

INDABA Daily News

Issue No.1 9 May 2015

Geared to listen - South African Tourism Minister welcomes the world to Indaba 2015

South Africa's National Minister of Tourism, Derek Hanekom, experiences his first Tourism Indaba this year. INDABA Daily News spoke to Hanekom about Africa's biggest travel trade show.

What do you, as minister of tourism in South Africa, hope to achieve at Tourism Indaba 2015?

This is the first opportunity I have to engage the widest cross section of the tourism industry in one place. Tourism is a critical component of South Africa's National Development Plan because of its capacity to create jobs and spur growth across the wider economy. The exhibitor contingent at Indaba is central to these national ambitions, and I look forward to meeting with exhibitors, hearing about their plans, their challenges and successes.

This year Indaba welcomes destinations from across Africa. It brings several African tourism ministers together to share lessons and strengthen collaboration across the continent. It is also a good opportunity to

promote regional marketing initiatives. But above all I would hope that Indaba 2015 succeeds in creating a platform for both buyers and exhibitors to do good business, and thereby advance Africa's economic development.

The theme of Tourism Indaba 2015 is the biggest team of African exhibitors, contributing to driving Africa forward. Please tell us more.

This year's Tourism Indaba brings the most representative of African travel trade together to do business. It is unrivaled as a business proposition for the global and local tourism buyer community, giving them access to the greatest depth and breadth of African travel trade to do business with.

Indaba embraces a spirit of partnership, of collaboration and of winning together. Exhibitors are the real heroes of Indaba, driving growth in tourist receipts and delivering on the promises we make in marketing our destinations.

Tourism is a fantastic South African success story, growing ahead of other economic sectors, creating jobs and attracting foreign direct spend and investment in South Africa. This year the Indaba theme recognises the vital importance of the tourism industry and of exhibitors on the tradeshow floor. They are the team that is helping to drive the continent forward.

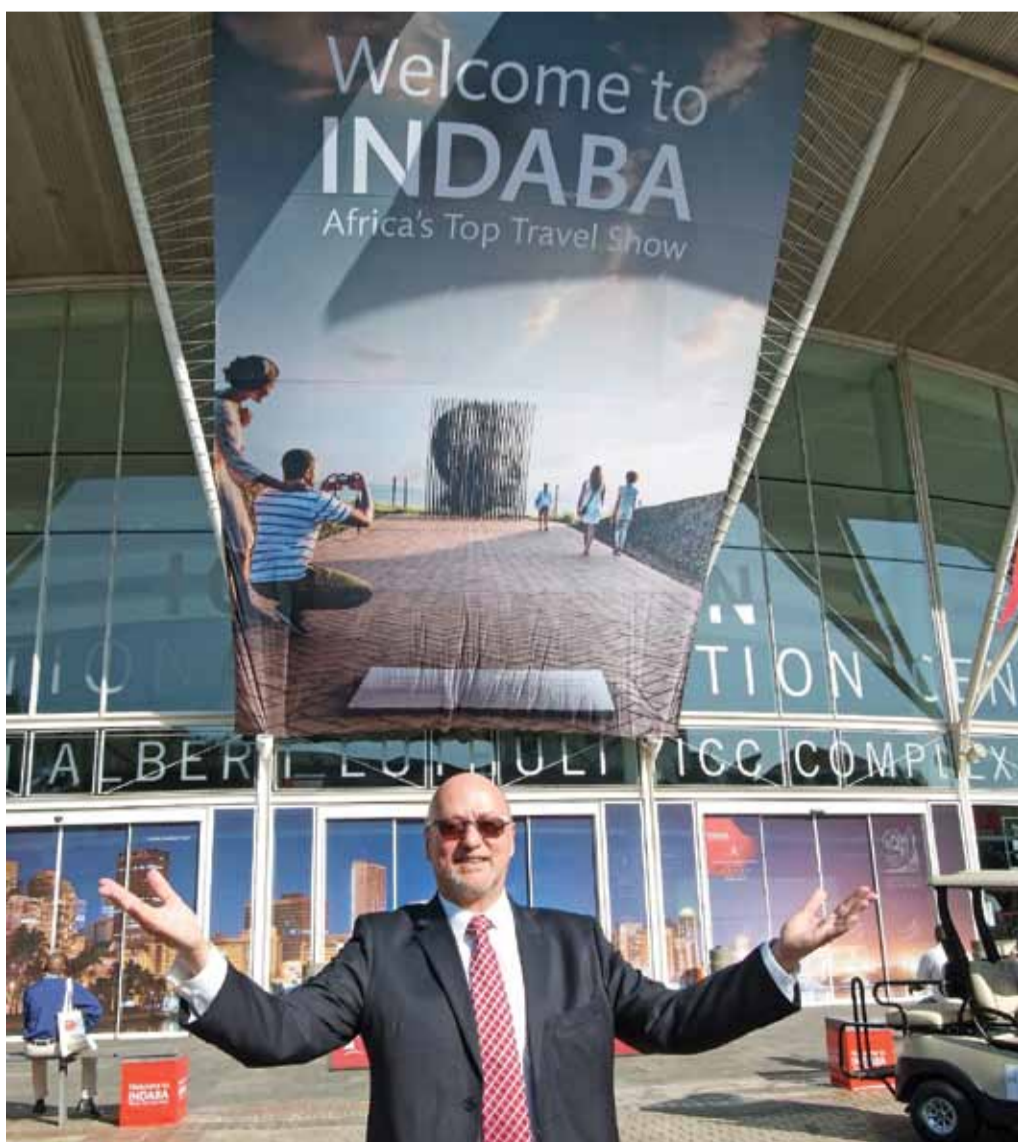
What do you think makes the Tourism Indaba the continent's most influential travel tradeshow?

Indaba is the biggest trade show of its kind. It is also the best established, celebrating more than 30 years this year. But size does not account for much, unless they are combined with energy, spirit and passion.

Indaba delivers this.

The Tourism Indaba has grown over the years to include the Southern African Development Community destinations first, and later the wider continent. It gives the African industry three days to come together and do business with the best tourism buyers from around the world. It's a continent united behind the amazing force for good that our sector has grown into. For this reason alone, Indaba is pivotal to Africa's and South Africa's tourism growth ambitions.

It's business combined with the passion, dedication and energy of a continent. With this spirit driving it, Indaba will go from strength to strength.



"I look forward to meeting with exhibitors, hearing about their plans, their challenges and successes" – South African Tourism Minister Derek Hanekom.



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Huge increase for Human Origins Tourism in Mossel Bay



Mossel Bay is fast becoming one of South Africa's most sought-after destinations - because it's the place where modern human behaviour emerged more than 162 000 years ago.

In fact, visitor numbers to the Point of Human Origins Experience - a presentation, discussion and tour of the Pinnacle Point Caves - doubled in 2014 over 2013.

"The Pinnacle Point Caves are the subject of the largest scientific research project of its kind in the world - and they've revealed that this is the birthplace of both complex technology - in the form of multi-part tool-making as well as the use of fire for engineering the quality of the tools - and of culture, in the use of ochre as paint," says Mossel Bay Tourism's Marcia Holm.

"But they've also revealed a picture of the climate of the area over the period from 400 000 to 30 000 years

ago - and since the caves were inhabited for more than 120 000 years, we can now begin to understand how humans adapt to dramatic changes in the climate in which we live," she says.

"The Point of Human Experience is conducted by Dr Peter Nilssen - the archaeologist who introduced the caves to science - and everyone who has ever enjoyed these half-day tours agrees - a visit to the Pinnacle Point Caves changes how you think about being human.

"And this is no doubt why the tours have shown such remarkable growth," said Holm. "They should be the highlight of any itinerary on the route from Cape Town to the Eastern Cape."

For more information visit www.mosselbay.co.za.

Today's programme – Saturday 9 May 2015

Exhibition times: 09:00 – 18:00

- 09:30 - 10:30 Techtalks: Putting Durban on the social media map - Dane Forman and Andy Carrie
- 10:00 - 14:00 RETOSA Workshop
- 10:30 - 11:30 Techtalks: Tripadvisor and being consumer centric - Justin Reid
- 11:30 - 12:30 Techtalks: Damian Cook
- 12:30 - 13:30 Media talks: Ministers' media briefing
- 12:30 - 13:30 Techtalks: Alana Witte
- 14:00 - 14:50 Insider talks - how the African traveller sees destination South Africa
- 15:00 - 16:00 Insider talks - risk and reward - the lucrative opportunity presented by the African traveller
- 17:30 - 19:00 Opening ceremony

Fancourt turns 21



South Africa's premier golf resort on the Garden Route, Fancourt, has committed to do 21 Acts of Kindness in celebration of its 21st anniversary this year. The hotel also marks 21 unique milestones that have contributed to its extraordinary success. Amongst these are the opening of its third 18-hole golf course, The Links, in 2000, and hosting the 46664 concert in honour of former President Nelson Mandela in 2005. For more information visit stand number ICCL16.

