

AFRICA'S TRAVEL

08 MAY 2018

INDABA

DAILY NEWS

100

Nelson Mandela Centenary 2018
Be the Legacy

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Creating new stories, Africa's Travel Indaba, opens its doors today, welcoming visitors, exhibitors, delegates and buyers from across the continent and world. Durban's tourism sector and its 3.8 million people are ready to welcome more than 7 000 delegates to Africa's top travel trade show.

Hosts of Africa's Travel Indaba, South African Tourism, along with The City of eThekweni and Tourism KZN, have been hard at work behind the scenes driving even more inclusive economic growth opportunities from the show, including supporting 135 SMMEs (up from 90 in 2017) to be at the exhibition to promote their offerings as "Hidden Gems" on a global stage.

"We are excited as KwaZulu-Natal to host Africa's Travel Indaba for the 27th consecutive year. This tourism

showpiece has brought major spin-offs for the tourism industry and associated businesses, big and small, in KwaZulu-Natal. We expect this year's three-day show to inject to KwaZulu-Natal's GDP a whopping R89-million," says Sihle Zikalala, MEC for Economic Development, Tourism and Environmental Affairs.

Owned and managed by South African Tourism, Africa's Travel Indaba has established itself as the world's leading African tourism trade show.

"We would like to wish all the delegates a productive trade show and encourage them to also go out and explore more of the city, country and continent while they are here. The African tourism economy is rapidly growing and riding high after recording 8% average growth in international arrivals in 2017. The world is increasingly looking to

Africa as a vibrant continent where they can shape lasting travel memories. Together, as the African tourism sector, we want the African tourism economy to help write the story of Africa's prosperity. We want the world to be moved by Africa," says Sisa Ntshona, CEO of South African Tourism.

Lindiwe Rakharebe, Durban ICC Chief Executive Officer is as equally energized and excited about this year's Africa's Travel Indaba; "We are excited to be hosting Africa's Travel Indaba once again this year and proud that Indaba remains at home in Durban and KwaZulu-Natal for the foreseeable future; at least the next five years! The show is a wonderful showcase of what we have to offer the world and the variety of tourism products, experiences and offerings is unparalleled anywhere else on the continent. Although we host

hundreds of events every year, Indaba always brings its own special vibe; every year the Centre comes alive with the show's unique energy, buzz, and excitement."

The theme for this year's show is about telling African success stories, and a big part of this will be celebrating the centenary of Nelson Mandela's birth with the tourism delegates from all over the continent and the world. The show will also be used to launch the improved Mandela Journey App (available from app stores) which has been especially updated in celebration of the centenary year.

If you'd like to follow the happenings at Africa's Travel Indaba – log onto the Facebook site www.facebook.com/travelindaba or feel free to tweet us @travel_indaba or tag us on Instagram under travelindaba or download the App from the Apple store or the Android playstore.

DON'T MISS OUT!

Speed Marketing Session in Meeting Room 22, ICC.

Explore the themes of Heritage, History and Culture.
Time: 08:30 -10:00

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Mpumalanga

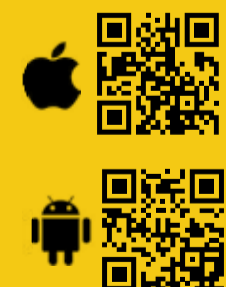
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SANIBONANI!

We would like to extend a very warm Zulu Kingdom welcome to all Africa's Travel Indaba 2018 delegates.

KwaZulu-Natal has been the proud host of Indaba for over 30 years, which attracts close to 10 000 delegates over the three days of business.

KwaZulu-Natal, also widely known as the Zulu Kingdom - which refers to its rich Zulu culture and heritage - is home to a treasure trove of experiences and attractions - arguably the best in South Africa, from a vast pristine coastline, the enticingly warm waters of the Indian Ocean, an idyllic sub-tropical climate and year-round sunshine.

We offer a vibrant cosmopolitan nightlife and a veritable melting pot of cuisine, all set in an environment boasting excellent infrastructure and connectivity.

As the country celebrates the Mandela Centenary, KwaZulu-Natal will highlight some of the special locations and routes that have been part of Madiba's journey in the province. We wish all the Indaba delegates a fruitful three days of business.

We urge you to also take a little tour before and after Indaba to acquaint yourselves with an exceptional destination, warm-hearted people and awe-inspiring attractions and activities.



100 WAYS TO FIND THE MADIBA IN YOU

South African Tourism and the Nelson Mandela Foundation have partnered in a unique initiative that will allow for all South Africans and visitors from outside the country to experience some of Madiba's favourite travel spots and the places he enjoyed visiting.

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

Madiba, a global icon who was adored all around the world as intensely as he was at home, spent much time travelling to, and living in various parts of our beautiful country, creating memories and inspiring hope for those around him.

As a result, the chosen 100 experiences, attractions and destinations depict the story of his journey, which has become familiar to the global community.

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

media. Visitors can also experience the emotion and relevance of each location through audio, text and image galleries. The app also offers real-time weather information, distances and details of nearby attractions.

"The significance of launching this initiative at Africa's Travel Indaba is to commemorate the lifetime of service Nelson Mandela gave to South Africa and the world", says SA Tourism COO Sthembiso Dlamini. "His commitment to and vision for South Africa is aptly tied to our journey as one of the key players in South Africa's economic discourse: bringing socio-economic value to communities, and continuously forging partnerships with various organisations that provide SMMEs in the tourism sector with intensive training, mentoring and upskilling."

To this end, Tourism Month celebrations in September will take place in the Eastern Cape, Nelson Mandela's province of birth. In a bid to encourage travellers to explore some of the attractions dearest to Madiba's memory, Nelson Mandela Centenary content and deals packages will be made available on South African Tourism's owned platforms.

