

Brought to you by South African Tourism

# WELCOME TO AFRICA'S TRAVEL INDABA!

Africa's Travel Indaba opens its doors wide to welcome visitors, exhibitors, delegates and high-quality buyers from the African continent and across the world.

The global travel industry has grown in leaps and bounds, with international tourist arrivals reaching 1.4 billion two years ahead of forecasts in 2018. African travel grew by 7%, above the world's average of 3.7%, confirming that the sector is one of the most powerful drivers of economic growth and development.

"As you will observe at Africa's Travel Indaba 2019, our continent overflows with a wealth of untapped and under-exposed tourism experiences just waiting to be snapped up and packaged. The tourism opportunities are as vast as the wide-open African savannah and as distinctive as the sunsets that adorn our skies at night," says SA Tourism Acting CEO, Sthembiso Dlamini. "In particular, we invite you to explore and engage with some of our innovative small businesses that are re-shaping and re-inventing our

continent's tourism narrative with their game-changing ideas. You can find many of them in our Hidden Gems pavilion and Sustainability Village – prepare to be comprehensively impressed. Equally, our Lap of Luxury pavilion will dazzle you with its array of high-end five-star products.

"As global travellers seek out authentic immersive experiences that leave them with indelible memories of extraordinary encounters, we look forward to sharing with you the African travel stories that will ignite the imagination and open up new

avenues to prosperity for all concerned."

KwaZulu-Natal MEC for Economic Development, Tourism and Environmental Affairs, Mr Sihle Zikalala says the continental premier tourism and travel show has become a pilgrimage for many stakeholders in the tourism industry inclusive of exhibitors, travel agents, tour operators, airline representatives. "This is because it serves as a platform to sample various tourism products that this region and the Province of KwaZulu-Natal could offer to the world," he adds. He explains that it was government's goal for KwaZulu-Natal and the coastal City of Durban to become the permanent seat for Africa's Travel Indaba. "It is therefore crucial that African states work closely in consolidating



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The Aquila Collection is a portfolio of Big 5 safari lodges in the Western Cape, situated just outside of Cape Town. The safari collection presents three completely different properties in the Karoo and offers guests the opportunity to see the Big 5 and witness award-winning wildlife conservation programmes, together with outstanding services and facilities.

AQUILA COLLECTION: STAND ICC 701



Aquila Collection: Aquila Private Game Reserve & Spa, Inverdoorn Private Game Reserve, Kuganha Tented Camp & Spa



# Explore the exceptional *Routes* of the Zulu Kingdom.



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Zulu Kingdom. **Exceptional**





**Providing exceptional customer service remains the heartbeat of the Durban ICC and we strive to ensure that every delegate who walks through our five-star facility has a memorable experience. Our aim is to ensure that our clients are satisfied with our service and go home with a great story to tell about our beautiful city.**

and strengthening Indaba as their proud avenue to host the world and be able to market their diverse tourism products and to attract investments essential in repelling poverty and other socio-economic challenges.”

“Our international delegates who will descend on Durban for Africa’s Travel Indaba can look forward to the Durban ICC’s unique brand of world-class service and a uniquely warm and authentic African experience,” says Inkosi Albert Luthuku International Convention Centre Chief Executive Officer Lindiwe Rakharebe. “Providing exceptional customer service remains the heartbeat of the Durban ICC and we strive to ensure that every delegate who walks through our five-star facility has a memorable experience. Our aim is to ensure that our clients are satisfied with our service and go home with a great story to tell about our beautiful city.”

Rakharebe adds that delegates visiting the centre will also get to experience its superb standards of culinary excellence and hospitality.

A staple on the local and international business-events calendar, Africa’s Travel Indaba has cemented its position as the world’s leading tourism trade show organised by Africans and for Africans to showcase

their many extraordinary offerings.

As South Africa celebrates 25 years of democracy, Africa’s Travel Indaba joins the festivities. This significant moment would not have been achieved without the help of the rest of the continent, and at this Indaba, let us use the opportunity to revel in the many things the continent of Africa has achieved to date.

The schedule at the 2019 show is jam-packed with networking opportunities, the ever-popular speed marketing sessions, the much-anticipated opening ceremony and the subsequent walkabout with the South African Minister of Tourism. Enlightening business talks, press conferences and activations are also on the programme. For example, SATSA’s Animal Interactions Project will be unpacked in today’s Conservation Lab: Animal Interactions, while later on; speakers will explore North America: Markets beyond African Borders. Other conference streams include Thebe Treks Through Africa with Africa Brand Specialist Thebe Ikalafeng, and Africa Gearing Up For New Opportunities with Euromonitor’s Christelle Chokossa. Also of note are the launch of the Imvelo Awards, a South African Airways briefing on latest developments, and the launch of a new tech initiative.