Indaba Daily News

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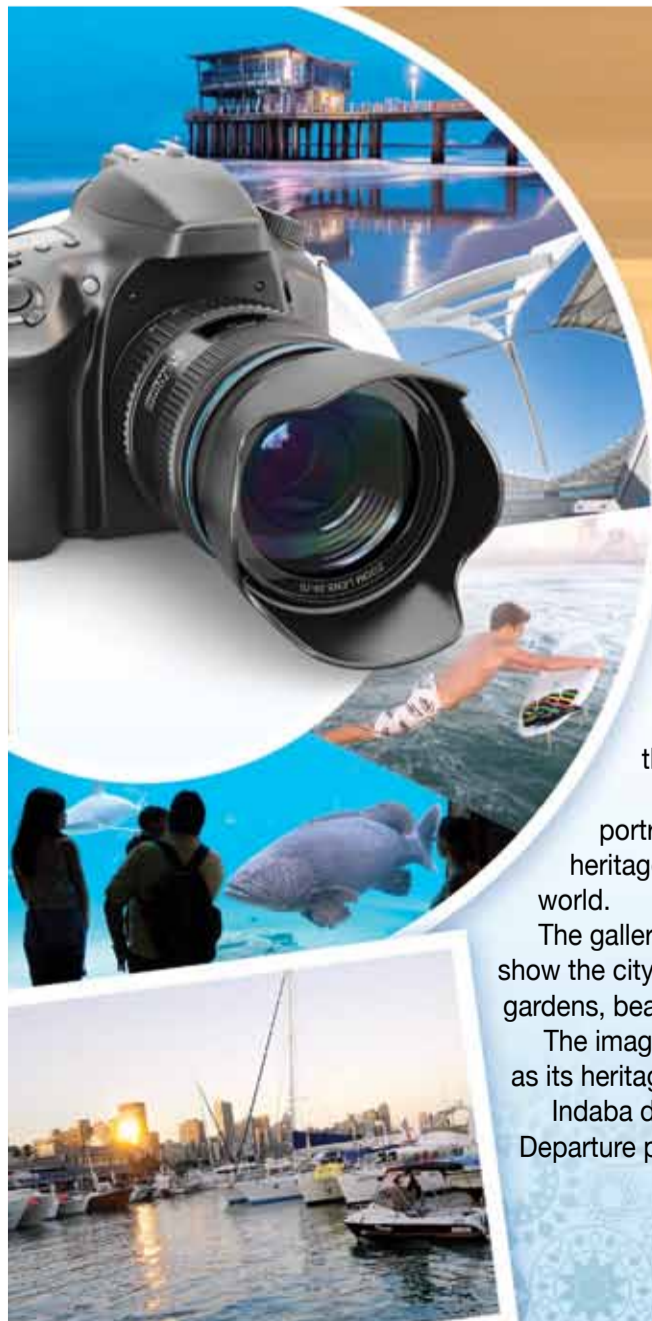
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DURBAN

As never seen before

Durban Tourism launches
A photographic journey through the eyes of National Geographic, past and present.

Durban Tourism and National Geographic Traveler will be hosting a photographic journey of delight showing this award-winning tourist destination as it is today, and as it was, generations ago. See images taken on a recent visit to Durban by National Geographic traveller-photographer, Krista Rossow, as well as seldom seen archival material from the vaults of this prestigious magazine. Set in the unique and historic KwaMuhle Museum, a venue which has its own unique Durban story to tell.

The theme of the gallery will show Durban as a city that has evolved over the last few years to become internationally recognised as a merit-worthy tourism destination. As such, the photos will reflect in context the many and varied activities the city has to offer.

There will be a combination of the archival images from National Geographic that will portray Durban as a rapidly evolving smart city – a combination of colonial, Indian and Zulu heritage that has preserved its uniqueness but at the same time, is fully up to date in the modern world.

The gallery will exhibit some expansive and contextualised images of the city taken in good light that show the cityscape, the harbour, overall views of our entertainment zones, cultural attractions, parks, gardens, beach views, shopping zones, markets.

The images will also show some of Durban's unique blend of new architecture and facilities, as well as its heritage architecture. A mix of modern and colonial.

Indaba delegates will be shuttled to the Museum hourly over the three days during Indaba. Departure point: Durban ICC Concourse – near the bronze statue, departing every hour on the hour.



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African tourism ministers unite to enhance tourism development



Putting ministerial heads together for the benefit of African tourism – South Africa's Derek Hanekom and Zimbabwe's Nengineer Walter.

Issues pertaining to the growth and development of tourism on the African continent featured highly at the second annual African Tourism Ministers Summit, hosted by South African Tourism Minister Derek Hanekom, on the eve of the official opening of the Pan-African Tourism Indaba 2015 in Durban.

Themed Africa: Open for Tourism Business, 13 African ministers and key tourism industry players discussed the current state of tourism in Africa to collectively formulate solutions to grow and develop tourism on the continent.

"The African market is undergoing unprecedented growth in tourist arrivals," said Hanekom.

Global interest in the continent and a growing middle class with disposal income is driving economic growth. Yesterday's meeting was not only a testimony of our commitment to strengthening relationships with our African counterparts, but a positive step forward towards finding workable solutions to advance tourism on the continent.

"The African region has many assets for tourism development, but challenges to infrastructure development, visa facilitation and connectivity and the financing of tourism development have the potential to offset that growth.

"Although the continent is overwhelmed by social and economic challenges, challenges such as the outbreak of Ebola and the recent attacks on foreign nationals have the potential to impact negatively on tourism on the continent. We have to rise against these challenges, and commit to work together to address them for the future of tourism.

"When we consider the huge potential that tourism offers our continent, we must embrace our task of working together to advance our collective strengths and address our challenges. Tourism is already changing lives, creating jobs and building communities. It has the potential to change even more lives for the better," said Hanekom.

"Africa is home to 15 percent of the world's population, but receives only about four percent of the world's tourists. Imagine if we, collectively, grew our share of global tourist receipts to 15 percent. Imagine the jobs we could create, the lives we could impact and the change for the better we could affect across Africa. Let us, emboldened and emblazoned by the beauty and warm friendliness of our destinations, go forward and take what we have to the world.

"In Africa, we need to support each other and stand up for each other. We need to work, collectively, on the perception that the world has of our continent and put our collective will into action to advance Africa. When we support each other, and when we learn from each other, we build success. Your success is our success

and our success is your success.

"Let us stand together to collaborate and support each other in advancing this awesomely beautiful and amazingly friendly continent as a leisure tourism destination."

"Africa must work with Africa to advance tourism on the continent," says Ms Elcia Grandcourt, Regional Director for Africa at the United Nations World Tourism Organisation.

Speaking on the state of tourism on the African continent, Grandcourt reasserted the organisation's commitment to supporting Africa in growing tourism.

"Cultural and historical resources in Africa are not being adequately harnessed to lure tourists to Africa. To show our commitment, we will host our first image and branding conference in Accra, Ghana with the view to impart skills on continent, so it can better profile itself.

"Africa is fast establishing itself as one of the most promising regions for tourism. Africa will receive 85 million international tourist arrivals by 2020, and 134 million in 2030, representing respectively 6,3 and 7,4 percent of international tourist arrivals worldwide," she says.

The ministerial discussion focused on the state of Africa's readiness for tourism investment and constraints to investment promotion, the importance of the tourism sector towards building the economies of various regional economic communities, collaboration between the public and private sector in growing tourism, visas and travel facilitation and ways of improving intra-African travel.

The session resolved that the African Union should include tourism on its agenda to elevate tourism as the economic driver on the continent. It was also proposed that the next African ministerial session should consider putting systems in place to advance uni-visa's on the continent and that Africa should strive to harness its cultural and historical resources to market and present the continent as a truly unique and authentic destination for the world to visit.

The Tourism Indaba remains the largest tourism marketing event for Africa. This year, Indaba 2015 again opens its doors to the African continent and features a number of African destinations on the exhibition floor.

Exhibiting destinations at Indaba 2015 include Angola, Benin, Botswana, Burundi, the Comoros, the Democratic Republic of Congo, Egypt, Ethiopia, Kenya, Lesotho, Madagascar, Mauritius, Namibia, Nigeria and Niger State, Reunion, Rwanda, Senegal, the Seychelles, Swaziland, Tanzania, Uganda, Zambia and Zimbabwe.



Delegates at the second annual African Tourism Ministers Summit, deliberating to find solutions to enhance tourism on the African continent.



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Best Western debuts in Zambia

Best Western International boasts its first hotel in Lusaka, Zambia - the Best Western Plus Lusaka Grand Hotel.