Delegates at the trade show, which is aptly themed "Africa's Stories, Your Success", can expect to be immersed in a number of experiences that pay homage to Madiba's layered and nuanced life. They'll journey through some of the most notable places associated with his life such as the Eastern Cape where he was born, Vilakazi Street where he lived as a young lawyer, the Nelson Mandela Capture Site where he was found and detained, and finally, Robben Island where he spent almost two decades as a political prisoner. Sello Hatang, CEO of the Nelson

Mandela Foundation described this initiative as one that will "take Madiba's legacy to another level both in South Africa and globally in terms of recognising his values of transformation and unity", adding that it is "important to build a value-based society because that was in line with Madiba's vision for our continent".

"I also want to thank SA Tourism for their role in ensuring that we portray the legacy of Nelson Mandela during this special centenary year," concluded Hatang.



BEYOND BITCOIN BLOCKCHAIN TO TRANSFORM TRAVEL INDUSTRY

Bronwyn Williams, Trend Translator and Future Finances Specialist at Flux Trends opened proceedings at Africa's Travel Indaba BONDday where she discussed and explained Blockchain to the audience.

Blockchain has its roots in Bitcoin. "It is a new way of sharing information. Blockchain is like a spreadsheet or ledger but instead of there only being one copy of that ledger, the ledger is distributed

throughout the network, so everyone has access. By everyone having a copy of all the information, it is more secure."

Blockchain is especially pertinent for the travel industry. Apart from transactions it also allows for smart contract building. This means contracts can be set up without the services of a lawyer, and that obligations are met. "When technology such as Artificial Intelligence (AI) are added to this, it enhances an already exciting dimension."

AFRICA'S TRAVEL INDABA STATS 2018

Number of Exhibitors:
Main: 476 Sharing: 644
Number of Lap of
Luxury Products: 23
Number of Hidden
Gems: 135

Number of African
Exhibitors: 272
Exhibitors from African
countries (excluding
South Africa, which
has 809 Exhibitors)

Number of Africa
Countries represented:
22, including
South Africa

Number of Buyers
(Hosted and Non-
Hosted): 1 747,
of which 661 are
from outside the
African continent

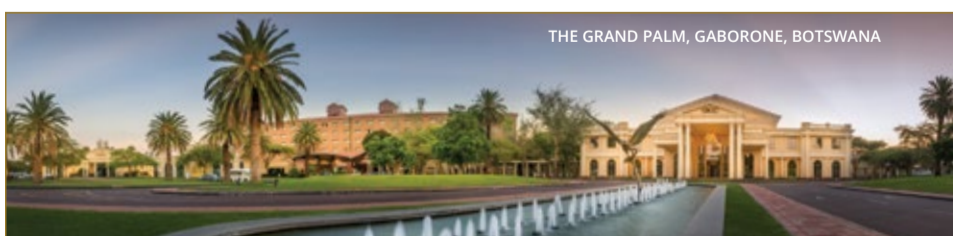
First Time Exhibitors:
228

African Tourism Boards
represented: 16

Three World-Class Hotel and Convention Resorts



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THE GRAND PALM, GABORONE, BOTSWANA



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SET Like a Bungee Jump but 10X more

GO! Like a gorge swing but 10X Longer

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

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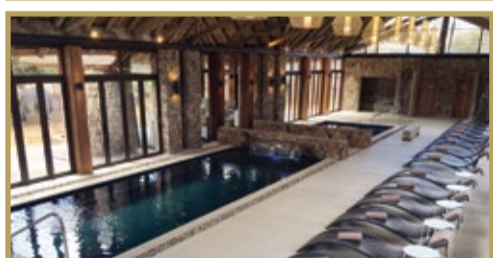
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AFRICA'S TRAVEL INDABA PROGRAMME

TUESDAY, 8 MAY 2018

Time	Schedule
08:30 - 10:00	Speed Marketing - Heritage, History & Culture
09:00 - 10:00	Africa's Travel Indaba 2018 Official Opening
10:00 - 18:00	Trade Floor Opens
10:00 - 12:00	Minister's Walk About - DEC
12:00 - 13:00	Business Conversation 1 - Optimising economic transformation in the industry
13:00 - 14:00	Lunch
14:00 - 15:00	Business Conversation 2 - Tourism in the 4 th industrial revolution
16:30 - 17:30	Minister's Walk About - ICC
18:00 - 22:00	Welcome Networking Event



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MARKETING: THE ART OF STORYTELLING

Four of South Africa's storytelling experts shared their thoughts on how to tell our stories in more compelling ways, and how the tourism industry can – and will – benefit through the art of telling stories.



Nokugcina Mhlophe

With moderator Kojo Baffoe at the helm, the three panellists for this session were Nokugcina Mhlophe, Professor Anton Harber and Fred Felton. Mhlophe is a freedom fighter, activist, poet, actor, director and one of the few female storytellers working in South Africa. Harber is a journalism stalwart, having helmed the Mail & Guardian and eNCA, before moving into academia. Felton is a social media expert, and a proud Durbanite.

Baffoe opened the panel with a brief comment on how stories aren't about platforms. He called the focus on platforms – that is Twitter, Facebook, blogs, and so forth: "the greatest lie the geeks ever told us." To that effect, the panel's purpose was framed as being about more than just dealing with platforms and mediums. It was, at the end of the day, all about people.

Storytelling was highlighted as a key way of attracting tourists. Baffoe said: "the only reason I'm going to visit a particular place is because of the

stories in this place" and that locals remain the "custodians of those stories." Mhlophe then reflected on her personal reasons for travelling, which has been part of her life for the last thirty-three years, and said that when she comes back from a trip, she "want[s] to share stories of those spaces and those places." It is those stories – and their custodians – that draw in new visitors.

Harber expanded on this idea, by bringing up the recent political turmoil in the United States. "We don't stop visiting," he said. "We know it's a country that can produce not just Donald Trump but also Barack Obama!" That was because as a global audience we acknowledged the complexity of U.S stories, and we get beyond particular stereotypes. He reiterated: "We have to take our international audience beyond the stereotype."

