish Lusaka as a regional aviation hub.

"This collaboration with Proflight Zambia adds momentum to fastjet's vision of democratising air

travel on the African continent, while boosting growing trade relationships between Zambia and Tanzania," said Richard Bodin, Chief Commercial Officer of fastjet. "An efficient aviation sector that offers passengers affordable, safe and reliable flights to the destinations of their choice is sure to boost tourism and commerce in both countries."

"The agreement signed with fastjet is the latest step in our strategy to develop a network in the region, making air travel in Southern Africa more convenient and accessible," said Captain Philip Lemba, Director of Government and Industry Affairs at Proflight. "We look forward to being able to combine the service and value for money that the joint initiative brings."

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

# Boom time for hotel industry in Africa

South Africa is seventh on a list of African countries ranked according to the number of hotel deals and hotel rooms planned for 2014.

The South African Sunday newspaper City Press recently reported that according to a survey of the Lagos-based W Hospitality Group, the number of branded hotel rooms planned for sub-Saharan Africa has risen to more than 23 200 rooms in 2014 – from 13 700 in 2011. The number of hotel deals increased from 77 hotels in 2011 to 142 hotels in 2014.

City Press reported that the survey is based on contributions from 27 hotel chains with 60 brands between them. Of these, 24 are operating in Africa with some 84 000 rooms.

Nigeria, the biggest economy in Africa, ranks first in terms of the number of hotel deals and the number of rooms that are being planned. The country has more than 6 600 rooms planned for 2014 and 40 hotels planned for the year.

South Africa ranks seventh with nearly 1 300 rooms and nine hotels planned for 2014.

International hotel group Marriott International recently acquired the South African-based Protea

Hotel group for R2.2 billion as a springboard for expansion into Africa.

Companies such as The Rezidor Hotel have been visible in Africa with its Radisson Blu brand growing steadily.

"There is a dramatic surge in interest from the hotel chains in sub-Saharan Africa," says Managing Director of W Hospitality, Trevor Ward.

"The continent has never been an easy place to do business and is likely to remain more challenging than Europe, or even China. However, the lack of quality hotel rooms, not just in the capitals but also in the secondary cities, is so marked that the major international chains now cannot ignore the opportunity."

The report states that the 49 countries in sub-Saharan Africa have a development line that is over 40 percent greater than the five countries in North Africa that were surveyed - Egypt, Libya, Morocco, Algeria and Tunisia.

Of the five north African countries, Libya is the top performer in terms of growth.



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

# Kenya Airways goes BIG!



*The sky is only the beginning – Kenya Airways' Captain Irene Koki Mutungi is the first black female Boeing 787 captain in the world.*

National Carrier Kenya Airways is going big with the commissioning of its first of six Boeing 787 Dreamliner planes this year.

"We are pleased to use Dreamliner planes for our expansion plans, as they are both more environmentally friendly and more economic," says Chief Executive Officer and Managing Director, Dr Titus Naikuni.

In addition to cutting-edge aesthetics, the Dreamliner also boasts twenty per cent fuel efficiency compared to other long-distance aircraft.

"The long-haul destinations of Paris, Amsterdam and Beijing are among those earmarked for direct flights, as we continue exploring new markets that will help contribute towards the sustainable development of Africa."

The first 787 Dreamliner arrived in April and the second B777-300ER in May with five other Dreamliner planes arriving during the course of the year – a deliberate effort to increase the airlines capacity for long-haul routes.

The introduction of direct flights to destinations like Paris and Amsterdam will boost key sectors of Kenya's economy such as tourism and horticulture," says Naikuni.

"The new aircraft demonstrates our commitment to our ten-year growth strategy, a huge investment in new aircraft, smarter cabins, superb lounges and new technologies to bring a more modern, comfortable and connected experience in the air and on the ground to our customers."

The carrier also announced a bilateral code-share agreement with South Africa's only privately owned low-fare airline kulula to connect its networks via OR Tambo International Airport.

"We have placed our code KQ on all South African domestic routes currently serviced by kulula," says Gerard Clarke, Commercial Director at Kenya Airways.

"This includes Cape Town, Durban, George and East London while kulula.com has placed its code MN on the multiple daily Kenya Airways services between Johannesburg and Nairobi.

"This is the first code share in Africa between a full service carrier and a low-cost airline, making it a very exciting development," says Clarke.

"This is in line with kulula's medium- to long-term strategy to grow our distribution footprint in Africa in a sustainable manner, whilst at the same time providing more choice for our customers," says Stuart Cochrane, Executive Manager Business Process for kulula.com.

Bookings are available via [www.kenya-airways.com](http://www.kenya-airways.com) and [www.kulula.com](http://www.kulula.com) or through travel agents.