# AFRICA'S TRAVEL INDABA SCHEDULE

THURSDAY, 2 MAY 2019

TIME	EVENT	VENUE
08h30 - 10h00	Speed Marketing - Rural and Scenic Vibe	Meeting Room 22, ICC
09h00 - 10h00	INDABA 2019 Official Opening	South Foyer, ICC
10h00 - 12h00	Minister's Walk-About (Morning)	DEC & Walnut Road
12h00 - 13h00	Business Conversation Stream 1: Conservation Lab: Animal Interactions	South Foyer, ICC
12h00 - 13h00	Business Conversation Stream 2: Africa gearing up for new opportunities	ICC Hall 6
13h00 - 14h00	Lunch	Designated Venues
14h00 - 15h00	Media Conference 1 - National Tourism Visitor Information System Launch	South Foyer, ICC
15h00 - 16h00	Business Conversation Stream 1: North America: Markets beyond African borders	South Foyer, ICC
15h00 - 16h00	Business Conversation Stream 2: Thebe Treks Through Africa	ICC Hall 6
16h00 - 17h00	Media Conference 2 - SAA CEO briefing on latest developments	Media Centre
16h30 - 17h30	Minister's Walk-About (Afternoon)	ICC
18h00 - 22h00	Official Welcome Networking Event	The Globe, Suncoast
18h00 - 00h00	Florida Road City Immersion Experience	Florida Road

## FLORIDA ROAD GOES ABOVE AND BEYOND

It's no surprise that the city's trendiest lifestyle hotspot is joining the party at Africa's Travel Indaba.

Florida Road and many of its establishments will be offering Africa's Travel Indaba specials, extended opening hours, and live entertainment in their effort to join the 'We Do Tourism' revolution. There will be shuttles available for delegates to get to Florida Road from their hotels. The shuttle schedule can be found on the website at [www.indaba-southafrica.co.za](http://www.indaba-southafrica.co.za). Explore the bustling city life that is Durban's Florida Road, with fantastic deals on offer. Visit these venues to see what specials and programmes they have for Africa's Travel Indaba:

- Elizabeth Gordon Gallery
- Butcher Block
- KFC
- Vacca Matta
- Next Chapter
- The Charlatan
- Trade Mark Tattoos
- Cappello
- Dropkick Murphys
- Sugarlicious
- Pizza Hut
- Romano Icecreams
- LUPA
- House of Curries
- The Firehouse
- San Marco Hair
- House of Bravo
- Jack Salmon

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# GREEN STAND AWARDS LAUNCHED

For the first time ever, Africa's Travel Indaba will introduce the Green Stand Awards. These awards pay tribute to exhibitors who go that extra "green" mile to build and design stands that are environmentally and socially sustainable.

Africa's Travel Indaba recognises the importance of high value-low impact tourism, which ties into South African Tourism's promotion of responsible tourism.

SA Tourism has pioneered event sustainability since 2011, through the South Africa National Convention Bureau business events show, Meetings Africa. The awards have been implemented with great success at Meetings Africa in recent years and bringing it to Africa's Travel Indaba will start the conversation with exhibitors to consider responsible tourism as a part of their offerings.

The stands are judged against the Event Greening Forum (EGF) award criteria including design, materials, operations, transport, communication, beyond green and innovation. Exhibitors also have

to submit a written motivation explaining why their stand is green.

The assessment includes demonstrating knowledge about the greening principles and the practical implementation thereof. The panel of judges include professionals with event greening experience and independent moderators.

The Event Greening Forum Chairperson, Greg McManus, says, "We have been honoured to fulfil an advisory role for Meetings Africa over the years. The South African Tourism team have always been very receptive to our recommendations and to adopting new initiatives, which they have done with great results. We are looking forward to continuing this partnership and success with Africa's Travel Indaba."

**DON'T MISS IT!**

The Green Stand Awards take place at 15h00 on Friday, 3 May 2019.