With this addition the group continues to grow its African footprint with 20 hotels on the continent in ten different countries, with more to come in countries like Uganda and Ethiopia.

The hotel, within 20 kilometers of the Kenneth Kaunda International Airport and a short walk to shopping malls and art museums in Lusaka, has 92 bedrooms and two suites.

The hotel has two restaurants - the Manna Restaurant that offers international cuisine and the Mandarin Restaurant which offers Asian food. It also features the Wodka Piano Bar.

Lusaka is the capital and largest city of Zambia and one of the fastest-developing cities in Southern Africa. It is the centre of both commerce and government activity and connects to the country's four main highways heading north, south, east and west.

"We are proud to add another country to our portfolio in Africa," says Best Western's Senior Vice President of International Operations, Suzi Yoder.

"The new hotel will add significant value to the development of society and travel and tourism to Zambia," says the hotel's Managing Director, Dr Hans Heuer.

The group with its headquarters in Phoenix, Arizona, is a privately held hotel brand with a global network of more than 4 000 hotels in more than 100 countries. More than 22 million travelers are members of the brand's award-winning loyalty programme, Best



Western Rewards, one of the few programmes in which members earn points that never expire and can be redeemed at any Best Western hotel worldwide.

To learn more about this hotel or discover other Best Western hotels across the world, visit www.bestwestern.com.

City Lodge Hotels buys out Courtyard for R80m

The City Lodge Hotel Group has concluded an agreement with HPF Properties Proprietary Limited, a wholly owned subsidiary of Hospitality Property Fund, to acquire Hospitality's interest in the Courtyard Hotel portfolio for R80 million.

Hotel and restaurant magazine reported that the sale agreement involves Hospitality's 50 percent interest in Gallic Courtyard in Arcadia, Gallic Courtyard at Bruma Lake, Gallic Courtyard in Rosebank, Gallic Courtyard in Sandown and its 50 percent share in five sectional title units at Courtyard Hotel in Sandton and one at Courtyard Hotel in Rosebank.

This transaction means that the City Lodge Hotel Group now wholly owns these hotels. Courtyard Hotel Port Elizabeth is already wholly owned by the group.

City Lodge Chief Executive Officer, Clifford Ross, says the Courtyard Hotel brand is an integral part of the City Lodge Hotel Group's portfolio of brands.

"It complements our strategy of providing quality accommodation options in the one star to four star business and leisure traveller markets in South Africa."

The group has 52 hotels in South Africa across the Courtyard Hotel, City Lodge Hotel, Town Lodge and Road Lodge brands. It also has a Town Lodge in Gaborone, Botswana, a Town Lodge in Nairobi, Kenya, and also owns the Fairview Hotel in Nairobi.

Currently under construction are the 148-room City Lodge Hotel Newtown in Johannesburg and the 90-room Road Lodge Pietermaritzburg. The group has also announced expansion plans to build new hotels in Nairobi and Dar es Salaam and is in negotiations that may lead to further hotels in Windhoek, Kampala and Maputo.



"The Courtyard Hotel brand is an integral part of our group's portfolio of brands" - Clifford Ross.

A familiar friend - a fresh new look



Mabula Game Lodge, located in the Waterberg region of Limpopo, renowned for being home to some of the country's premier game lodges, has recently completed a multimillion rand refurbishment.

The refurbishing involved the main lodge, lodge rooms and the conference centre, making Mabula one of the most sought after private game reserves specialising in family, group and incentive travel.

Done by Esly Gorgio the refurbishment gave Mabula, marketed by Extraordinary, a contemporary and chic African look. Luxury linen, new furniture and the introduction of blinds accentuate the fresh new colours, while enhancing the guest's privacy. The bathrooms have also been refurbished with new tiles, basins and fittings.

"We want to remain up-to-date to continue to appeal to an ever-developing and dynamic tourist market," says Mabula Game Lodges' Operations Manager, Wouter Pienaar.

"My brief was to fashion an environment that was

suited to both the local and international market," says interior designer Esly Gorgio.

"We achieved this, not only with new furnishings and fittings, but with the appropriate use of colour. The brighter hues have created a great sense of space and a warm welcome that allows the guests to feel at ease while at the lodge."

The conference facilities have been fitted with new audio visual equipment, interiors, lighting and furniture. The three conference facilities vary in size and can accommodate from 10 to 130 delegates. This spectacular environment, coupled with a variety of team building activities and outstanding bush dining venues provide all the ingredients to hold an exceptional meeting.

Established in 2009, Extraordinary is a collection of hotels and lodges in Southern Africa and offers a solution to management, sales, marketing and reservations. Extraordinary currently has its head office in Johannesburg, with branches in Cape Town, Durban and Mumbai.



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BLUE MARLIN targets 3* to 4* market



The Blue Marlin in Scottsburgh, which has undergone a two-year, R35 million renovation programme, is now open for business. The hotel, built in the 1950's, is aimed at the three to four-star market.

Dream Hotels and Resorts Director, Brent Dickson says, "South Africa has an abundance of hotels on the upper and lower ends of the accommodation spectrum, but there is a distinct gap in the market for good quality three and four-star properties."

In April 2013, Dream Hotels and Resorts entered into a partnership with the owners, taking over the management of the hotel, as well as the responsibility for the extensive renovation project, that included the complete revamp of all the common/public areas and the pool in the first phase and the renovation of the rooms in phase two, totally transforming the property into a modern resort.

"Upgrading The Blue Marlin is the first and most significant tourism infrastructure development in the area in almost 20 years, making it the only resort of its

kind on the KZN upper south coast," says owner Sandie Curtis. The new offering includes accommodation, meals and entertainment.

"It will have a huge impact on the local economy, as well as providing a new destination for both South African and international tourists," says Curtis. "The south coast hasn't really featured for many years, so we're incredibly excited about the re-emergence of the area. We are working closely with the Mayor and local municipality to improve the beach and surrounding area, making it more appealing to visitors.

"The current exchange rate is making it increasingly difficult for South African's to travel abroad, so they are exploring local destinations, looking for good quality, affordable holiday experiences. We are also attracting foreign tourists and have increasing interest from overseas tour operators."

For more information visit the Tourism KZN stand at DEC1A05

Reading patterns show market change

For the first time, interest in Southern Africa from the trade in the United States has outstripped the UK.

Commenting on the analysis of the readership analytics of Southern African Tourism Update, sales manager Claire Storey said that the 2 604 users from the US who entered the trade site in April were 15 percent more than the UK. In the past, the UK reader interest has always led the US – last year by 12 percent.

SA Tourism Update is an inbound trade publication that started 24 years ago and is now published only online at www.tourismupdate.co.za.

Storey noted that it was interesting to see the growth in reader interest from India and the UAE, which were now ranked eighth and eleventh in terms of readers from overseas countries.

The advantage of the Indian trade being familiar with English is highlighted by the fact that readership from India is five times more than China.

Readership of Tourism Update has rocketed since the introduction of the multi-media version in February this year. The new version is smartphone-enabled, features opinion, video and translates into Spanish, French and German.

Storey said that at 22 876, the number of users in April was up 134 percent on the year before. Thirty percent of the readers are now coming in from overseas, although the bulk remain SA-based destination marketing companies.



More influential... the daily Tourism Update team, Claire Storey, Kerri Marks and Tessa Reed

TABLE

Growth in trade interest in Southern Africa*

April 2015 vs 2014

1. USA	+158 %
2. UK	+99 %
3. Germany	+100 %
4. Netherlands	+85 %
5. Australia	+117 %
6. Canada	+73 %
7. Italy	+86 %
8. India	+219 %
9. France	+123 %
10. Switzerland	+222 %

*Google Analytics of SA Tourism Update reader location for the top 10 sources of overseas readers.

Increased car rental means increased tourism in SA

"In the current economic climate, the car rental industry in South Africa remains under pressure," claims Lance Smith, Executive of Sales at Avis Budget Southern Africa. "Last year, there was no growth in the overall fleet size and rental days, however, local and international leisure has bucked this trend."

To properly understand car rental in South Africa, one has to dig deeper into its segmentation. There are four main segments in the market, namely:

- Corporate/Government 30% of the market
- Foreign inbound 24% of the market
- Leisure 26.5% of the market
- Insurance replacement 19.5% of the market

The largest segment, Corporate/Government, is down 5.5% year-on-year, which reflects the weak economy, with the insurance replacement market down 12.6% due to 2014's hail storms in Gauteng. Yet foreign and domestic leisure continues to provide an air of positivity with every province experiencing growth in this segment. Smith's figures indicate that local and international leisure has grown at 9.5% and 10.8% respectively.