There were plenty of specific ideas suggested that would help those in the tourism industry do just that. Felton explained that a key way of disseminating stories on social media

required acknowledging that everyone is different and that for every 'hater', there would be someone who loves the content produced. "Post compelling stories," he said, citing the recent SAA air hostess whose photo went viral after she strapped a passenger's baby onto her back and rocked it to sleep. He went on to suggest connecting with other bloggers and paid influencers. He encouraged those in the travel industry to choose platforms specifically geared towards the field – like Tripadvisor – in order to hit the "people who actually want your business."

But Mhlophe insisted that it's not possible to take everything digital: "You still need person-to-person interaction, people need to tell stories to one another." That sentiment – with its acknowledgement of the growing rise of digital content alongside the need to still recognise one another's humanity and individuality – perfectly summed up this dynamic and exciting panel discussion.

CAR RENTAL INDEX

SA LEISURE CAR RENTALS SHOW SOLID GROWTH CONFIDENCE IN SA TRAVEL GROWS – AT HOME AND FROM ABROAD

International inbound and local tourism rentals in South Africa's leisure car rental sector continue to show healthy growth – and prospects of even better growth in future.

This year saw a 16.7% increase in car rentals by international visitors and a 1.6% growth in local leisure rentals. The positive figures reflect growth on growth, coming on the back of last year's leisure market expansion of 23% and 11% respectively.

"We're feeling really optimistic, as leisure travellers are giving our country a big vote of confidence," said Lance Smith, Executive: Sales at Avis southern Africa. "This indicates that South African travel remains popular both locally and internationally, which bodes well for future growth."

"The other good news from the latest figures is the geographical spread," said Smith. "The major growth has been in the main metropolitan areas – especially in Cape Town, which dominates with about 50% of car rental – but we have seen growth all around the country."

A provincial breakdown shows growth in leisure rentals across all provinces, especially in the Eastern Cape (20.4%), Gauteng (16.8%) and the Western Cape (17.6%).

The local and foreign leisure segments are a significant part of the SA car rental market – together accounting for 55% of that market according to the South African Vehicle Rental and Leasing Association (SAVRALA) statistics.

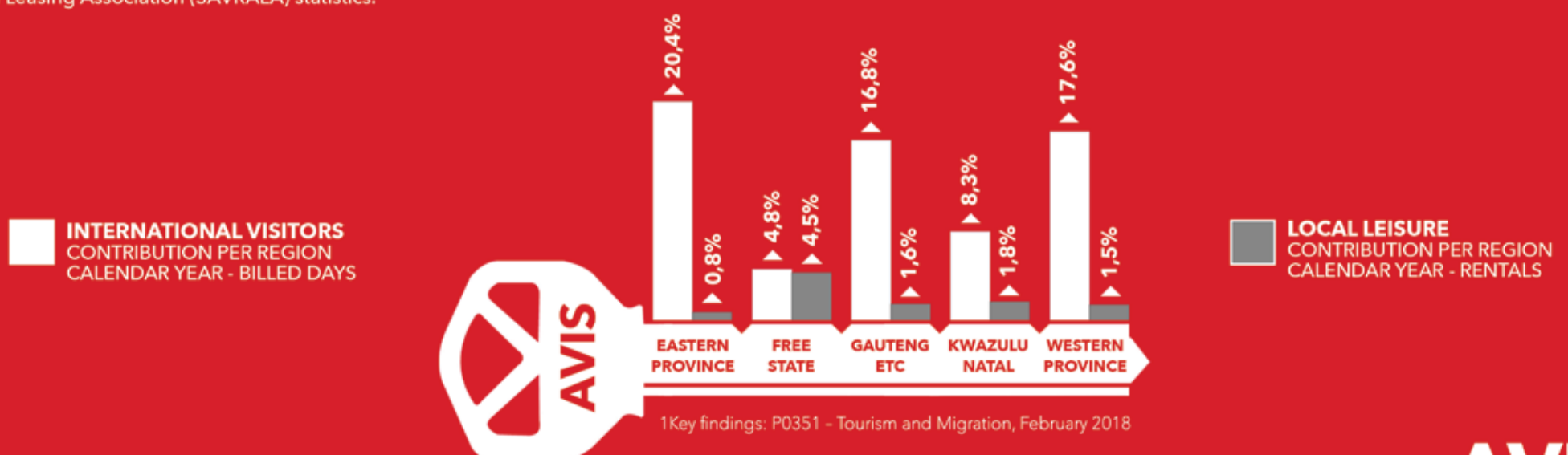
"The healthy increase in foreign leisure rentals reaffirms that South Africa remains an attractive destination for international travellers," Smith said. "Even the most celebrated tourist capitals have seen geopolitical instability, and by contrast, South Africa is relatively calm, which seems to be attractive to tourists."

Smith said that the growth rates in car-rental figures were significantly stronger than those for international visitors released by Statistics SA. The most recent Statistics SA figures show a 3.4% annual increase to 802 252 tourists for the year to February 2018.¹ "This means that tourists to SA are more inclined to use self-drive, which shows they feel safe travelling in our country," he said.

Smith said that despite factors like the water crisis in Cape Town, and the strengthening rand, South Africa remained a healthy car-rental market, with good growth indications across all geographical areas. Smith highlighted two major growth opportunities for the leisure travel market. One was the opening up of the Asian market for inbound international travel, in particular China.

On the domestic front, he emphasized the potential of the expanding black middle class. "If this economy turns, and the black middle class continues to grow and we continue to uplift people, I have no doubt that will drive domestic tourism."

"If this goes hand in hand with further improvements in corporate governance, and ending corruption, there should be very positive sentiments for our leisure market." said Smith. "This will have a knock-on effect that will drive even greater growth. We're really excited about the car-rental growth we're seeing, as well as the potential of what's to come!"