# MARRIOTT TO OPEN 200 HOTELS IN AFRICA BY 2023

Marriott International has signed three new deals across North and West Africa. This includes its first ever property in Liberia, and new hotels in Ghana and Morocco, testament to its commitment to boost its presence on the continent. This brings the tally of properties in Africa to a total of 200 hotels by the end of 2023, according to senior officials. The new deals are for The St Regis Marrakech Resort in Morocco, the Residence Inn by Marriott Accra Kotoka Airport in Ghana, and the Four Points by Sheraton Monrovia in Liberia.

According to the 11<sup>th</sup> annual African Hotel Chain Development Pipeline survey by W Hospitality Group, Marriott has opened almost 100 hotels on the continent in 2017/18, with a total of 16 000 rooms. The company will open 19 hotels across the Middle East and Africa region in 2019 alone, adding over 3 000 rooms to the group's portfolio. Other hotels include two recent Four Points by Sheraton openings in Sharjah and Setif (Algeria), a Residence Inn property in Algiers, a Protea Hotel in Kampala (Uganda), and the first Elements

Hotel property in Dar es Salaam.

"This region continues to present us with opportunities to further grow and enhance our portfolio across new and established markets," said Jerome Briet, Chief Development Officer, Middle East and Africa at Marriott International. "While the majority of our growth will be through new-builds, we are seeing an increasing number of conversion opportunities, especially in the luxury space."

**Find Marriott International on the show floor at stand ICC1607.**



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# EXPLORE THE ROUTES

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## CAPE TO NAMIBIA ROUTE

The route meanders away from the N7 and include small towns such as Garies, Kamieskroon, Springbok, Okiep, Steinkopf and Vooldsdrift. Each with its own local flavour and a story to tell. The N7 highway stretches from Cape Town all the way through the Northern Cape before heading into neighboring country Namibia. Crossing from the Western Cape into the Northern Cape, visitors will encounter towns which capture the Nama heritage of the province. Slow down and appreciate the unique stories of the people of the Northern Cape. During spring time, this route takes visitors into the core of the floral kaleidoscope that is the Namakwa floral season.

Contact: +27 (0) 53 833 1434  
marketing@experiencenortherncape.com

## GO GHAAP ROUTE

The Northern Cape has a fascinating new heritage route, covering everything from famous archaeological sites, historic towns, amazing architecture and excellent selection of nature and game reserves. Visitors will be drawn to fascinating historical and geological sites in and around towns such as Postmasburg, Griquatown, Campbell, Olifantshoek, Dibeng, Kathu, Danielskuil and Kuruman. Wonderwerk Caves between Kuruman and Danielskuil. The Khoisan history in Wildebeest Kuil near Barkly West. Kuruman Eye in Kuruman is a natural spring delivering about 20-million litres of clean, clear water daily to Kuruman. Donkey cart ride, great food, and unhurried wining and dining are still a reality at Doringdraad Deben Kontrei. The historical Moffat Mission station in Kuruman. The grave of early-1800s Griqua leader Andries Waterboer, with two cannons that were gifts from Queen Victoria guarding his final resting place. Mary Moffat Museum in Griquatown. Witsand Nature Reserve between Postmasburg and Kuruman.

Contact: +27 (0)83 274 5461  
karoo@intekom.co.za

## KALAHARI RED DUNE ROUTE

Discover the essence of the province in the heart of the Kalahari. Golden dunes, wide-open skies and flat-topped acacia trees epitomise the Kalahari Red Dune Route. Stretching from Upington right to the Namibian border, visitors traverse the villages of Ashkam, Groot and Klein Mier and Rietfontein. Adventure-loving families and adrenaline seekers can enjoy dune hikes at dawn, eagle-owl encounters, sand duning and surfing in the red sand, close encounters with meerkats and guided walks with the !Khomani San to rediscover the ancient wisdom, customs and folklore of this ancient tribe.

Contact: +27 (0)82 492 3469  
lochmaree@absmail.co.za

## KAROO HIGHLANDS ROUTE

This route covers the southern part of the province and the small Karoo towns of Nieuwoudtville, Calvinia, Williston, Sutherland, Fraserburg, Carnarvon, Loxton and Victoria West and forms the heart of the Great Karoo. Enjoy the peace and tranquillity of the Karoo with its wide open plains dotted with koppies (hills).

The area was named by the Khoi and San people, who left their legacy as art on the rocks. Explore many unique experiences such as stargazing at the world's largest astronomical observatory at Sutherland, the SKA radio telescopes in Carnarvon, Karoo architecture and corbelled houses, Anglo-Boer War sites, rock art, ancient Palaeo Surfaces, farm stays and great Karoo cuisine and hospitality.