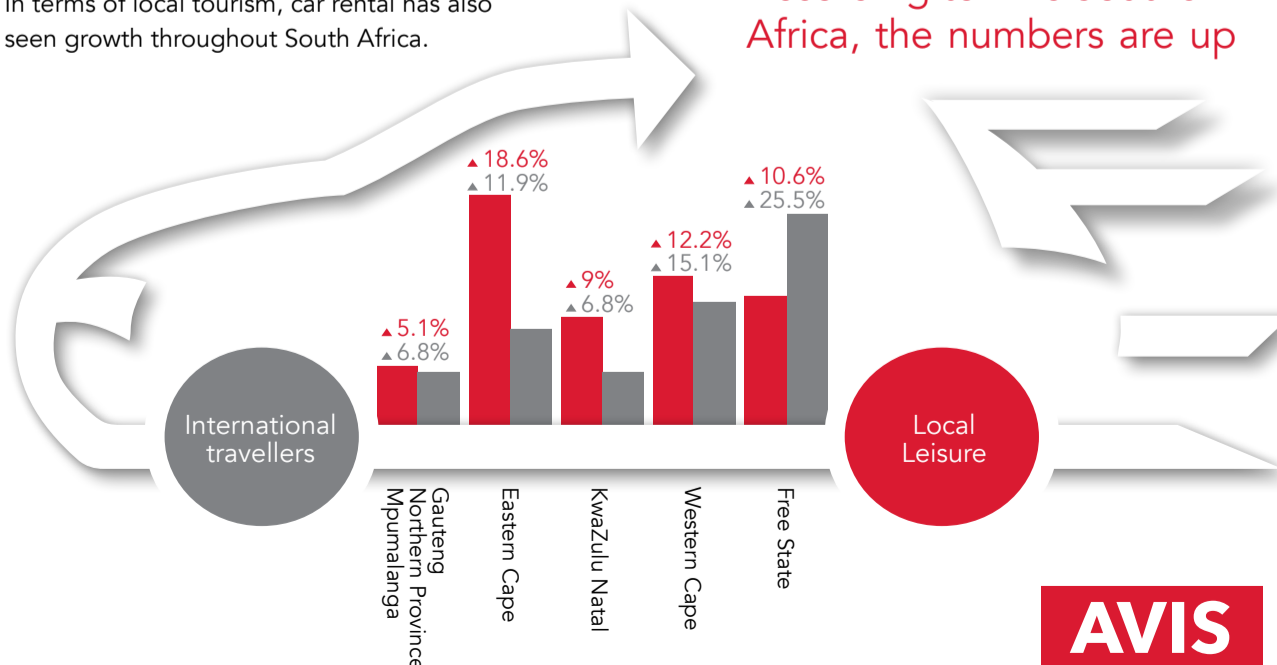
"It is pleasing to see the length of rental increase year-on-year in both foreign inbound and local tourism. This means more people, both local and international, are taking longer stays in this beautiful part of the world," says Smith.

Province by province, one in two international rentals take place in the Western Cape, but what is pleasing is the growth in all provinces.

In terms of local tourism, car rental has also seen growth throughout South Africa.

The next year will hold a number of challenges in the business segments of the industry but it is envisaged that the leisure segments will continue to grow. With a total fleet size of around 65,000 vehicles, the industry will continue to try and balance cost pressures resulting from a weak Rand with the price increases needed.

According to Avis Southern Africa, the numbers are up





Limpopo: Twitchers' paradise

In the upper crescent of South Africa, roughly north-west, north and north-east of Johannesburg up to the Limpopo River, lies the Greater Limpopo Birding Route, home to around 600 bird species, of which 420 birds are resident.

"If you were to ask a serious South African birder about the most productive area for birding in the country, he/she would most likely recommend the Greater Limpopo Birding Route," says Mike Tauatsoala, Corporate Communications Manager at the Limpopo Tourism Agency.

According to Birdlife South Africa, the avitourism industry in South Africa has grown significantly in the past few years. A 2010 survey by the dti estimated the total size of South Africa's avitourism market at between 21 000 and 40 000 avitourists annually, of which domestic avitourists number between 13 000 and 24 000 per annum.

According to the survey, the size of the international avitourism market was between 8 000 and 16 000 avitourists per annum, with an estimated spend of between R309 million and R618 million annually. Avitourism had the potential to contribute between R1 205 billion and R2 243 billion to GDP annually. Limpopo Province aims to win a large share of this lucrative sector by introducing a variety of initiatives.

"An exciting initiative along all the birding routes is the availability of community bird guides," says Tauatsoala. "These guides have good knowledge of biodiversity and bird species for the areas along which they guide and are available as hop-on guides through pre-arrangement. An added benefit is the cultural

knowledge they bring."

"The training of local bird guides is another way of creating economic opportunities in rural areas," says Tauatsoala. "The long-term vision is to introduce bird watching to a wide range of rural people, a selection of whom will become experienced and confident guides in their areas."

Limpopo Province, home to no less than three National Parks (Kruger, Mapungubwe and Marakele National Parks), Provincial Parks and Municipal Parks, has vast unexplored areas of birding habitats and offers one of the most exciting birding destinations in Southern Africa. Habitats range from vast tracts of montane grasslands to afro-temperate forests, bushveld and wetlands.

Limpopo Province hosts ten (10) important Birding areas which comprise Mapungubwe National Park, Kruger National Park, Soutpansberg, Blouberg Vulture Colony, Wolkberg Forest Belt, Polokwane Nature Reserve, Waterberg System, Nyl River System (including Nylsvley Nature Reserve, a RAMSAR Site), Northern Turf Thornveld and Blyde River Canyon.

For more information visit stand DEC1C07

World class seabird sanctuary for Gansbaai

Officially opened by South African Tourism Minister, Derek Hanekom recently, the Dyer Island Conservation Trust commissioned this world class seabird sanctuary - a first for the Overstrand area.

The sanctuary assists the endangered African penguin colonies of Dyer Island, an important bird area, where the species has declined almost 90 percent over 30 years. The other nearby colony is at Stony Point at Betty's Bay.

This facility has a fully equipped lab and a veterinary surgeon on standby to immediately treat any birds, thereby increasing their survival rate. Although purpose-built for the rehabilitation of marine birds, it

also creates awareness around the perils marine birds face.

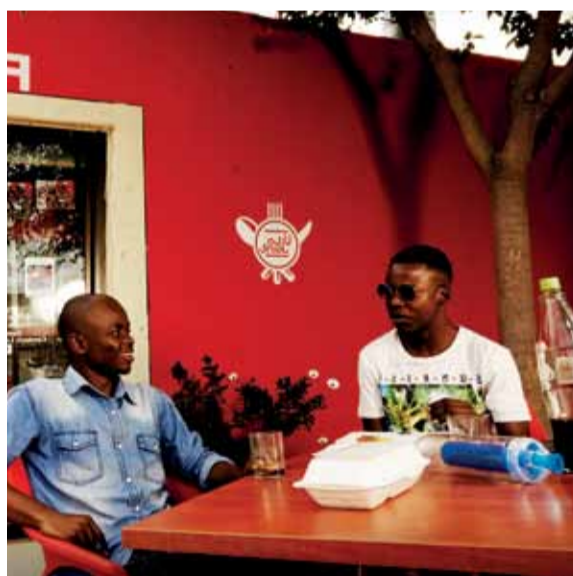
The auditorium has a big screen TV which is linked to the rehabilitation area, the bird hospital and the laboratory and clinic, enabling guests to see what is being done behind the scenes. This prevents added stress on the birds in rehabilitation as the number of people allowed in the critical areas is minimised.

The auditorium also sports one-way glass overlooking the conditioning pen where visitors can watch birds in final preparation for release without any disturbance or interference. A touch screen unit contains all the information about the birds that can be rehabilitated,

their history and current protection and conservation efforts.

The sanctuary provides temporary rehabilitative care to sick, displaced, injured, oiled and abandoned marine birds with special focus on the endangered African penguin. Marine bird rescue, rehabilitation and release form part of the conservation management plan to conserve and maintain African penguin populations and other seabirds. Through continued research, education and awareness programmes the sanctuary mitigates human impacts on bird colonies.

For more information visit DEC1D12.



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Knysna puts its #PinkFootFwd



Taking to the streets - the 2015 Knysna annual Pink Loerie Mardis Gras and Arts Festival.

Knysna has embarked on a bold journey towards equality through its innovative #PinkFootFwd campaign.

Known for its natural beauty - the Knysna Estuary and the indigenous forests of the area have been incorporated into the country's only unfenced national park, the Garden Route National Park. Knysna is an important destination on the Western Cape's Garden Route coast.

"We've traditionally appealed to a somewhat homogenous market - and that's neither fair from a human point of view, nor intelligent from an economic point of view - and it's not responsible tourism," says Knysna Tourism Chief Executive Officer, Greg Vogt.

"The nature of tourism gives it both the power and the ability to make meaningful changes - which is why

Knysna Tourism has begun implementing a strategy of sensitising local people to the needs and aspirations of the lesbian, gay, bisexual and transgender individuals market."