Winemaker with a couple sampling wine in a vineyard in the Western Cape © SA Tourism

DOMESTIC TOURISM TRENDS

This informative presentation and panel discussion gave audience members plenty to think about regarding the different ways businesses can increase domestic tourism.

“Charity begins at home,” moderator Mmatšatši Ramawela announced at the start of this event. She went on to list the many advantages domestic tourism brings – beyond the more obvious economic ones. These included increased pride in the country and a greater respect for international tourists. “We need to get our own people to travel our own country,” she said.

Unfortunately, according to fellow panellist Annareth Bolton, domestic tourism in South Africa has actually been on the decline since 2015. This is most likely because, as Tesa Chikaponya of the Zimbabwe National Convention Bureau pointed out, the main driver of domestic tourism is disposable income and the recent recession in South Africa has decreased this budget amongst local

residents. “32% of South Africans can’t afford to travel,” said the last panellist, Lindiwe Mthethwa. Overall, though, the discussion focused on Africa as a whole, rather than getting locked into the nitty-gritty of the South African economy.

“We need to cultivate the culture of saving,” Chikaponya said. She and Mthethwa both raised the possibility of packaging travel deals on credit, in a “fly now, pay later” arrangement. After all, the culture of purchasing on credit already exists around Africa. Mthethwa suggested it might be easier to have people pay off a holiday associated with great memories than it is for them to save towards one – especially given what she perceives as the lack of a ‘travel culture’ around the continent. Additionally, the need for more low-cost airlines was brought up.

Bolton gave specific examples of things businesses could do to attract more domestic tourists. These included telling unique and compelling stories about destinations (she recounted the dramatic rise in visitors – from 100 to 3 000 – Vergenoegd Wine Estate saw when their branding and ‘story’ began to centre on the estate’s duck population), focusing intensively on food and wine (in the Western Cape, this sector has grown by 16% in the last year), and creating more culturally immersive experiences for visitors. She also suggested setting up events to draw in new visitors.

Chikaponya reiterated the latter point and cited the Victoria Falls Carnival as a successful example of the eventing trend in domestic tourism. Since its inception, the New Year music festival has attracted a vast

number of Zimbabweans, as well as a growing number of international visitors. Eventing allows for a “good geographical spread” of domestic tourism, Chikaponya explained.

All of the panellists agreed that marketing – and perhaps even the packages themselves – have to be tailored towards domestic tourists. At the end of the day, Mthethwa wanted to know: “What do we do for the locals?” And this question had no easy answer.

But whether it’s translating content marketing material into local languages, setting up more inclusive visual marketing campaigns, or offering special pricing deals for domestic tourists, the audience and panel shared plenty of ideas on how to build a more well-travelled and integrated Africa.

Lion Route:

Playing ground for watersport enthusiasts.

Major event : Free State Madeira Flower Festival which brings about 200 flora on display hosted in Parys during spring.

Flamingo Route:

Also known as the food basket of SA. Today the route is hosts to the playground to high octane motorsport.

Major Event: Phakisa New Year’s Eve

Springbok Route:

The landscapes opens up to star gazing and adventure activities. The archaeological buildings and burial sites provides history and heritage of the Anglo-Boer war.

Major Event: Fauriesmith Endurance ride draws international equestrian community to Fauriesmith every July for the past 44 years.

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Eagle Route:

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Major Event: Cherry Festival the celebration of cherry fruit harvest season is hosted in Ficksburg in November.

Cheetah Route:

Birth place of ANC & many political parties that define our political landscape.

Provincial centre of medical and educational tourism.
Major Event: Macufe, the cultural festival is hosted in Bloem in October.



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and groundbreakers.



Image courtesy and Beyond images.



Image courtesy Phinda Private Game Reserve Images.



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THE VICTORIA FALLS SAFARI CLUB IS BETTER THAN EVER!

The exclusive Victoria Falls Safari Club has established itself as one of the resort town's premium accommodation choices, offering an even more enhanced guest experience, following a major redevelopment, says Africa Albida Tourism's Chief Executive, Ross Kennedy. "The \$600 000 process, which included the addition of a swimming pool and new restaurant, completed in late March, has prompted a great deal of positive feedback and strong forward bookings for the remainder of 2018 and throughout 2019," added Kennedy. "This indicates that we have been successful in our objectives. It is very clear that the travel trade and the media are genuinely impressed by what has been created and the kind of service, attention and quality being delivered," says Kennedy. "The motivation for the improvements to Victoria Falls Safari Club, a luxury boutique hotel, located on the same estate as Victoria Falls Safari Lodge, was driven by observations and feedback from the travel trade that the Safari Club was not a complete product," says Kennedy. "What has been achieved in the last few months certainly puts that to bed and has positioned

the Safari Club very clearly as one of Victoria Falls' premium accommodation choices," comments Kennedy. The project included the addition of a swimming pool, sundeck and gazebo and an expansion and upgrade of its central building, doubling the size of the existing deck, increasing the lounge space, and creating a new restaurant with a dedicated kitchen. The new swimming pool precinct features a plunge pool, with a horizon waterfall spilling over into a lower 15m lap pool, surrounded on two sides by a split-level deck with sun loungers and an adjacent thatched gazebo, housing a bar, servery and change facilities. Rock gardens are being developed, as well as indigenous bushes to ensure guest privacy in the swimming pool area, which overlooks a small waterhole visited by kudu, warthog and bushbuck as well as various bird species. Africa Albida Tourism is a Zimbabwe-owned hospitality group which operates a portfolio of properties in Victoria Falls, including Victoria Falls Safari Club, Victoria Falls Safari Lodge, Victoria Falls Safari Suites, Lokuthula Lodges - Victoria Falls and Ngoma Safari Lodge in Chobe, Botswana.