Contact: +27 (0) 72 018 7288,  
pieter.naude@hotmail.com

## KAROO OASIS ROUTE

The route traverse through the towns of the Northern Cape along the N12 including Warrenton, Kimberley, Hopetown, Britstown and Victoria West. It is a perfect stopover for travellers between Johannesburg and Cape Town. Guests can stop at various towns for an exciting number of leisure activities and accommodation facilities. There are a variety of food stalls that travellers can enjoy and stock up on, such as home-made rusks, ginger beer to quench your thirst and a taste of local food. Experiences includes Anglo-Boer War Blockhouses, Historical Walks, Dronfield Nature Reserve, Ghost Trail Tour, McGregor Museum, Sol Plaatje Museum, Galeshewe Township tour, The Big Hole and a Tram Ride tour, William Humphrey Art Gallery, Wildebeest Kuil Rock Art Centre, Mokala National Park, Hopetown Concentration Camp, Game Safaris, and River Rafting.

Contact: +27 (0)53 833 1434  
marketing@experiencenortherncape.com

## NAMAQUA COASTAL ROUTE

The route includes hidden gems like Garies, Kamieskroon, Hondeklip Bay, Koiingnaas and Kleinsee. Dozens of adventure and leisure options are available, including the Namaqua National Park, nature reserves, hidden coastal hamlets and some of the most remote hiking and 4x4 trails imaginable. Go succulent sleuthing with a botanical guide, hike the Springbok Klipkoppie for a dose of Anglo-Boer War history, enjoy stargazing, explore the countless shipwrecks along the coast line or visit Namastat, a traditional matjies-hut village. Breathtaking scenes of the Atlantic Ocean with sightings of dolphins and whales combined with great vistas of mountains and veld with endemic wildlife makes travelling in this area remarkable.

Contact: +27 (0)27 877 0028  
email: coast.of.diamonds@gmail.com

## RICHTERSVELD ROUTE

The Richtersveld is South Africa's only mountain desert and the route travels along rugged gravel roads to quaint towns such as Eksteensfontein, Sendelingsdrift, Lekkering, Kuboes and Sandrift. The more challenging 4x4 routes in the /Ai/Ais-Richtersveld Transfrontier Park or in the Richtersveld World Heritage Area are best explored in a well-equipped SUV or bakkie. Pack comfortable hiking boots, extra water and guidebooks and set out along the 600 km Namaqua Eco 4x4 Route. The Orange River presents a more leisurely pace with river rafting and the best wilderness fly-fishing in South Africa, while the entire Richtersveld is a mountain biker's dream. Follow in the footsteps of a traditional goat herder and learn about the lives of the nomads. In the villages, the locals will entertain guests with storytelling and traditional Nama step dancing upon request.

Contact +27 (0)78 874 1515  
bokka.diepotlepel@gmail.com

## QUIVER TREE ROUTE

Named after the indigenous quiver tree, the Kokerboom Food and Wine Route stretches along the Gariiep and includes towns like Upington, Kakamas, Keimoes, Augrabies, Marchand, Kanoneiland, Kenhardt and Riemvasmaak. The route will appeal to families as well as adventure and adrenaline seekers. Highlights include Augrabies Falls, Riemvasmaak hot springs, river rafting, fly fishing, kayaking and river cruises on the Orange River, numerous 4x4, hiking and MTB trails as well as excellent bird watching.

Foodies will appreciate the typical Northern Cape fare and produce available from coffee shops, road stalls and restaurants as well as wine tasting at cellars along the route. Accommodation ranges from luxurious guesthouses to farm and community stay-overs.

Contact: +27 (0)84 244 4408  
bookings@kokerboomroute.co.za

For more information do visit stand DEC1B03  
www.experiencenortherncape.com or  
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# STREET ARTISTS CELEBRATED WITH WALL MURAL

South African Tourism has partnered with acclaimed Durban artists to paint a 22m wall mural inside the Inkosi Albert Luthuli International Convention Centre (Durban ICC). **The unveiling takes place today, 2 May, at 10 am on the elevator leading to the mural, and at the mural itself.**

This project is part of a legacy initiative of SA Tourism. "We know that travellers from all over the world are keen to learn about the history and culture of any destination they visit. This wall mural is the creative expression of our culture and beautiful landscapes. It is also a celebration of South Africa's talent," says Sthembiso Dlamini Acting Chief Executive Officer at South African Tourism.