The town hosts the annual Pink Loerie Mardis Gras and Arts Festival around 1 May - which this year included the finals of the Mr Gay World 2015.

"But that's just a start," says Vogt, "because if you extend a sincere welcome, the visitors will come.

"And no, we don't know everything we could or even should know about the pink market, but we're willing to engage with anyone who's able to help us learn so that we can begin to put our best #PinkFootFwd," he says.

For more information visit DEC1D12.

Industrial theatre tackles thorny issues

INDABA 2015 presents a one-time only industrial theatre production, How the African Traveller sees Destination South Africa, as part of the annual INSIDERtalks programme. Be sure not to miss it in the TECHzone at 14:00 this afternoon. The event is open only to INDABA trade delegates and seating is limited, so get there early.

The short, 25 minute play is one of those 'absolutely must attend' events for any trade delegate who is interested in how African tourists regard South Africa - how they experience our destination, and the attitudes they encounter when they come as tourists to South Africa.

"It's a piece of thought-provoking and heart-warming theatre, presented by Nicogenix Industrial Theatre Company as the first INSIDERtalk at INDABA 2015," says South African Tourism CEO, Thulani Nzima.

The production, commissioned especially for INDABA 2015 by South African Tourism, tells the story of the inter-connectedness of continental destinations and markets. It examines the thorny barrier issues and perceptions, and delivers information aimed at building an even more welcoming and hospitable culture among South African tourism service providers. It does this by giving the facts, tugging at the heartstrings, and delivering an entertaining piece of theatre that's as much fun to watch as it is useful and informative.

Nicogenix Industrial Theatre Company is the brainchild of Aubrey Poo and Mandla Gaduka, a pair of South African actors. The INDABA 2015 production was written by Clive Mathibe, with Aubrey Poo as creative director.

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

Tourism KZN ready to sell

Tourism KZN is ready to market the beautiful KwaZulu-Natal province to Indaba delegates.



From left: Samantha Croft, General Manager; Tsogo Sun Elangeni and Maharani, Nhlakanipho Ngcobo, Marketing Manager of Olwandle Hotel; Gail Westphal, General Manager Sales and Marketing Gooderson Group; Tony Nkadameng, Region Marketing Manager at Tourism KZN; Boni Mnchunu, General Manager Marketing at Tourism KZN and Sonke Mdluli, Acting Project Manager Transformation.



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Hotels employ deaf people

Protea Hotel Balalaika Sandton and the Park Inn Radisson Hotel in Newlands, Cape Town, have teamed up with organisations for the deaf to offer more job opportunities in the hospitality and tourism industry.

Protea Hotel Balalaika Sandton, in alliance with the University of Johannesburg's Centre for Psychological Services and Career Development (PsyCaD), St Vincent's School for the Deaf, and the HTA School of Culinary Art, has launched an internship training programme for deaf and hearing-impaired students.

A third of all staff members at the Park Inn Radisson Hotel are deaf and, in a partnership with the Deaf Federation of Southern Africa (DEFSA), the hotel has built facilities that create special access for people with disabilities.

Speaking at the opening of the Park Inn Radisson Hotel, Minister of Tourism, Derek Hanekom, said: "What this does in the world of tourism and in the hospitality

industry is that it raises the bar. When we talk about responsible tourism, when we talk about community participation, it challenges all other hotels around the country to do the same - to rise to the challenge."

Minister Hanekom said SA had more than 400 000 people who used sign language and that over one million people in the country were almost deaf. He said 70 percent of all deaf people in SA were unemployed because of societal attitude.

The Minister also said the country had one of the greatest constitutions in the world that has a Bill of Rights that advocated for the right to dignity of all that live within the borders.

"When you have a job, you are one step ahead to having a life of dignity. Through this project, we are harnessing and tapping into the potential of the many people in our country," he said.

Wilderness Safaris opens Linkwasha Camp in Zimbabwe



Wilderness Safaris has announced the opening of the new Linkwasha Camp in a game-rich private concession in Zimbabwe's Hwange National Park.

"Our decision to invest in this destination and open a new camp was based on our belief in Zimbabwe as a major player in Africa's tourism industry," says Wilderness Safaris CEO, Keith Vincent. "We are excited to deliver not only an exceptional wildlife experience, but also a new level of luxury on par with what guests would associate with our camps in Botswana."

With over 18 years of experience in Hwange, Wilderness Safaris has two private concessions in the most productive wildlife areas of the park. Situated on the same site as the old Linkwasha, the new camp is perfectly located far away from public access areas, but close to the well-known Ngamo Plains, which offer fantastic summer game viewing.

Linkwasha Camp has been designed to complement Wilderness Safaris' other properties in the concession,

Little Makalolo and Davison's Camp, each catering to the needs and budgets of different markets. It has an eclectic, contemporary design. Eight en-suite double or twin luxury tents and one family tent look out over the pan in front of camp, while the main area includes various multi-level decks, a pool area and a winter lounge, complete with fireplace and library.

The area offers exceptional year-round wildlife-viewing opportunities, with regular sightings of large herds of elephant and buffalo, prides of lion, and an abundance of plains game and birdlife. The concession's savannah grassland habitat is the ideal environment for walking safaris, as well as interpretative game drives.

Other activities on offer include visits to the Ngamo community, as well as fresh "out of the oven" pizzas and sundowners in the bush. Alternatively, guests can simply sit back and relax on the deck while enjoying the incredible views of the Makalolo Pan.

For more information visit ICCH04.

Imbali Lodges adds value to inclusive package

From 1 January 2016 the Imbali Lodges in the Kruger National Park, including Hamiltons Tented Camp, Hoyo Hoyo Safari Lodge and Imbali Safari Lodge, are offering rates inclusive of accommodation, three meals, two safaris and beverages. Beverages that are included are mineral water, soft drinks, local wines and spirits and exclude premium brand beverages which are charged for separately. To amend 2015 rates to be inclusive of beverages, there is a beverage supplement that can be added to the existing contracted rate.

In addition, Hamiltons Tented Camp, Hoyo Hoyo Safari Lodge and Imbali Safari Lodge offer FIT travellers complimentary road transfers from either Hoedspruit Airport or Skukuza Airport. Transfers must be requested at the time of booking and are subject to availability. Should the vehicle not be available, Extraordinary will book a transfer at an additional cost.

For more information visit ICCS18.

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Victoria Falls Safari Suites - Victoria Falls

Ngoma Safari Lodge - Chobe, Botswana

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Travellers choose guesthouses and B&B's more often in Africa

Demand for guesthouses and B&Bs in Africa has seen the greatest growth compared to any other property type on the online travel platform Expedia since 2012.

This is especially significant in such source markets as the United States, which saw a more than 160 percent increase in online travel demand for guesthouses and B&Bs through the Expedia group compared to the more than 80 percent growth in online travel demand for hotels in Africa. Online travel demand for guesthouses and B&Bs from the United Kingdom saw a more than 80 percent increase vs the more than 40 percent increase for hotel demand in Africa.

From France, the growth for guesthouses and B&Bs was more than double compared to only 50 percent growth achieved by hotels in Africa, while Germany saw increases of over 200 percent.

Federated Hospitality Association of Southern Africa (FEDHASA) Inland GM Tshidi Mkhosana, says previously smaller FEDHASA members, especially B&Bs and guesthouses, knew little about promoting themselves internationally.

"Now, with platforms like Expedia, they are getting demand from all around the world, no matter how small the establishment," says Tshidi. "Just because you're small, doesn't mean you can't do anything."

Expedia, Inc. Area Manager Ross Kata says a key focus for Expedia, Inc. in the region is to acquire partners in all destinations and across all property portfolios.

"Every property that works with Expedia in this market, no matter how small or where it is located, has the opportunity to leverage the personal attention our team gives to their specific business goals," says Kata.

"All property types can use these and other benefits offered by joining the Expedia group platform, including our Self Service Promotion Tool and ready-made upcoming campaigns to reach markets they would otherwise not have access to," says Kata.

For more information visit ICCD09.





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What will tourism look like in 2024?

The travel industry is constantly in a state of flux, with new technological innovations and marketing approaches seeking to push the sector into new territories. However, according to a new report by Skyscanner, it seems as though travelling ten years from now may indeed look completely different.

Here are a few of the predictions made in 'The Future of Travel 2024', written by a team of 56 experts around the world, pointing to how we may be exploring the world in 2024.

The Great Space Race

It seems as though with each new announcement made by the likes of Virgin Galactic, the idea of exploring the stars is becoming more and more of a reality.

In the last two years, the UK's space industry has grown by a staggering 7.2 percent, with an aim to further develop it to \$68.3 billion by 2030. The report pointed to Virgin Galactic offering passengers a 2.5-hour orbit around the Earth that could get someone from London to Sydney in such a time.