To top all, Kenya Airways appointed the first black female Boeing 787 captain in the world.

Captain Irene Koki Mutungi was the first and only female pilot at Kenya Airways for about six years. She has risen steadily through the ranks, having previously been the first officer of the 767-300 ER, the second largest aircraft in the Kenya Airways fleet, and recently the first female Kenya Airways captain of a Boeing 767-300.

For more information visit stand DEC 2A01.

# Become a Protour coach driver at Indaba



Wynand Swart of Protours at the helm of a large luxury coach.

Just how easy is it to handle a large luxury coach on the road?

This year at Indaba, at the Protours Coach Charter stand, you can experience for yourself how it feels to be at the helm of one these vehicles that have become a significant and much-used component of our tourism industry.

Schedule a meeting at the stand to try your skill on a pre-determined route in a coach simulator. Your progress will be logged and a winner announced on Monday afternoon. A hamper filled with exclusive branded gifts is up for grabs, so make sure you don't miss out on the competition.

You will leave this fun simulation with a new-found respect for coach drivers and just how specialised their profession really is.

Pieter Burger, National Marketing and Sales Manager,

says markets require more than just a clean coach that arrives on time and with this in mind Protours focuses on providing complete ground transportation solutions that are adapted to the constant changes in the industry.

"Drivers are extensively screened before appointment, after which they follow a rigorous training programme offered internally and with the help of various external consultants. Advanced driver training courses at accredited institutions like Gerotek in Gauteng, combined with surprise quality control checks on services by external instructors, are part of our commitment to ensure that your trip with us is not only enjoyable, but also safe. Our continuous fleet replacement programme ensures that the latest safety technology according to Euro standards further supports our commitment to your safety," says Burger.

For more information visit stand ODWNA.



KWAZULU-NATAL  
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# Thompsons and Free State form tourism partnership

Free State Tourism has entered into a strategic marketing agreement with Thompsons Tours to promote the province as a self-drive destination.

The move follows shortly on the provinces repositioning into what it refers to as 'Free State's Big Five' – a composition of five tourism regional routes merged into a cohesive concept.

The five routes include the Cheetah Route in the southeast, the Eagle Route in the east, the Lion Route in the north, the Flamingo Route in the west and the Springbok Route in the south.

Free State Tourism Authority CEO Dhilosen Pillay says the agreement will foster the creation of value-for-money self-drive packages in the province.

"There are several gems in the Free State and it is time that they get exposed. Thompsons' network is one of the most powerful in South Africa. We hope with this agreement to leverage on this and put more bums on beds," he says.

The Free State Tourism plans to run both above- and below-the-line campaigns with Thompsons annually.

Thompsons Product and Contact Executive, Trudie Jacobs says they were impressed with the product offering, particularly in areas like Clarens and would use these attractions to drive tourism to the province.

For more information visit stand DEC1E125.

# Entries open for Lilizela awards

Entries have opened for the 2014 Lilizela Tourism Awards.

The nine awards are spread over four focus areas: service excellence, entrepreneurship, sustainable development and the Minister's Award. Entries close on May 30 and the overall winners from each category will be announced at a ceremony in September.

In the service excellence section, in addition to accommodation, awards will also be given this year in the categories 'Visitor experience of the year' and 'Tourist guide of the year'. The ETEYA Lilizela Award (Emerging Tourism Entrepreneur of the Year Award) will be given for entrepreneurship, recognising black-owned SMMEs that have achieved notable success since starting up.

The three categories of awards for sustainable

development are the Sustainable Tourism or Imvelo Awards, the Universal Accessibility Award and the B-BBEE Award.

The Minister's Award will recognise people, events and organisations that shift the industry closer to tourism's 2020 vision of increasing arrivals, creating jobs and contributing to GDP.

"These awards recognise and reward tourism players and businesses that work passionately and with pride to deliver a world-class product and service and whose delivery grows South Africa's global destination competitiveness," said Thulani Nzima, CEO of South African Tourism.

For more information or to enter, visit [www.lilizela.co.za](http://www.lilizela.co.za).

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

# A warm welcome to the Zulu Kingdom

Tourism KwaZulu-Natal is sporting a brand-new stand – DEC1B37 – at Indaba 2014, celebrating South Africa's 20 years of democracy. Pictured are Boni Mchunu, Tony Nkadameng and Vikki Vink who were spotted making those final adjustments to their stand for today's opening.



