



SOUTH AFRICAN TOURISM

TOURISM TUESDAYS

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#TourismTuesdays





Dear Travel Partners,

I am pleased to announce that registrations for the 2023 edition of Meetings Africa are officially open!

We are once again counting down to bringing the continent to South Africa, and having the world's best buyers come and see the best products that the continent has to offer.

The 17th edition of Meetings Africa will take place in physical format at the Sandton Convention Centre in Johannesburg, from 28 February to 1 March 2023, with Business Opportunity Networking Day (BONDay) preceding the show on 27 February 2023.

Meetings Africa 2023 aims to amplify the continent's stories of success and to showcase to the world what Africa has to offer as a business events destination and we are excited to bring delegates from all over the world to have meaningful conversations.

Last week was momentous for our tourism sector, and the recovery as we proudly welcomed Air Belgium's maiden flight into South Africa.

Air Belgium's arrival in Johannesburg, last week Thursday, 15 September marks the airline's first foray into Africa. As the country's destination-marketing agency, we are thrilled to welcome the Air Belgium team, and it's fitting that their first flight arrives in the middle of September, which is Tourism Month in South Africa.

International arrivals to South Africa are increasing steadily, and each new route and connection should be celebrated. This flight will undoubtedly contribute to boosting our country's tourism, its economy and job creation.

Encouraged by the uptake in the travel and tourism after the disruptions of the past two years, we are scaling up the implementation of the tourism sector growth plans. We are jumping at the opportunity to follow up and complement our '*Live Again*' global campaign, with a familiarisation strategy on a grand and bold scale. This strategy is dubbed MegaFam, to emphasise its scale and ambition, which is bigger than a typical destination-marketing familiarisation (Fam) campaign.

The main thrust of the MegaFam phase of our '*Live Again*' growth campaign will see us invite to our shores, over the coming months, carefully-selected people from across the world to come. We will bring them here to come and experience destination South Africa firsthand.

I'd like to wish you all a productive week with many more wins for our recovering tourism sector.

Kind Regards,

Themba Khumalo



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Registrations are now open: Reserve your spot for Meetings Africa 2023



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Registrations for the 2023 edition of Meetings Africa are now open!

Speaking at the recent Tourism Business Council of South Africa's maiden Leadership Conference on Friday, 16 September, South African Tourism Acting CEO, Mzikazi Themba Khumalo officially opened registrations for Meetings Africa 2023.

Meetings Africa is a Pan-African business events trade show, showcasing Africa's diverse offering of services and products, where African associations and African meetings industry professionals can partner to help transform our continent.

The 17th edition of Meetings Africa will take place in physical format at the Sandton Convention Centre, Johannesburg, from 28 February to 1 March 2023, with Business Opportunity Networking Day (BONday) preceding the show on 27 February 2023.

In 2022, Meetings Africa brought together 161 buyers and 216 exhibitors from 13 African countries.

"Meetings Africa 2023 aims to amplify the continent's stories of success and to showcase to the world what Africa has to offer as a business events destination," says Zinhle Nzama, Acting Chief Convention Bureau Officer at the South African National Convention Bureau.

Nzama says that the SANCB is also excited to launch Meetings Africa's new positioning, "Africa's success built on quality connections" because it encompasses exactly what Meetings Africa aims to do; creating a platform for African exhibitors to showcase to international buyers, for Africa's success.

To wrap up Meetings Africa 2022 and in preparation for the 2023 edition, the Meetings Africa team conducted debriefing sessions, one-on-ones and focus groups sessions, with exhibitors. During these sessions the post-show survey results were shared, and insights derived from the sessions have been used to actively enhance the show's offering.

For registration to participate as a buyer or an exhibitor, please contact the Meetings Africa exhibition management and sales teams who are on standby to assist at www.meetingsafrica.co.za

The South Africa National Convention Bureau, together with our official host partners, the Gauteng Tourism Authority, along with the City of Johannesburg and the Sandton Convention Centre, are ready to welcome you to Meetings Africa.

To register for the show, please visit our website www.meetingsafrica.co.za or contact: Gisele Masengo: +27 61 866 4486 or Rembu Moshapo: on +27 76 296 0944

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Air Belgium touches down in South Africa

Air Belgium’s arrival in Johannesburg, South Africa on Thursday, 15 September marks the airline’s first foray into Africa.

The Airline’s modern A330neo will depart Brussels every Wednesday and Sunday at 19:45 – arriving in Johannesburg at 7:15 the next day, with a continuation to Cape Town. South Africans heading to Europe will be able to fly from Cape Town International (with a short stop in Johannesburg) or OR Tambo every Monday and Thursday. The flight offers 30 seats in Business Class, 21 seats in Premium Class and 235 Economy Class seats.