The wall mural is a representation of KwaZulu-Natal's lifestyle, showcasing the culture in the region, from the world famous beaches to showcasing landmarks that have played a part in promoting the region. The artists painting the mural are Samora Chapman, Fiya One, Mook Lion and Sphephelo Mnguni.

"We want to tell this story through the mural and giving life to a place that we love,"

says Samora Chapman, one of the artists.

"Africa has a rich vibrant history of story-telling and culture narration. The 2019 Africa's Travel Indaba presents an opportunity for us to tell the world of Africa's successes," Dlamini says.



Mook Lion

# EVER-POPULAR SPEED MARKETING SESSIONS ARE BACK

One of the most popular fixtures of Africa's Travel Indaba are the Speed Marketing Sessions. Held across all three days, exhibitors have five minutes to pitch their service offerings to a room of potential buyers. The sessions take place at the Inkosi Albert Luthuli International Convention Centre (ICC) from the 2nd to 4th May 2019. They are scheduled to start at 08:30am and end at 10:00am.

These fast-paced sessions are instrumental in fostering relationships between company owners, as exhibitors showcase their offerings to around 200 buyers. This year a wide selection of products is on offer under the following themes:

- Rural and Scenic
- Urban and Luxury Vibe
- Safari, Camping and Adventure

Local comedian Donovan Goliath will play the role of MC and entertainer during these sessions. Returning by popular demand, Donovan will keep buyers and exhibitors engaged through his light-hearted South African stories and lovable brand of comedy.

## Rural and Scenic Speed Marketing Session:

- Budzatja Safari & Tours
- Camping Khapela
- Chokka Trail and Baviaans Camino
- Diamond Castle Route
- Evo Trak Qaud Safari
- Khamkirri
- Kone Village Boutique Lodge
- Kwa Maselwane Shisanyama
- Le Teranga
- Leisure Holidays
- Lengau Travel and Tours
- Leratong Tourism
- Maboe Tours and Safari
- Richtersveld Route and Nama Cultural Heritage Site
- Traditional African Homestays
- Uncuthu Tours
- Inkosi Tours and Transfers
- Midvaal Treetop Adventures
- Inkhosi Tours & Transfers
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# TOURISM CAN MAKE A LASTING IMPACT ON AFRICA'S ECONOMY

What is the tourism sector's impact, in real terms? Natasha Skoryk finds out from Siyabulela Nyikana, Lecturer in the University of Johannesburg's School of Tourism and Hospitality Management.



Image by Wade Lambert via Unsplash



Morocco © Toa Heftiba via Unsplash

## THE HARD FACTS

According to the World Travel and Tourism Council's 2018 report, the tourism sector accounts for 10.4% of global GDP. It provides 313 million jobs across the world, which equals 9.9% of total employment figures globally. Clearly the sector is massive – but what's the impact on Africa specifically? The report found that the tourism sector generated 9 297 000 jobs in 2017 (which is 2.6% of total employment on the continent). This is below the international figures. Fortunately, the sector has projected exponential growth in the coming decade.

## GROWTH FORECAST

"There is definitely evidence to suggest that South Africa's tourism industry is on an upward trajectory. This is shown by the constant focus on the industry amongst government plans (constantly mentioned as a pillar from where to develop the economy), in particular being looked at as an industry that can drive employment creation for many of South Africa's unemployed youths," Mr Nyikana says. But

the matter is quite complicated. "Given the varied tourism experiences found across different parts of the continent, and the economic growth caused by aggressive tourism development by many African governments, the number of people that visit countries like South Africa, Kenya, Morocco, Botswana, Tunisia, etc. has continued to grow steadily. However, because the different countries experience different growth rates, it becomes important to look at individual or regional geographic spaces when trying to unpack the impacts therefrom. For example, South Africa, Morocco and Rwanda are seen as leaders in Africa in terms of MICE tourism. This has resulted in these countries focusing on being event-driven economies."

## THE ROLE OF MICE

In short, South Africa's tourism growth is largely centred on MICE. While this is comforting for those of us in the business-events industry, it is a concern given how little scholarship exists on the topic. One of the reasons for focusing on growing tourism is that it can

withstand challenging economic times in a way that other industries cannot.

"People tend to travel even in difficult times for different reasons," notes Mr Nyikana. "It is just a matter of ensuring the correct focus from a planning perspective. For example, in times of off-peak tourism for international visitation, what do we do to facilitate more domestic tourism? Or how do we ensure that during those quieter times we look at hosting festivals and events that bring people – even if it is for a short stay."