## Two global awards in luxury and travel, one new resort underway and over R373 million invested in stylish upgrades and renovations at Peermont resorts

*Indaba 2014 – Peermont Hotels, Casinos and Resorts has announced a series of refurbishments, new builds and upgrades of facilities at a number of its properties to the tune of over R373m. Included are: a new casino resort that is currently being built in Burgersfort, Limpopo Province, close to the Panorama Route; entertainment theatre upgrades at Emperors Palace; various conference, room and bathroom upgrades at properties and the recent opening of new restaurants and bars.*

The development of a new casino resort, **Thaba Moshate Hotel, Casino and Convention Resort** in Burgersfort, Limpopo is yet another milestone for Peermont and is currently under construction. Built on the hillside of the Moremi Mountains, the resort has stunning views over the valley. The R320m resort will offer an 80-key modern and contemporary select-service, three star Peermont Metcourt hotel, a casino with 150 slot machines, 8 gaming tables, as well as a superbly appointed conference centre. Also included in the 6295m<sup>2</sup> resort will be a 148 seater restaurant, showbar, teenage entertainment area, pool terrace and boma. The resort is due for completion in April 2015 with bookings for the hotel expected to open later this year.

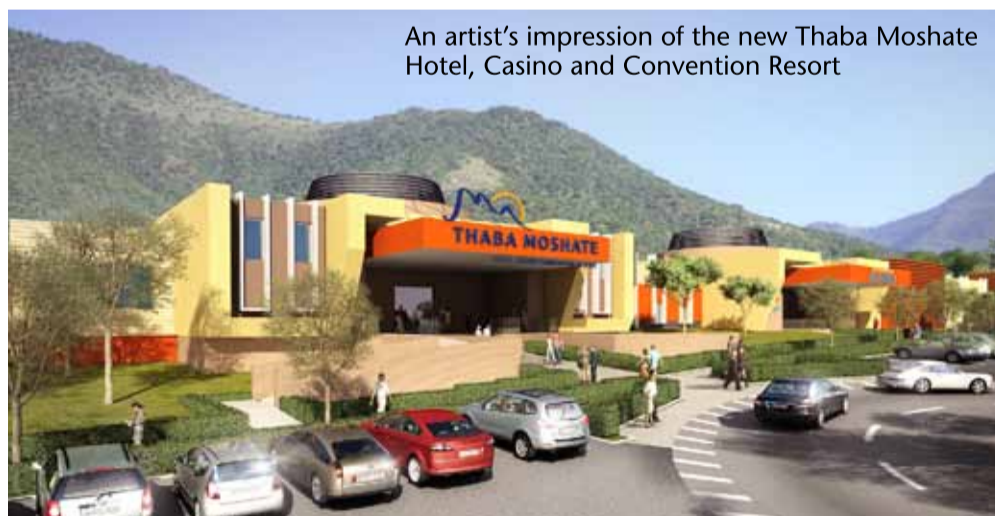
The Theatre of Marcellus at **Emperors Palace**, a popular destination for tourists, has completed a guest experience

makeover with vastly improved sightlines, tiered plush new seating complete with VIP area for ultimate comfort, increased capacity to over 1000 seats, new softs finishes and an improved entrance experience. Also announced is a new, up-market, 400-seater Barnyard Theatre at Emperors Palace, opening in July 2014, which will give visitors a relaxed, fun-filled evening of popular music shows and relaxed dining.

**Mmabatho Palms Hotel, Casino and Convention Resort** in Mafikeng, North West Province has seen an investment of R4m in new contemporary-styled bathrooms while **Khoroni Hotel, Casino and Convention Resort** in Thohoyandou, Limpopo, will receive a sizeable investment in infrastructure upgrades including parking, public bathrooms, the refurb of hotel suites, and an improvement in bedroom amenities. Peermont also recently opened the brand new contemporary steakhouse restaurant concept, Karamba Grillhouse, and the effervescent, stylish Moo Bar cocktail bar at **Rio Hotel, Casino and Convention Resort** in Klerksdorp, North West Province. **Graceland Hotel, Casino and Country Club**, Secunda recently completed an upgrade of convention centre soft furnishings and a complete exterior painting makeover, with the room softs improvement project due later this year.

Peermont is also spending R30m in

An artist's impression of the new Thaba Moshate Hotel, Casino and Convention Resort



expanding facilities at its popular world-class convention centre at **Emperors Palace**, by adding a further 1800m<sup>2</sup> of conference facilities which includes additional sub-divisible medium sized meeting rooms, new boardroom, public toilets, additional pre-assembly space and reception area.

Emperors Palace was recently awarded Best Convention Hotel in SA in the 2013 International Hotel Awards while the five star Peermont D'oreale Grande Hotel at Emperors Palace took home Best Airport Hotel in Africa and South Africa.