“It is an exciting and important chapter for Air Belgium,” says CEO Niky Terzakis. “But we’re equally thrilled to introduce South Africans to a new airline and an alternative route – and thereby direct access to the heart of Europe.”

According to Terzakis, Air Belgium is committed to offering passengers an experience that is affordable, comfortable, hassle-free, green, and trustworthy.

“We often talk about ‘Belgitude’, and our motto is ‘Fly Belgian Class’, which is all about bringing joy back to international travel,” says Terzakis. “And while our travellers value our fun and engaging approach to travel, we also deliver what really matters: a safe, seamless journey; transparent billing (no hidden fees); and a generous luggage allowance.

Fares start at R 11,569 for an all-in return ticket between Johannesburg and Brussels and passengers are allowed 30 kg baggage allowance free.

The twice-weekly flights are good news for business travellers as Belgium is currently South Africa’s 6th largest trading partner as well as the Western Cape’s 7th largest European export market. As such, Belgium is ideally positioned to capture the interest of the corporate and government sectors in South Africa.

“We welcome Air Belgium’s new triangular route between Brussels, Johannesburg and Cape Town. Whether for leisure travel or business travel, this flight will undoubtedly contribute to boosting the country’s tourism, its economy and job creation,” says South African Tourism Chief Operations Officer, Nomasonto Ndlovu. She adds that international arrivals to South Africa are increasing steadily, and each new route and connection should be celebrated.

She said: “We are thrilled to welcome the Air Belgium team, and it’s fitting that their first flight arrives in the middle of September, which is Tourism Month in South Africa.”

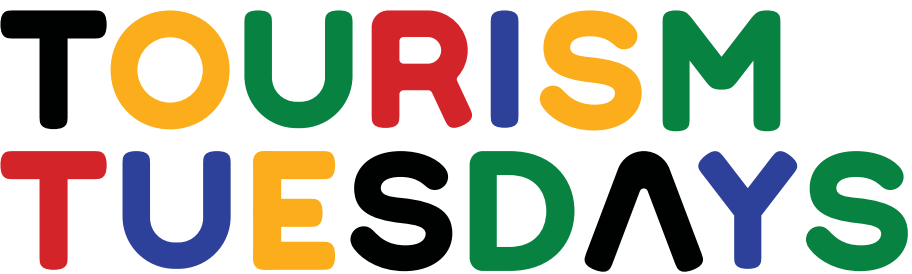
For more information, visit www.airbelgium.com



Aircraft type	The Airbus A330neo offers 3 comfortable travel classes: BUSINESS, PREMIUM and ECONOMY.
Route frequency	Two times a week: Departing Cape Town and Johannesburg on Mondays and Thursdays. Departing Brussels on Wednesdays and Sundays
Flight timings	CPT – JNB – BRU: 15h00 – 18h45 – 06h15+1 BRU – JNB – CPT: 19h45 – 07h15+1 – 11h00+1
First flight	15th September 2022
Fares	Return Economy fares start from ZAR 11,569
Configuration	Business Class: 30 seats (full-flat seats, 4 abreast) Premium Class: 21 seats (spacious, 7 abreast) Economy Class: 235 seats (32-31 inch pitch, 8 abreast)
Entertainment	All cabins are equipped with a wide and diverse range of entertainment. Up to 120 films (both recent releases and classics), documentaries on various destinations, cartoons and TV series. You can also enjoy a library of 600 music tracks and a dozen games for all ages. The new ARC map offers all the features of current maps and more: remaining flight time, route, but also information on the country or city overflown, views of the window and cockpit, 3D visualisation, etc.
Wi-Fi	The Airbus A330neo aircraft offers Wi-Fi access. Air Belgium offers 3 different packages to meet all passengers’ needs: Chat, Surf Easy and Surf Plus. Passengers who wish to do so can also make calls, send SMS or MMS as if on land by activating their roaming.



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SA Tourism takes its post-pandemic sector growth efforts a notch higher, with the launch of the #LiveAgain MegaFam

Encouraged by the uptake in the travel, tourism and hospitality industries after the disruptions of the past two years, SA Tourism is scaling up the implementation of its sector growth plans. SA Tourism believes the moment is opportune to follow up and complement its ‘Live Again’ global campaign, with a familiarisation strategy on a grand and bold scale. This strategy is dubbed MegaFam, to emphasise its scale and ambition, which is bigger than a typical destination-marketing familiarisation (Fam) campaign.