SUDAN - STEP BACK IN TIME

According to Carla Piazza of ITC SUDAN, a DMC based in Khartoum and specialising in tours in North Sudan, the region is not to be missed. "There are more pyramids in Sudan than in Egypt! There are also temples and tombs dating back to Egyptian times. But most importantly, Sudanese people are friendly, smiley and welcoming, and it is absolutely safe to visit. Once you are in Sudan we can take you to some off-the-beaten-track wells and rural markets - not to mention unspoiled desert areas."

rural markets and the remote wells in the desert, because they are a step back to biblical times. In addition, Naga and Meroe sites are unique... and everywhere you go, you will find NO tourists!"

Is North Sudan easily accessible for an international tourist?

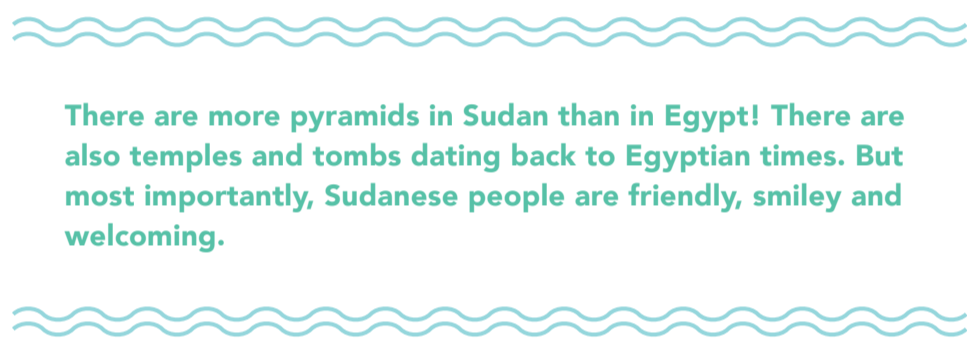
"Yes, when travelling with a local reliable operator like us which takes care of all the required paperwork and sponsor the visas."

Which are your favourite areas in North Sudan and why?

"My favourite parts are the local

Who are you hoping to meet with at Indaba?

"International buyers interested in cultural, archaeological adventure tours."



There are more pyramids in Sudan than in Egypt! There are also temples and tombs dating back to Egyptian times. But most importantly, Sudanese people are friendly, smiley and welcoming.



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© Ken Goulding via Unsplash

GROWING ECO-TOURISM

Sun City partners with Pilanesberg Wildlife Trust to help conserve the rhino

Sun International's flagship resort, Sun City, South Africa, is now offering guests a Rhino Notching Experience, giving them the chance to contribute towards saving rhino alongside the Pilanesberg Wildlife Trust. Guests help a vet and work with park management officials to individually notch, implant an ID tag as well as collect DNA from the selected rhino, this will help identify and conserve the rhino. These procedures assist park management to monitor and manage their rhino populations

This unique experience is a once in a lifetime opportunity aimed at assisting the park with its conservation efforts by cataloging and monitoring individual rhino in the malaria free Pilanesberg National Park, bordering Sun City. Notching rhino, putting ID chips in their horns and taking DNA from every animal, are procedures being added to park managements stringent security measures already in place to deter poaching.

For more information contact Mankwe Gametrackers on +27 14 552 5020 or info@mankwegametrackers.co.za.

This unique experience is a once in a lifetime opportunity aimed at assisting the park with its conservation efforts by cataloging and monitoring individual rhino in the malaria free Pilanesberg National Park, bordering Sun City.

5 MINUTES WITH: LINDIWE RAKHAREBE CEO OF THE DURBAN ICC

Africa's Travel Indaba is much more than just a travel exhibition. What do you think the true value of the show is?

I believe the real value of the show is that it is the ultimate get-together for all the serious players in the tourism industry in Africa. It is a wonderful showcase of what we have to offer the world and the variety of tourism products, experiences and offerings is unparalleled anywhere else on the continent.

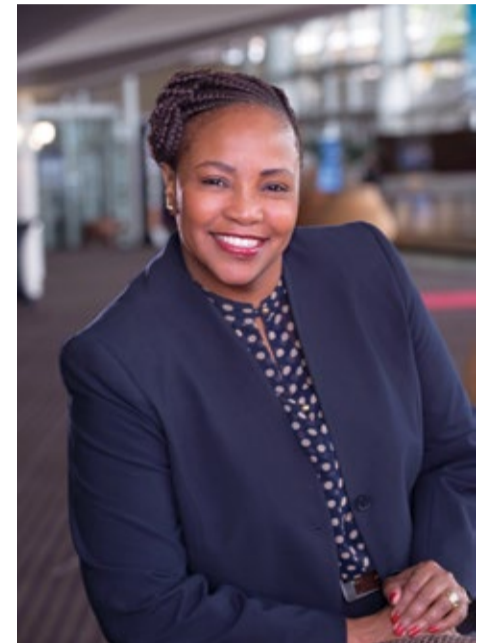
We also love that Indaba remains at its home in Durban and KwaZulu-Natal for the foreseeable future; at least the next five years! The best way for the international buyers and media to know our destination is to visit it for themselves and Indaba gives them this opportunity.

What does Indaba mean to the ICC?

We love Indaba! Although the Durban ICC is celebrating its 21st anniversary this year, and has been the home of the show for all that time, it still remains one of the highlights of our year. We host hundreds of events every year and Indaba always brings its own special vibe; every year the Centre comes alive with the show's unique energy, buzz, and excitement. The Centre, the destination and the organisers always pull out all the stops to roll out the red carpet for the exhibitors, buyers and media that attend the show!

What is your favourite part of KZN to visit? Are there any hidden gems yet to be explored?

Well, as you know, I am a proud Durbanite through and through and we really have so much to offer as KwaZulu-Natal and the Zulu Kingdom. Whether you're looking for the Beach, the Bush, the 'Berg, or the Battlefields we have something



Durban ICC CEO - Lindiwe Rakharebe

I believe the real value of the show is that it is the ultimate get-together for all the serious players in the tourism industry in Africa.

special to offer in all these areas.