However, it is not just Virgin with high ambitions. California-based XCOR Aerospace is launching its Lynx Mark II, allowing travellers to go up to an altitude of 60 kilometres for \$95,000, much cheaper than the \$250,000 price tag Virgin offers. On the other side of the globe, Netherlands-based firm Space Expedition Corporation is also gearing up preparations. Following an agreement signed in Beijing, Chinese travellers will be able to pay \$95,000 to get on board the Lynx Mark I.

Under the Sea

On the other end of the spectrum, people are looking to dive down rather than aspire upwards. Underwater tourism is growing, and the report suggests that it will become a dominant market within the next decade.

One only has to look at projects in the pipeline. In the aim of turning the east coast city of Wonsan, North Korea, into a new tourist destination, an underwater hotel will be built in wider developments in infrastructure and buildings linked to the leisure industry. Furthermore, Dubai also recently announced a new attraction that was inspired by the Pirates of the Caribbean movie franchise - a mythical lost city of Atlantis theme park.

Personalised hotel rooms

As we seek more personalisation with our technologies, it is not surprising that this will manifest itself in accommodation options. Experts believe that hotel rooms of the future will be able to play films, offer Skype calls and even auto-frosting to offer private working spaces. Much of this will start from the get-go, with travellers not only booking their rooms on their phones, but even controlling anything from air temperature to shower settings.

This idea that tourists will not need to encounter any human beings from the moment they check-in may put people off, but with everything catered around you, including pillows that will massage your neck when you wake up in the morning, who wouldn't want to try this out?

New undiscovered destinations

They say that the world is getting smaller, and while this is not actually true, remote regions yet to be explored, or just the ones you never thought of going, are set to become the resorts of tomorrow. The report suggests that within the next ten years, between five and ten percent of people will be renting their homes out to travellers, creating a sense of local experience.

And to add to that, as travellers continue to brag on social media platforms, the report suggests that 'forbidden zones' are set to become more popular;

destinations that were once inaccessible due to conflict or political instability. One only has to look at Bhutan, which has seen a 40 per cent increase in Skyscanner searches over the past year. Similarly, people may also be heading to endangered zones to view natural habitats before they disappear.

It is uncertain whether ten years from now these predictions will have come to fruition, but one thing that is clear is that the state of the travel industry is

rapidly evolving at a rate never seen before. As the use of smartphones demand real-time personalised information and the sharing of experiences on social media only further tightens the digital community, it is now up to the hoteliers and local businesses to ensure that they can match such consumer expectations. The technology is available and the software developers have all dealt their cards - the travel industry, now it's your turn.



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Findings on cross-border tourism in Southern Africa revealed

The findings of a new study on cross-border tourism in Southern Africa have been announced.

Commissioned by Deutsche Gesellschaft für Internationale Zusammenarbeit, the leading German agency for international cooperation, Fair Trade Tourism conducted the study among more than 6 000 public and private tourism stakeholders in the region. It focused on the opportunities and constraints for increased cross-border tourism in the Southern African Development Community (SADC) region.

The respondents identified a lack of marketing of the region, insufficient support of cross-border regions and inadequate investments in infrastructure and attractions as major barriers.

The study demonstrated the economic opportunities from regional integration in the tourism sector and how existing barriers can be overcome. The analysis identified issues to improve the competitiveness of tourism in SADC countries and the region overall.

Other findings mentioned are that better training

and knowledge building of both public officials and private sector operators would significantly improve the competitiveness and the value of the tourism products and services. Furthermore, regional agreements with regard to the movement of people and for vehicles crossing the border need to be developed and established to facilitate regional travel.

The study further identified some areas in the region with a high potential for cross-border tourism such as improving access to SADC tourist destinations, expanding the average length of stay and expenditure of tourists, improving conservation through tourism in national parks and trans-frontier conservation areas. It also calls for the introduction of impact assessments on tourism-related government regulations and developing new regional cross-border itineraries.

Germany's Federal Ministry for Economic Cooperation and Development has supported the implementation of the SADC integration agenda since 1985.

For more information visit ICCL024.

\$150 million upgrade for Vic Falls International Airport



A multimillion dollar airport upgrading project is currently underway at Victoria Falls International Airport.

The \$150m project entails construction of a new 4km long x 60m wide runway which can cater for category E-type aircraft such as Boeing 747-400, B777 and A340 and the extension of the current runway into a parallel taxiway.

It also entails the construction of a new international passenger terminal with a handling capacity of 1,5 million passengers per year. Included is also the construction of a new control tower and new fire station.

The existing terminal building will be converted into a fully-fledged domestic terminal. Additional facilities include check-in counters with state-of-the-art technology, an air side shuttle bus service, ten immigration counters and three baggage carousels in the international arrivals hall. Other additions are increased duty free and retail space, first and business class and smoking lounges, landside restaurants and

coffee shops, banking facilities, free Wi-Fi and bureau de change, car hire and taxis services.

The project is scheduled to be completed by the end of September and the Victoria Falls International Airport is expected to attract long haul flights from all continents. This airport upgrading project is set to provide the perfect backdrop for inbound tourism to the region, as well as to become the region's top meetings, incentives, conferences and exhibitions centre. There are also future plans to build an airport hotel in the medium term.

Operated by the Civil Aviation Authority of Zimbabwe, the airport is situated 22km south of Victoria Falls town and is the gateway to the mighty Victoria Falls, a World Heritage Site. Victoria Falls is one of UNESCO's Seven Wonders of the World and is set to become a major tourist hub of Southern Africa. The mighty Victoria Falls, locally known as 'Mosi-oa-Tunya' (the smoke that thunders), is already Zimbabwe's prime tourist destination.

For more information visit DEC2C55.

Supporting rhino conservation through Springbok Atlas guided tours

This year Springbok Atlas Tours & Safaris is introducing an initiative to support rhino conservation through their guided tours.

According to CEO Glenn McKeag, for each guest booked on their South African or Namibian long distance tours, they will make a donation to either Chipembere Rhino Foundation in South Africa or The Next Generation Conservation Trust in Namibia.

The guided tours will continue to support the community - SizaBantwana Children Benefit Organisation and the Barrydale Farm Schools.

For more information visit IC113.

Peermont announces two new resorts, and upgrades at Emperors Palace in 2015!

Indaba 2014 – Peermont Hotels, Casinos and Resorts, a leading hospitality and gaming company in southern Africa, announced its latest products and refurbishment news this week.

This includes the official opening of two brand new resorts; the vibrant **Thaba Moshate Hotel Casino and Convention Resort** in Burgersfort, Limpopo and the spectacular Umodzi Park business precinct in Lilongwe, Malawi – featuring Malawi's first 5-star hotel, international convention centre and an estate featuring villa accommodation.

Thaba Moshate Hotel Casino and Convention Resort is now officially open for business in Burgersfort, Limpopo. The resort is located just 30 minutes from Ohrigstad and close to the breath-taking Panorama Route on one of South Africa's favourite tourist journeys. It is the first new casino resort built in South Africa in nearly a decade, adorned by bright colours and inspired by the isiNdebele and Sepedi culture of the region. Thaba Moshate has all the modern conveniences you would expect from a Peermont owned property and is the perfect stopover destination.

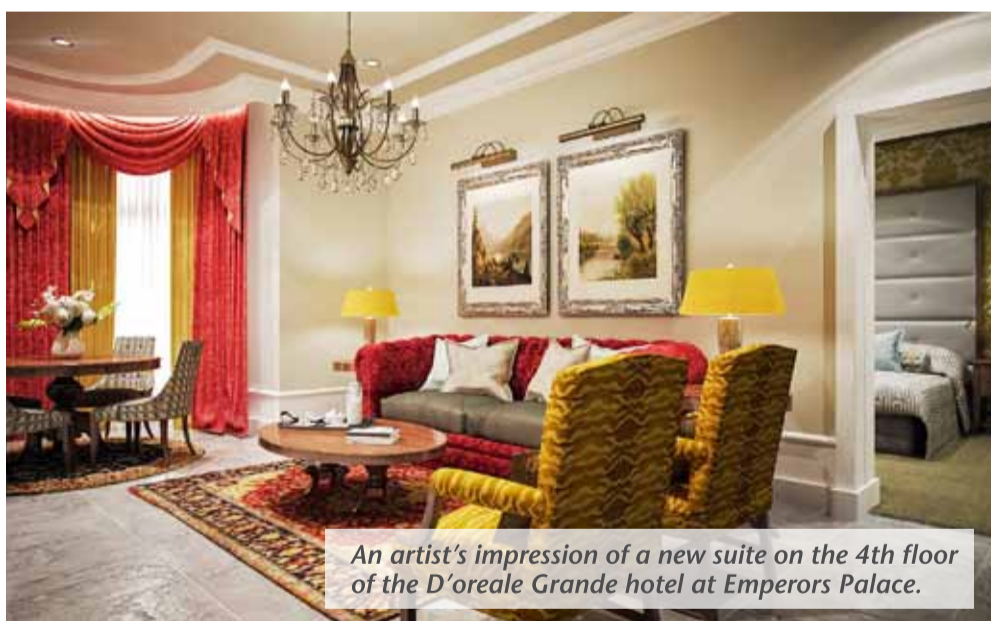
Thaba Moshate offers a 3-star Peermont Metcourt Hotel with 82 rooms and suites, a colourful casino which houses 150 slots and 8 tables, as well as a Salon Privé. The resort also bids the lively Molecule Showbar showcasing live entertainment, the elegant 160-seater Platinum Aloe restaurant, a convenience shop and children's facilities. The Convention

Centre boasts state-of-the-art facilities in two venues whilst the pool terrace and tent platform offer additional options for outside functions and events.