## BIG CITY FOCUS

Business tourism is making most of its impact on major metropolises. In South Africa, it is concentrated in Cape Town, Pretoria and Johannesburg. Elsewhere on the continent, Gaborone, Kampala, Lusaka and Nairobi are drawing in large numbers of business tourists. This may be due to the infrastructural issues identified by Mr Nyikana. "Lack of infrastructure is a major challenge for tourism in Africa. For example, it is difficult to travel to certain places because the

transport network is underdeveloped. A key area also is service." These sorts of problems are less pronounced in major cities. Intensive destination marketing also allows for certain areas to be seen as more desirable.

## RESEARCH IS KEY

Business tourism in Africa has two major components. While official stats focus on the formal, we often neglect to discuss informal business tourists (such as cross-border shoppers and traders in major inner cities, most especially Johannesburg). Both have a positive impact on the economy.

To really move forward with the sector, we have to understand how the African tourism economy differs from researched, developed models. "A big part of understanding the impact that tourism has had on the continent is focused research, which would bring to light some of the similarities and differences, without making assumptions that are driven by Western narratives of what the impact 'should' be," says Mr Nyikana.



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# Travel extraordinary

Discover our BIG 5



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# BRINGING OUR HERITAGE INTO THE FUTURE



**D**r Esther Mahlangu (born 11 November 1935) is a South African artist from the Ndebele nation. She is known for her bold, large-scale contemporary paintings that reference her Ndebele heritage.

Mama Mahlangu was the first person to transfer the traditional Ndebele style of mural painting to canvas. She painted her geometric patterns on a BMW 5251 in 1991, becoming the twelfth artist and first woman to take part in the BMW Art Car project. She has been honored with a mural commemorating her bold and bright work in New York City. She teamed up with Grammy Award winning singer and Belvedere Red ambassador John Legend to raise AIDS awareness. This internationally acclaimed Ndebele artist received an honorary doctorate from the University of Johannesburg.

**Mama Mahlangu was the first person to transfer the traditional Ndebele style of mural painting to canvas.**



# AFRICA TOURISM LEADERSHIP FORUM HEADS TO DURBAN

**T**he 2019 Africa Tourism Leadership Forum (ATLF) will be hosted by Durban KwaZulu-Natal Convention Bureau from 29-30 August this year. It is convened by African Tourism Partners with the support of its key strategic partners including BDO South Africa, NEPAD, Africa Travel Associations (ATA) and Voyages Afriq. The theme, Stimulating Intra-Africa Travel Through Thought Leadership, will allow stakeholders throughout the continent to bring exceptional industry developments and inspiring stories to the table in order to build a sustainable African travel and tourism sector.

As the proud host of ATLF 2019, we look forward to welcoming all stakeholders from across the continent and the rest of the world, not only to this innovative event but, also to experience what South Africa and our beautiful Province offer the world. ATLF is an African project that we must all be part of and support," says Mr Sihle Zikalala, Provincial Minister for Economic Development, Tourism and Environmental Affairs in the KwaZulu-Natal.

The 2018 ATLF took place in Accra, Ghana, and was attended by tourism ministers and over 500 public and

private sector executives including representatives of UNWTO, global hotel brands, travel management companies, associations, airline executives, tour operators, researchers and more.

Dialogues are centred around the future of visa openness and air connectivity, the impact of MICE tourism on national economies, harnessing the multi-level Chinese outbound market, disruptive tech innovations, and tourism infrastructure, among many other topics. The concurrent Africa Tourism Leadership Awards recognises the best Africa travel and tourism industry change-makers and innovators.

**The theme, Stimulating Intra-Africa Travel Through Thought Leadership, will bring exceptional industry developments and inspiring stories to the table.**



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# KZN A TOP DESTINATION

**K**waZulu-Natal has long been known as a favoured destination for domestic tourism. In fact, business tourism is worth about R3 billion a year in the province, sustaining almost 24 000 jobs. The region continues to promote travel around KZN, and in late April they launched the all-new KZN Travel Guide app, which is free for download from the App Store and Google Play. It's the only app to showcase the province and features domestic destinations native to KZN. It includes accommodation, things to do, events, info offices, weather, maps, and more – putting KwaZulu-Natal in your pocket.