I suppose the area I would encourage people to visit would be the Elephant Coast in the northern-most part of KZN. There is so much to see and do there. I would urge everyone to explore the excellent game reserves on offer, or do a 'turtle tour' or some scuba diving in Sodwana Bay and of course you have to visit the iSimangaliso Wetland Park, which is one of our province's two UNESCO World Heritage Sites.



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TELLING NAMIBIA'S STORY



Etosha National Park © Panoramas (via Flickr.com)

People have a misconception of the vastness of the Namib Desert, says Wilmari Pronk, a Tour Consultant at Namibia Tours and Safaris. "One can sometimes travel for two to three hours and not see another vehicle. One can feel alone but not necessarily lonely and even though it is an extremely harsh environment, it is beautiful and in some places, even soft and inviting. Another aspect would be the changes from wide open plains to dune fields, canyons and dry river beds to granite, marble and schist outcrops and hills. Then to add to this, the Namib Desert is known as "The Living Desert" with its wide range of wildlife ranging from

the endemic Hartman's mountain zebra to side-winding adders to avoid the heat, sand-burrowing moles and many more."

Surely Namibia is just a desert?

"One of the biggest misconceptions is that Namibia is not a wildlife destination. This is actually the opposite where in Namibia, you not only have one of the biggest and richest game reserves in Africa, Etosha, but also other reserves like the Namib Naukluft Park, Khaudom and Mahangu Game Reserves and then in the Caprivi, the Bwabwata Game Reserve as well as Mamili and Nkasa Lupala.

And then there are the wildlife

concessions with one of the biggest being the Palmwag Concession which is home to the last remaining free roaming black rhinos, desert adapted elephants, and desert lions to mention a few."

Namibia Tours and Safaris creates itineraries in many Southern African countries. Which are your favourite towns?

"In Namibia, probably Swakopmund as it is a real tourist destination situated slap bang in the middle of the Skeleton Coast. Restaurants, a wide range of activities, curio shops as well as architecture with a German colonial feel, and to top it off, the people of Swakopmund.

In Botswana, it has to be Kasane which is a real African bustling town, situated on the banks of the mighty Chobe River. Kasane is the base from where one can go on game drives in the Chobe National park as well as boat cruises which are, in effect, game drives by boat.

What is unique about Namibia?

"One thing people do not realise is the diversity of its people and cultures. Maybe that is why there were political problems, but that is inevitable with different people with different ways of life, values and so on. It is not just colour but much more than that. It is a wide variety of different people with different ideas, targets and ways of life. Namibia, with a population of just over 2 000 000 people, has 11 different ethnic groups and adding cultures like Afrikaans, German, Portuguese, English and so on, it makes for an extremely colourful and diverse country. This, together with all we have to offer in terms of wildlife, nature, and landscape, not just in Namibia but all over Southern Africa is what often gets overlooked. Yet once you have been to Southern Africa, I think this is the aspect that stays with you and what makes you want to come back again."

In Namibia, you not only have one of the biggest and richest game reserves in Africa, Etosha, but also other reserves like the Namib Naukluft Park.

TOURISM B-BBEE PORTAL

The Tourism B-BBEE Portal was launched by the Minister of Tourism at the first Tourism Transformation Summit held in October 2017. The portal was developed in response to challenges identified by the study conducted in 2011 to assess the state of transformation in the tourism sector. The study found, inter alia, that there was low procurement spend by large enterprises on black-owned suppliers in the tourism sector.

The low procurement spend was attributed to the unavailability of reliable information on black-owned suppliers with the required profile and expertise. Secondly, the process of identification and verification of black-owned suppliers was seen as involving an inordinate

amount of time and extra administration. The portal was designed and deployed to address these challenges.

The objectives of the portal are threefold: First, it is a matchmaking platform between large enterprises and black owned suppliers. Second, it is a platform set to assist tourism enterprises to meet their compliance targets for Enterprise and Supplier Development element of the Tourism B-BBEE Code, by making available a database of black-owned suppliers with the required profile and expertise; updating published general information on B-BBEE and the list of B-BBEE Verification Professionals.

Third, the portal also serves as a reporting tool as provided in Section 10 (4) of the B-BBEE Amendment

It is a platform set to assist tourism enterprises to meet their compliance targets for Enterprise and Supplier Development element of the Tourism B-BBEE Code, by making available a database of black owned suppliers with the required profile and expertise; updating published general information on B-BBEE and the list of B-BBEE Verification Professionals.

Act No. 46 of 2013. The Act requires measured entities operating in a sector, in respect of which the Minister has issued a Sector Code in terms of Section 9 (1), to report annually on their compliance with B-BBEE to the Council established for that sector. The Minister established Tourism B-BBEE Charter Council to monitor transformation in the sector. In order to comply with this requirement, measured tourism entities are required to upload their B-BBEE information on the portal.

Large enterprises and black-owned suppliers are invited to visit the NDT stand at Tourism Indaba for full portal presentation and live demonstration. The presentation will cover the benefits, functionalities

and criteria for registration. The portal can also be accessed through the NDT website (www.tourism.gov.za) by clicking on the B-BBEE dropdown.

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OBJECTIVES OF THE B-BBEE PORTAL

1. Matchmaking between large enterprises and black-owned suppliers.
2. To assist tourism enterprises to meet B-BBEE compliance targets.
3. A compliance reporting tool to monitor transformation in the sector.



tourism

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Tourism
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SUTHERLAND – A TOWN WITH A PEEPHOLE TO THE UNIVERSE

When the sun goes down and you've kept your eyes on the ground the whole day, it's time to look up, beyond South Africa, beyond this planet...it's time to give the universe a good gander. Because you see, at Sutherland in the Northern Cape, you'll get one of the best views of the universe this world has to offer.