Following a spectacular Presidential launch function and fireworks display, the magnificent, presidentially appointed Umodzi Park was also unveiled on 1 May 2015. The business precinct, under a Peermont management contract, incorporates Malawi's first 5-star hotel, The President Walmart, and the Bingu Wa Mutharika International Convention Centre (BICC), as well as the Presidential Villas, in the capital - Lilongwe. The state-of-the-art facility is expected to attract international convention and exhibition business from global NGO's, embassies and corporates.

Standing majestically in the capital city of Lilongwe, the Umodzi Park precinct, with over 2500 secure parking bays, includes the double volume and twin buildings of the BICC. The facilities include the Lilongwe Auditorium, which seats 1500 delegates and a variety of multi-purpose convention rooms. There is also an exclusive VIP boardroom, lounge and holding room, providing an unparalleled level of safety and security.

The BICC features a bistro, whilst both buildings open out onto the impressive Malawi Square - a large paved outdoor exhibition and event area. The President Walmart Hotel has a large reception area, gym and health spa, lobby bar, relaxing lounge and is home to the elegant Wild



An artist's impression of a new suite on the 4th floor of the D'oreale Grande hotel at Emperors Palace.

Orchid Restaurant and trendy Afroma Terrace Bar on the first floor.

Emperors Palace, the popular, mega lifestyle resort next to O.R. Tambo International Airport in Johannesburg has also announced a series of improvements and additional facilities.

The elegant 5-star D'oreale Grande is receiving an additional "suite floor" as the 4th floor enjoys the transformation into a range of beautifully adorned suites to be completed and opened in August 2015.

Aurelia's - the bespoke fine dining restaurant at the luxurious D'oreale

Grande hotel - will be rejuvenated in time for summer. Featuring elegant new décor, stylish new furniture, a convenient "chill" lounge for those early check-in's, and the addition of a new private dining room facility.

The Queen of the Nile restaurant will be expanded and given a new interior design scheme expected from modern day buffet restaurants.

Renovations have already started at the Emperors Palace Convention Centre entrance which is receiving a grand makeover, befitting the stature of the award winning, world-class conference experience.

Rethink travel – E-Tourism summit in South Africa

To stay relevant, travel companies need to embrace digital technology and rethink the way they do business. This was the overarching message at a recent E-Tourism Africa Summit.

Opening the two-day event, South African Minister of Tourism, Derek Hanekom, said technology was opening a direct artery that allowed tourists to interact with the destination they were visiting as well as each other. For the travel trade, he said it was a cost-effective route to market their business, adding that the industry should create enabling environments to allow tech-savvy travellers to share their experiences.

Damian Cook, CEO of E-Tourism Frontiers and creator of the E-Tourism Africa Summit, said travel had become a user-controlled environment.

“You can’t tell them what to do and if they don’t like it they’ll let you know. Up to 95 percent of travellers used the internet to research their trip. However, web use had declined by 70 percent as more and more people were using social media.

“Images were having less impact than they used to because of the volume of content available. Traditional, generic travel pics were no longer as effective as those with a strong message, conveying an experience to the audience. Video was hard to ignore and travel-specific searches on YouTube had doubled in the past year.”

Social media was a major talking point at the summit.

“Travel was the most popular shared experience.”

The line-up of speakers included representatives from

Facebook, Twitter and Google who encouraged the industry to market themselves on their platforms with good content and interaction.

Billy Lousteau, Client Solutions Manager for sub-Saharan Africa for Facebook, said in South Africa mobile presented a huge opportunity and this was where most people accessed the internet.

“You have to be mobile optimised to do well on social media.”

Brett St Clair, Google for Work Country Manager South Africa, said the world seems to have been taken over by children with devices.

“We are forced to change but we still travel the same way. However, to be discovered online, travel businesses need to immerse themselves in digital technology. Google loved social media as it was often rich content that focused on experiences.

“Companies shouldn’t worry about the burden of technology by introducing and running expensive admin systems. Instead they should worry about their customers and how to inspire them.”

Sonal Patel, Twitter Exchange Manager, said 40 percent of Twitter users followed travel brands.

“Every second someone tweeted about a hotel, while every two seconds there was a tweet about a flight. My five tips for using the platform effectively are - know your audience, build a wider audience, tweet regularly, engage your followers and track your success.”

Local lodges feature in new National Geographic collection



Grootbos Private Nature Reserve.

The National Geographic Society has entered the hotel business with the launch of the National Geographic Unique Lodges of the World, a collection of 24 boutique hotels that includes three South African and two Tanzanian properties.

Grootbos Private Nature Reserve in the Western Cape, Sabi Sabi Earth Lodge in the Sabi Sand Reserve and Tswalu Kalahari are the local representatives in the Unique Lodges network. They appear alongside Tanzania’s Rubondo Island Camp in the Rubondo Island National Park and Sayari Camp in the Serengeti.

Criteria for selection included rare retreats offering beautiful accommodations and gourmet food, where

sustainability, quality and guest experience are rich and exceptional. All properties have gone through extensive on-site vetting.

Says the society’s publicity material: “These are not simply hotels, they are the concepts of dreamers come to fruition - unique lodges that defy the imagination in their design and detail, founded on a deep desire to protect the cultures and precious ecosystems that surround them.”

National Geographic plans to expand the collection to 50 properties this year.

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Johannesburg – a world class African city



“The past two decades have been especially exciting for the burgeoning and subsequent boom of the tourism industry in Joburg”, says city of Johannesburg Executive Mayor, Mpho Franklyn Parks Tau.

Our recorded visitor numbers indicate that things will not be slowing down any time soon! According to the fourth annual MasterCard Global Destination Cities Index released in October 2014, Johannesburg is the most-visited city in Africa for a second year running. With an estimated 4.3 million international overnight visitors in 2014, Johannesburg has seen a 4% increase on the previous year's 4.1 million visitors.

While a vast number of visitors arrive for business reasons or events, ever increasing numbers are staying to explore and experience Johannesburg's fascinatingly diverse, urban tourism and lifestyle scene. Our records show that the African Markets visit

“ With an estimated 4.3 Million international overnight visitors in 2014, Johannesburg has seen a 4% increase on the previous year's 4.1 Million visitors ”

Johannesburg for mainly business purposes. Overseas markets travel for holiday, business, visiting friends and relatives, or often have a combination of these.

Our core markets, listed according to size are Europe [including the UK, Germany, Netherlands, France, Italy], followed by North America, Asia, Australasia, Central & South America, Middle East and Africa Mainland. To date the most rapidly growing feeder markets emanating from the BRICS grouping are China and India.

Judging from recent rankings, listings and media exposure, there is definitely a positive shift in perception and sentiment towards recognising Johannesburg as a cosmopolitan, dynamic, progressive, trendy and creative



Mpho Franklyn Parks Tau
Johannesburg Executive Mayor

city. We've been overwhelmed by the recent spate of accolades for the City which include:

- Johannesburg being rated the 2nd Most Inspiring City in the World, after Hong Kong, in the annual Good City Index.
- On the art scene, Johannesburg is considered to be one of the 12 Art Cities of the Future by Phaidon, a prominent arts publisher.
- The Wall Street Journal also tipped Johannesburg as one of the Four Emerging Art Cities You Should Know.
- The City was also rated No.1 by the Rough Guides as

the Top City to visit in 2015.

- Johannesburg inner city's Maboneng Precinct has been named one of the World's Coolest New Tourist Attractions in 2015 by TRAVELANDLEISURE.COM
- Johannesburg is the only City to have made it onto Travel and Leisure's 50 standout destinations for 2015.
- Most recently Johannesburg bagged the South Africa's Green Metropolitan Municipality Award.