KZN is also a hot spot for athletes, with thousands of visitors welcomed to Durban in February to participate in the 46th aQuelle Midmar Mile and the FNB Dusi Canoe

Marathon. Over R150 million in economic impact was expected to be generated from the aQuelle Midmar Mile alone. "This is one of many signature sporting events that are staged in KwaZulu-Natal that once again puts the spotlight on our facilities and what we can offer as a tourist destination," said MEC for Economic Development, Tourism and environmental Affairs, Sihle Zikalala.

**Business tourism is worth about R3 billion a year in the province, sustaining almost 24 000 jobs.**

# NEW BRIDGE FOR AFRICA

**T**he Kazungula Bridge, a 923m long and 16.5m wide construction, will link Kazungula in Zambia to Kasane in Botswana and Victoria Falls in Zimbabwe. The bridge will be built at the Zambezi River and Chobe River intersection – where Zimbabwe, Zambia, Botswana and Namibia meet. It is scheduled for completion towards the end of 2020.

Both a road and rail bridge, it will be open to the public and will ease tourist traffic between the four countries. It will also enhance regional trade and integration, for instance, traders and fishers will be able to abandon their boats for an easier means of travel across the Zambezi. The bridge includes a single-line railway track, a paved section for pedestrians to cross, and two border posts between Botswana and Zambia.

Both the African Union Commission and the African Development Bank confirmed their commitment to the project at the Programme for Infrastructure Development in Africa Summit.

"It is obvious that once completed, the Kazungula Bridge Project will actually bridge the regional divide," said Mamady Souare, Manager for Regional Integration Operations at the Bank. "The project will

transform the dynamics of transportation in surrounding communities, counties and cities, boosting road travel and the ease of doing business within the Southern African Development Community, the East African Community and the Common Market for Eastern and Southern Africa."

The bridge is projected to create over 1 400 jobs once completed, and has already created over 500 jobs through the construction project. Initially a project between Zambia and Botswana, the two countries have since incorporated Zimbabwe as an equity partner.



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# A PANORAMA ROUTE ADVENTURE HUB

**M**pumalanga's scenic Panorama Route will soon have a new Adventure Hub that will give visitors to the area even more to do! The development is part of the second phase of the Graskop Gorge Lift Co, the first phase of which opened in December 2017.

Renowned for its spectacular beauty and many natural attractions – such as the Sabie, Lisbon, Berlin and Mac Mac waterfalls, God's Window, the Blyde River Canyon, Bourke's Luck Potholes, and the Three Rondawels – the Panorama Route is on the north-eastern section of the Great Escarpment of the Drakensberg.

"While it is an established tourist destination for domestic and international tourists, few new tourist developments in recent years meant that the area developed a bit of been-there, seen-that reputation. Compounding the matter was the scant attention paid to the maintenance of the many existing natural attractions by the local authorities," says Oupa Pilane, one of the directors of the Graskop Gorge Lift Co.

The opening of the viewing lift that transports people 51m down into the gorge for a magical forest experience, brought new life to the region, says Pilane.

In its first year, 128 000 people visited the site and 63 411 paid to go down

the lift and into the forest below.

The second phase includes a suspension bridge linking the southern side of the gorge, where the lift is situated, with the northern side, which houses the Big Swing. A walkway will be built around the edge of the gorge as an alternative means of access to either side.

The Adventure Hub will include a number of activities: the lift and forest experience, the 70-metre free-fall Big Swing, the 130m zipline, guided electric bike trails through the wonderful scenery on the northern side; walking trails and mountain bike trails.

The Big Swing centre is to be given an overhaul, while additional walkways, interpretation boards and seating areas will be created to expand the existing 600m forest trail at the bottom of the gorge.

Inside the property, a casual outdoor food area will be created to complement the Life Café, which serves sit-down meals.

**In its first year, 128 000 people visited the site and 63 411 paid to go down the lift and into the forest below.**



## ICCA APPOINTS NEW CEO

**T**he International Congress and Convention Association (ICCA), has appointed Senthil Gopinath as their new CEO. This appointment is the result of a long process of recruitment following the sudden departure of former CEO Martin Sirk in June 2018. Gopinath had been the Dubai-based Middle East Regional Director for ICCA for the past three years, and has been involved with the association for over two decades. In his role with ICCA as Regional Director, he has grown membership by over 80%. He also created a private-public partnership model for the Sri Lanka Convention Bureau as its General Manager and CEO during his career, increasing business tourism by 78% and driving a 64% increase in revenue.