Sutherland is actually a world-renowned astronomical centre in South Africa. Besides the ever-so-charming and sparse Upper Karoo, here you'll find The Southern African Large Telescope (SALT) situated on a mountain top, 14km out of town. Obviously, this is the place to stargaze, being one of the best star-viewing destinations in the southern hemisphere.

After you've flirted with the Milky Way, you also get to explore the town of Sutherland, which was established all the way back in 1855, when life centred on pioneer farmers and the Dutch Reformed Church.

The region continues to be a strong livestock-farming area – and an astronomer's delight. While the town and the area are worth a look at, you are really here to experience the wonders of

the stars, but don't forget to tuck into a classic Karoo dinner featuring slow-roasted lamb shanks or feel what it's like to be in one of the coldest places in South Africa on a crisp winter's day.

Another claim to fame this town has is that it was the most southern place where diamonds were discovered in South Africa, and the old diamond diggings can still be seen in the area. For outdoor enthusiasts, there's an array of activities in Sutherland, including horse riding and hiking. Should you visit the observatory, also look out for Salpeterkop, an extinct volcano that was last active 66-million years ago (and the last active volcano in Africa, south of the equator).

Let's not forget that Sutherland is also the birthplace of two celebrated South African poets and writers, NP Van Wyk Louw and WEG Louw. The Louw Museum in Sutherland houses several items of interest such as the old lykswa (mortuary cart), which was used between 1912 and 1950.

Once you've been to Sutherland, you've also been to Jupiter, Venus, and the Milky Way. More so, you've experienced the beautiful Karoo and the heart of one of South Africa's most charming little towns.

THE CAPE IS OPEN FOR TOURISM



Wesgro's Destination Marketing Team is spreading the word that Cape Town is open for tourism and business, at Africa's Travel Indaba hosted at the ICC.

The team will be launching Phase 1 of the Halal Tourism Guide locally, promoting the global first, My Water Footprint tool, made in partnership with FLOW and sharing the Insider's Guide to trips and experiences around the Western Cape. The above mentioned destination promotion collateral has been highly successful to date – being picked up by domestic and international trade to use as advisories for travelling to the province.

Joined by the Cape Winelands and Cape Town Tourism, Wesgro CEO, Tim Harris commented: "We are thrilled to welcome back the Cape Winelands and Cape Town Tourism, as both organisations represent two key tourism regions in the Western Cape. Being joined by organisations of such a high calibre lends credibility to the work that

we are doing as a province and the level of engagement that is driven at our stand."

In addition to this, Wesgro has continued support from the private sector with a number of companies exhibiting at the stand, including: First Diamonds, The Vineyard and Mount Cedar.

Promoting the ever-expanding number of direct routes into Cape Town, Wesgro's Air Access team will join Indaba later in the week. Cape Town Air Access is a partnership, based at Wesgro, which includes the Western Cape Government, the City of Cape Town, Cape Town Tourism, ACSA and SA Tourism and is the focal point for international air route development in the Western Cape.

Well represented throughout the course of the Indaba, a stronghold of eight team members will be present at the stand with representation from both the Leisure team and the Convention Bureau team, the two strategic sectors that make up Wesgro's Destination Marketing Unit.



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CONSERVATION LAB

TEAM UP AND SAVE THE PANGOLIN

How do we know how many pangolins exist in the wild? No official figure exists, and we must rely on anecdotal evidence (photographs by tourists posted on social media) to try and quantify the number. Enter Pangolert, an innovation designed to not only count, but also protect the species. How it works: 1.2 billion people worldwide already use Whatsapp, therefore there is a low barrier to entry. Once a person has spotted a pangolin, they take a picture of it and tag its location. They then send the pic through a secure connection, where the data is monitored and collated by NGOs and conservation trusts. However, if a pangolin is in peril, a network of pangolin protectors all over Africa will spring into action and try and save the animal.

To become a pangolin protector, simply save +27 72 PAN GOL in your phone, and team up to save a species.

WHY DOES CONSERVATION ATTRACT SO FEW BLACK AFRICANS?

"Because black people have been denied access to conservation management", says Thembi Kunene-Msimang, CEO, Regional Tourism Organisation of Southern Africa (RETOSA).

"Africa had many civilisations before it was colonised, and when the colonisers came to the continent, they saw an Alice in Wonderland fairy-tale, with wildlife roaming free. There was a symbiotic co-existence between indigenous African people and wildlife. Through irresponsible, senseless hunting of Africa's wildlife, the colonisers decimated the wildlife populations, leading to the introduction of conservation areas. These areas were crucial in saving wildlife, but they led to the building of borders where none had existed before. In South Africa, they took it further, and prohibited

indigenous black people from visiting these game reserves. It's a fact that black people have been denied access to conservation management. Whole communities have been displaced due to the introduction of game parks, still today. This has created immense conflict, as some people are not able to visit their ancestral graves. Then came Fort Cox, the only college for black students who had an interest in conservation. In 1988, the first students graduated with a degree in Conservation Management, including Mr Fundisile Mketeni, the current CEO of SANPARKS. But the structure of conservation management is still weighted against participation by poor people.

The cornerstone of conservation remains voluntourism, and we need to make sure that we welcome more black people into the conservation industry, and participate in responsible, ethical and credible projects."

#RANGERPROTECT

"Conservation is a war zone", says Andre du Toit, Director - SATIB. "The role of rangers has evolved from simply removing snares; they are heavily involved in anti-poaching operations and law enforcement. They operate in incredibly extreme environments" Over 1 000 rangers are killed in the line of duty each year, and 50% of rangers have no life insurance. These are fathers, mothers, sisters and brothers who will leave their families bereft. Therefore #RangerProtect has been created, which aims to ensure the wellbeing of rangers and their families through accidental death and permanent disability cover. "Rangers across the world are being subjected to risk and life-threatening encounters. There are an estimated 20 000 rangers in Africa, and we must protect them." says Andre. "We want them protected with what we believe is an essential cover. If your business relies on a wilderness or conservation area being in place then do the right thing and act now.