"These property upgrades are in line with Peermont's business objectives to grow market share and improve customer satisfaction, in a highly competitive

environment. The announcement of the new casino resort being built in Burgersfort, Limpopo, and other property refurbishments and enhancements follow Peermont's recent announcement of the completion of the recapitalization of the Group, by raising new debt and equity. In summary, Peermont now has a stronger balance sheet, with approximately R3 billion in ordinary and preference share equity, R1,125 billion in mezzanine debt, and R4,1 billion in senior bank debt. A new working capital facility has also created headroom for future growth projects. This new capital structure is a significant step in the Group's development and once again enables future growth opportunities," says Anthony Puttergill, Peermont Chief Executive Officer.



## Providing financing to small tourism businesses

*A brand new financing offering has been launched by the Small Enterprise Finance Agency (sefa) and the Tourism Enterprise Partnership (TEP) to provide business loans to SMMEs in the tourism industry.*

### ITF

The Ikwezi Tourism Facility (ITF) aims to assist the development of SMMEs in the tourism sector by making available a revolving facility providing loans to cover bridging finance, capital and business expansion:

- bridging finance, including short term financing to facilitate up front contractual obligations;
- capital, including equipment and building; and
- business expansion, including construction and asset acquisition.



### SEFA

Sefa is a wholly-owned subsidiary of the Industrial Development Corporation of South Africa Limited (IDC) and envisions itself as the leading catalyst for the development of sustainable survivalist, micro, small and medium enterprises through the provision of finance.



### TEP

TEP is a not for profit company that has successfully developed entrepreneurs for over a decade. TEP facilitates the growth, development and sustainability of small tourism businesses.



### FOR MORE INFORMATION PLEASE CONTACT:

Paula Bester (Manager: Finance and Administration)

Phone: (011) 880 4712

Emails: paulab@ikwezifacility.co.za

info@ikwezifacility.co.za

Website: www.ikwezifacility.co.za



*“Although there is a plethora of development finance institutions in South Africa, access to finance has always been a major challenge to SMME owners as they struggle to develop and grow their businesses. Access to finance has long been the missing link in our SMME development strategy and we have set out to find ways of addressing this challenge. The ITF propels TEP to the next level of innovation by making it the only tourism SMME development organisation in the country which, in addition to normal business development support such as training, mentorship, and market access, is also able to provide access to finance.”*

**TEP CE Dr Salifou Siddo**

# S(c)ene@INDABA 2014



Rob Newenham and Ian Tomlinson – travel is an art.



The Chairperson of the African Union Commission, Dr Nkosazana Dlamini Zuma and South Africa's Tourism Minister Marthinus van Schalkwyk participated in the Tourism Indaba Ministerial Roundtable yesterday.



Alfie Hayes and Chantel Hickey of LPG Media add the finishing touch.



Mario van Zyl, Arthur Mzimela, Leon Meyer, Solé Madikane and Gavin Seidler – keen Indaba golf day participants.



Sipho Mkhize, Joy Chimombe and Carsten Jensen swinging in Indaba 2014 with a round of golf.



Patricia Musopelo and Caristo Chitamfya – proud of Zambia's achievements.



Judith Coetzee and Felicity Poggenpoel of the Western Cape say Xanita Board is the future of exhibition stands.



Connecting at Indaba – Paulo Muacavula and Joao Sebasitiao of Angola.



## ***Welcome to Indaba 2014... Join the Zulu Kingdom in Celebrating 20 years of Democracy...***

A myriad of towns colouring a picturesque landscape blend into a melting pot, to create the breathtakingly unique province of KwaZulu-Natal... complete and rich with its own South African flavour and emergent through the struggles and victories of many freedom fighters, from Mahatma Gandhi and John Dube, to the beloved father of our nation, Nelson Mandela, who all fought beyond apartheid.

In commemorating 20 years of democracy this year, we pay homage to the tremendous milestones which our country and our province have achieved. Holding the first democratic election in 1994 and electing our first black president, adopting one of the most advanced constitutions in the world, hosting the Cricket World Cup in 2003, the Twenty20 Cricket World Cup in 2007 and the FIFA Football World Cup in 2010 with a semi-final at the epic Moses Mabhida Stadium, as well as KwaZulu-Natal's Chad Le Clos bringing home gold

at the 2012 London Olympics, stand out among our many accomplishments...

So, what better place to celebrate 20 years of freedom, than a land steeped in a brilliantly colourful mix of deep cultural heritage, diversity and tradition?

Whether you choose to visit the iconic Nelson Mandela Capture Site or explore the amazingly scenic World Heritage Sites of the iSimangaliso Wetland Park and uKhahlamba-Drakensberg Park; the Zulu Kingdom will be an experience to remember.

**Zulu Kingdom. Exceptional.**

***Come and experience the warmth of the Zulu Kingdom at stand number DEC1B37 at the Tourism Indaba from 10 to 12 May 2014.***

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