CURRENT FAST FACTS ON JOHANNESBURG VISITORS

- **31.2%** (Business Professionals)
- **30.8 %** (Holiday)
- **21.4 %** (Visiting Friends & Relatives)
- **8.6%** (Business Convention or Conference) **0.4%** (Religious)
- **1.6%** (Medical)
- **1.6%** (Shopping for Resale/ Trading)
- **0.6%** (Shopping for Personal Use)
- **0.2%** (Sport Participant) **1.4%** (Volunteerism)
- **2.0%** (Education).

Stand no: DEC1B34



Johannesburg's allure as Africa's most exciting business destination and a vibrant, cultural hotspot is legendary. It truly is an all year round global destination for business, sports, leisure, lifestyle, design, the arts, fashion and film.

While the majority of visitors arrive for business reasons or events, ever increasing numbers are staying to sample and experience Johannesburg's fascinatingly diverse, urban tourism and lifestyle scene.

The development of the tourism scene in Johannesburg over the past twenty years has seen a dramatic increase in the number of precincts, museums and attractions to highlight the city's fascinating story, developed by both the public and private sectors.

Vilakazi Street in Soweto, the Maboneng Precinct to the east of the CBD, as well as Braamfontein further north, are just some of the lively neighbourhoods and precincts which have come into their own over the past decade or more.

Myriads of outstanding new heritage sites have been brought into being include the Origins Centre at Wits, the Apartheid Museum at Gold Reef City, the award-winning Lilliesleaf Farm, the Hector Pietersen and Chancellor House Museums and the epic Constitution Hill complex, home to South Africa's Constitutional Court.

These are just the tip of the iceberg and a number of routes have been developed to take in the City's diversity in terms of themes and attractions, including

arts, cuisine, Indian and Chinese heritage, adventure and nature.

All these developments showcasing the city's extraordinary story have been complimented by infrastructural developments [like the Gautrain the Rea Vaya BRT], as well as the arrival of the City Sightseeing Bus, Johannesburg's first hop on, hop off tourist bus and hundreds of tour guides and transport companies operating in the private sector.

Johannesburg boasts layer upon layer of fascinating history, development and human interest stories – of course not forgetting the leisure and lifestyle aspects of entertainment, sports, music, arts and culture. This is a city with a colourful past and a future filled with excitement, potential and promise.

Explore, Experience and Enjoy Johannesburg in 72 hours



As always Johannesburg is jam-packed with events ranging from leisure to business. Explore the city and see why it is a preferred destination for business, lifestyle, heritage, culture, arts, sports, nightlife and shopping.

A trip to Johannesburg is not complete if you haven't ticked off our list of top places to visit:

- Soweto
- Gold Reef City
- Johannesburg Zoo
- Constitution Hill
- Sandton City
- Apartheid Museum
- Newtown Precinct
- Lilliesleaf Farm
- Maboneng Precinct
- Joburg Theatre

Stand no:
DEC1B34

Joburg

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Johannesburg - Most visited city in Africa two years in a row
(MasterCard Global Cities Index 2014)

Johannesburg - Most inspiring City in the World
(Annual Good City Index 2014)

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Couchsurfing for grown-ups

The principle behind the sharing economy is "why buy when you can rent from others". This is the premise behind services like Uber and Couchsurfing which use technology to connect users and suppliers seamlessly.

Similarly, AirBnB and HomeExchange.com have turned the traditional travel industry model on its head. Through these services travellers can book a room, a home in a destination of their choice for a fee, bypassing the tour operators and travel agents entirely, on a mobile platform.

AirBnB, the brainchild of a couple of university friends Brian Chesky, 33; Nathan Blecharczyk, 31; and Joe Gebbia, 33, allows hosts and guests to connect with one another free of charge. Users must create an online profile in order to transact, so as AirbnB CEO Brian Chesky said in a recent article in The New York Times, the San Francisco-based company's real innovation was creating a platform of trust where everyone can not only see everyone else's identity but also rate them as good, bad or indifferent hosts or guests.

The company won small business magazine Inc.'s "Entrepreneur of the Year" award in 2014 for revolutionising the way in which people book accommodation.

"Airbnb is about so much more than just renting space," said Chesky in an article for Inc. "It's about people and experiences. At the end of the day, what we're trying to do is bring the world together. You're not getting a room, you're getting a sense of belonging. In other words, a stranger is just a friend who hasn't slept in your spare bed yet."

The difference between AirBnB and Couchsurfing



is that the latter began as a non-profit organisation while AirBnB was expressly for profit from the beginning. The company invested heavily in providing a professional looking storefront going as far as paying for professional photographs of listed properties to be taken. The result has been exponential growth. The site, founded in 2008, has over 1 million listings in over 34 000 and over 190 countries. In South Africa, over 1 000 homes are listed and the number looks set to grow.

HomeExchange.com, like Couchsurfing, relies on user-generated images. The site claims to be the largest online home exchange travel community in the world. In 2014, 60 000 members made around 130 000 home swaps across more than 150 countries. The website's SA membership stands at 220.

All three accommodation services rely on mutual trust between hosts and guests and harnesses the need for authentic travel experiences, a trend which has seen significant growth in the last few years.

Indaba to contribute over R144 million to Durban economy

SA Tourism and the Indaba 2015 bid parties, KwaZulu-Natal Province, Tourism KwaZulu-Natal, City of Durban and the Inkosi Albert Luthuli International Convention Centre (Durban ICC), have welcomed delegates to this year's Tourism Indaba, which opened today at the Durban ICC.

Phillip Sithole, Head of Durban Tourism says the show will contribute an estimated R144 million to the city whilst supporting about 500 jobs. "We look forward to hosting no less than 9 000 influential tourism leaders, decision makers and global media to Durban. Indaba is Durban's opportunity to show the world exceptional tourism infrastructure and capability," said Sithole.

Sithole added that the city has won a number of international accolades. "Our focus now is to restore

stability in the hospitality industry, regain our visitor confidence and continue with our exciting marketing plans of taking Durban to the World," he said.

Thulani Nzima, CEO of SA Tourism, said: "The organisation's objective of growing the tourism Indaba to a Pan-African show is gradually being realised." Twenty four destinations across Africa are represented on the tradeshow floor.

Nzima extended his gratitude to the African Tourism Industry for their support. "The Tourism Indaba is poised, now more than ever, to give buyers from around the world access to the widest diversity of African leisure travel products and experiences."

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SHOW TIMES

Tuesday - Thursday: 09h00 and 14h00
Sunday: Every 1st Sunday of the Month (14h00- 16h00),
Closed on recognised public holidays

BOOKINGS

BOAT TRIPS

+27(0)82 403 9206

AUDIO VISUAL & SHARK DISSECTION SHOWS

+27(0)31 566 0435

CONFERENCE FACILITY

27(0)31 566 0462

SARDINE HOTLINE

+27(0)83 913 9495 (during sardine season only)

AUDIO VISUAL

BOAT TRIP

DISSECTION SHOW

CURIO SHOP

1A HERRWOOD DRIVE, UMHLANGA ROCKS, 4320 | SOUTH: 29°C 43"26'EAST: 31°C 4"23'

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S(c)ene@INDABA 2015



Annual SMME workshop – from left: Shaheed Ebrahim of Escape to the Cape, TEP CEO Dr Salifou Sidde, TEP's Lisa Hosking, Bernhard Meyer of the National Department of Tourism and TEP's Akash Singh.



Tsogo Sun – spotless, as always.



The 2015 Indaba golf day was held courtesy of Melrose Arch.



Geraldine Gifford and Brent Reed of Letaka Safaris made sure their old friend from the bush is here too.



Finishing touches by Jeroen van Rootselaar and Manou Bleumink of Africa Camps.



Storytelling is the new marketing – the clear message at yesterday morning's bloggers workshop.



Mary Kaposwe and Happiness Akyoo of Tanganyika Wilderness Camp preparing for a warm east African welcome.



The Vine Wall is taking Africa to the world.



Underone Botswana Sky – Duncan Britton says you'll find Pom Pom Camp, Nata Lodge and much more.



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Re-discover KWAZULU-NATAL

OUR Story

TOURISM KZN WELCOMES INDABA DELEGATES

What better way to salute the man... the legacy... the icon who made it all possible... then by remembering and visiting a place of historical significance...

On 5 August 1962, on the road known as the R103 near Howick, former president, Nelson Mandela was captured and arrested by the South African 'Apartheid' police, in his struggle for freedom. Today, this site is marked by an impressive sculpture of Madiba and a memorial site.

The construction of the exhibition centre is at an advanced stage and is due for completion in August 2015. The exhibition being curated will examine the story of the struggle against apartheid, specifically related to the historical event that took place in KwaZulu-Natal, the people involved, and the footsteps of Mandela walking through this turbulent landscape.

Please join the MEC for Economic Development, Tourism and Environmental Affairs, Mr Michael Mabuyakhulu, as he unveils the model of the exhibition centre at 09h30 today, at the **Tourism KwaZulu-Natal Stand DEC1 A31**.

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