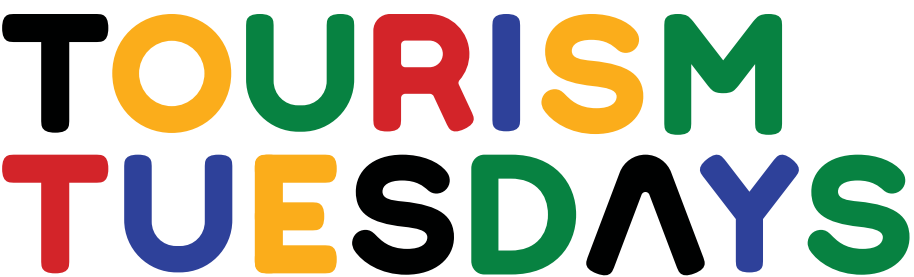
By definition, familiarisation involves allowing tourism industry professionals, opinion-shapers and influencers to sample a destination’s offerings, allowing them to form informed opinions on whether or not to recommend it in their various spheres of influence.

The main thrust of the MegaFam phase of our ‘Live Again’ growth campaign will see us invite to our shores over the coming months, some 840 carefully-selected people from varied backgrounds across all continents, time-zones, linguistic and cultural regions, professions, and social standing.

What the invitees have in common is their status as opinion-makers, thought-leaders, and agenda-setters in niche tourism markets. They include influential travel bloggers, writers and journalists for established media, international tour operators from various regions of the world, and conversation-framers who focus on the travel needs of specific tourism niche markets.

Bronwen Auret, Chief Quality Assurance Officer of SA Tourism said; “The idea is for them to come and be immersed in, to touch, feel and experience South Africa for themselves. They in turn, will experience our Ubuntu-centric spirit of hospitality.

Invitees include a London-based French and Greek couple Stefan and Sebastien who have dedicated the past 10 years to traveling to more than 80 countries around the world, and reviewing them for the global LGBTQIA+ community on their blog ‘Nomadic Boys’. US-based Danny Rivers Mitchell, whose ‘Black Girls Travel Too’ agency and blog curates travel experiences around the world for Blck Girls, typically lasting a week on average. Also, Rwandan travel photographer Winnie Rioba, who lets her lens tell the story of the incredible destinations she has visited on the African continent.



Adventure Travel Networking (ATN) Media Meetup at South Africa House, London

Adventure Travel Networking (ATN) is a unique platform for the travel trade to get together to do business and discuss the pressing issues concerning adventure and sustainable travel. South African Tourism partnered with ATN for the first ever media meetup event, which was hosted at the South African High Commission in London on Wednesday 14 September.

His Excellency Kingsley Mamabolo, High Commissioner of South Africa to the United Kingdom, welcomed everyone to the event and talked about how the High Commission serves to contribute to the creation of a better South Africa through their engagement with the government and people of the UK. He also focused on the fact that South Africa is a premier tourism destination, characterised by youthfulness, beautiful wildlife, pristine beaches and breath-taking scenery, vibrant cultural and heritage offerings, unique cuisine, exciting adventure, an amazing climate and people who are collectively invested in providing tourists with their best experience yet.

His Excellency Kingsley Mamabolo added: “We are pleased to host the ATN Media meetup at South Africa House and I know that South African Tourism values opportunities to showcase my beautiful country to the trade and media through these kinds of engagements”

A panel discussion was held with Kgomotso Ramothea, Acting Hub Head of South African Tourism UK & Ireland, plus representatives from Costa Rica, Western Australia, Columbia and the Swiss Tourist Board. They discussed the key travel issues affecting their marketplaces and what their countries have to offer the adventure traveller. Attendees at the event included five tourism boards, 20 tour operators, plus over 25 travel journalists’.

Kgomotso Ramothea, Acting Hub Head of South African Tourism said “We are excited at the prospect of welcoming more British tourists to South Africa to experience our warm summer season and very encouraged by the rate of recovery of our arrivals from the United Kingdom to South Africa. The commencement of the British Airways and Virgin Atlantic seasonal flights from London to Cape Town will give the destination a much-needed boost ahead of the up-coming summer.”

Holly Budge then highlighted the amazing work of anti-poaching charities ‘[How Many Elephants](#)’ and ‘[The Black Mambas](#)’ in South Africa, as well as ‘[World Female Ranger Week](#)’.



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Experience of the Week – Heritage Month Edition

Beach Buggy

The self-built Beach Buggy is by now an icon of Paternoster / West Coast. Join Deon Van Schalkwyk (qualified registered Tour Guide) for an unforgettable Beach Buggy Fynbos Safari along Paternoster's shoreline. He loves to share his passion and adventures with you. Sometimes you might be lucky to watch playful dolphins and whales in the ocean or Duiker, Steenbok, Secretary Bird, tortoises, snakes and more on terra-firma. They will also do some yummy "Fynbos" tasting enroute.

This tailor-made tours starts at the guesthouse, Farr Out, at the outskirts of the village. You will learn some interesting history of Paternoster before going through thick sand and dunes along the dirt tracks of Paternoster bay over to Duikereiland. Please note the Beach Buggy is NOT a 4X4, but be surprised where this vehicle is able to take you!

More info here: Farr Out Activities - Farr Out Guest House or info@farrout.co.za or whatsapp 0724021829 / 0834104090



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