Covers are currently available for Rangers in South Africa, Namibia, Zambia, Botswana, Zimbabwe, Swaziland, Mozambique, Angola, Kenya, Tanzania and Uganda with further territories being introduced in time."

For further information, contact rangerprotect@satib.co.za

The cornerstone of conservation remains voluntourism, and we need to make sure that we welcome more black people into the conservation industry, and participate in responsible, ethical and credible projects.



SCENIC WILDERNESS TO OCEAN SERENITY



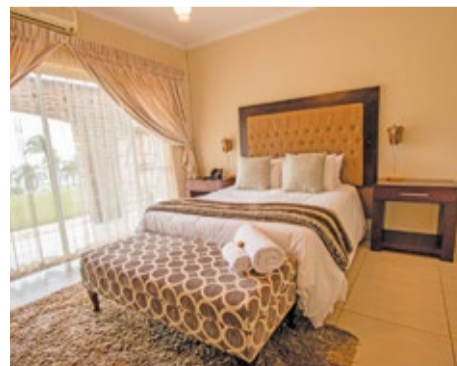
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QUOTES AND QUIPS

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Indaba is always great. It's the show where we attract the most tourists. It gives us an opportunity to meet international and regional buyers. We are targeting buyers from North America, Europe, and, of course, from the continent. Indaba is a must-attend show, and we will definitely be back next year.



PRESKA MATJEA
LESOTHO HIGHLANDS
WATER PROJECT

This is my second year exhibiting our projects. I'm excited to be here because I'm in love with travel, and I learned so much from the BONDday sessions, such as the digital experience and the art of storytelling, and how to attract people on social media who will join you on your travel adventures.



FRIEDA LLOYD
CAPE
WHALE COAST

We've been coming to Indaba for the past 10 to 12 years. We find that this is an opportunity to showcase what happens on the Cape Wild Coast, which includes the towns of Hermanus, Kleinmond, Stanford and Gansbaai. But we can also see travel trends and learn from others who are doing great things.

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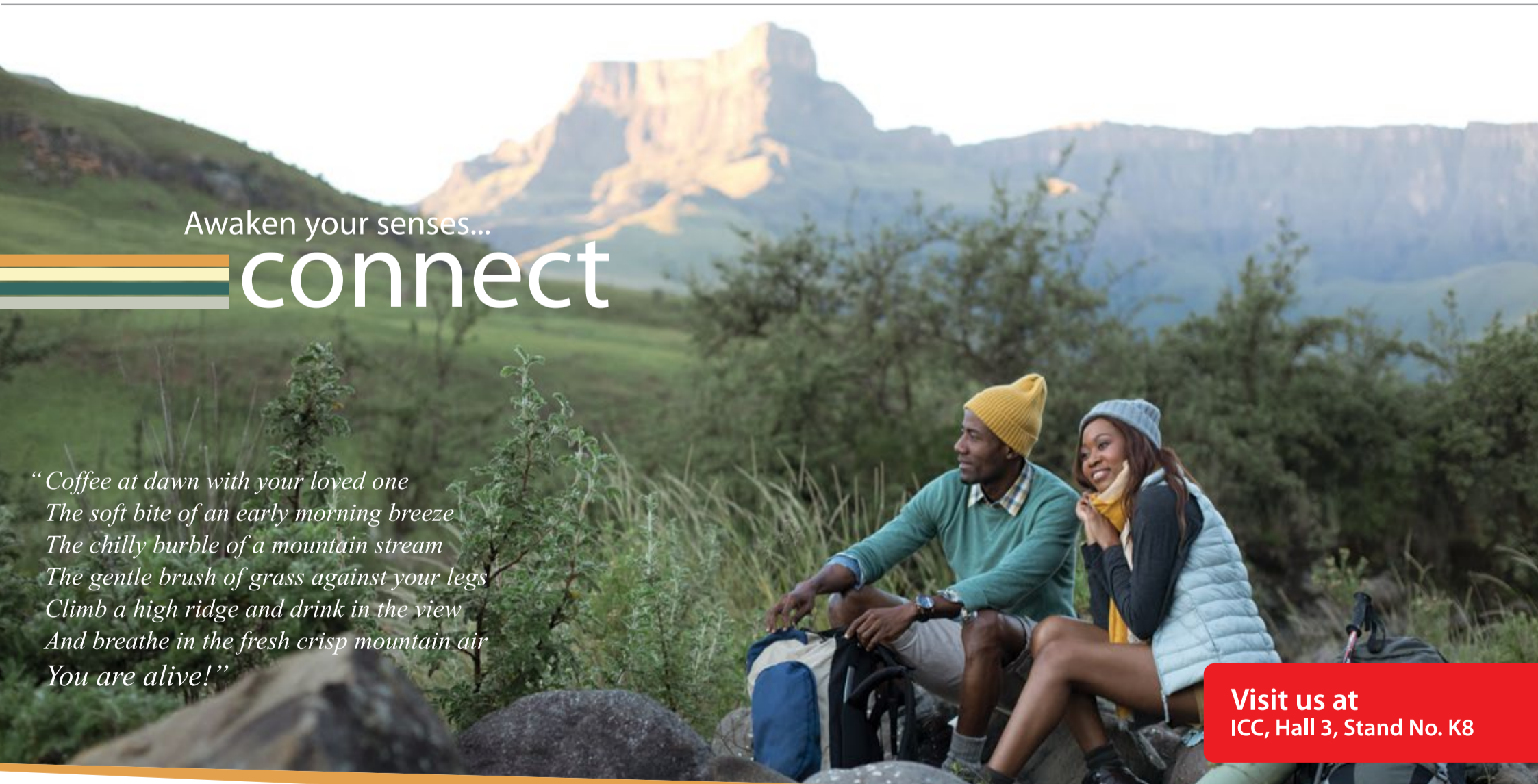
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