"I am truly honoured to be appointed for such a prestigious position in one of the global meetings industry's leading organisations," he said in a recent statement, "ICCA has been a family to me for over two decades. I have always cherished my involvement with ICCA and now being at the helm will enable me to listen more closely to our members and key stakeholders, and service them in a more enhanced manner, making ICCA more relevant to the global membership. Together with the ICCA team, we will work on the transformation of ICCA."

The appointment is effective immediately and Gopinath will relocate to the head office in Amsterdam to better serve the global association's community.

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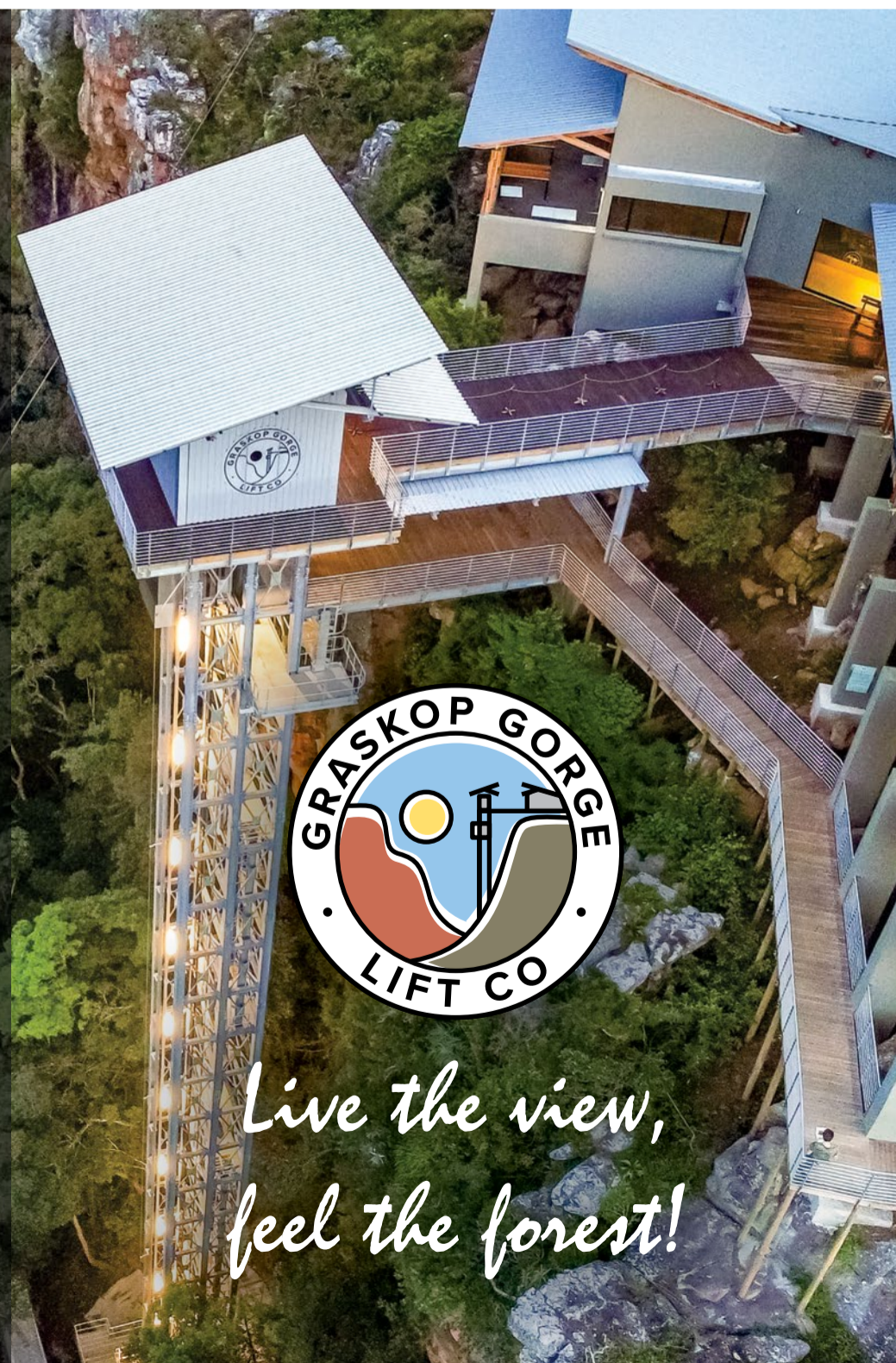
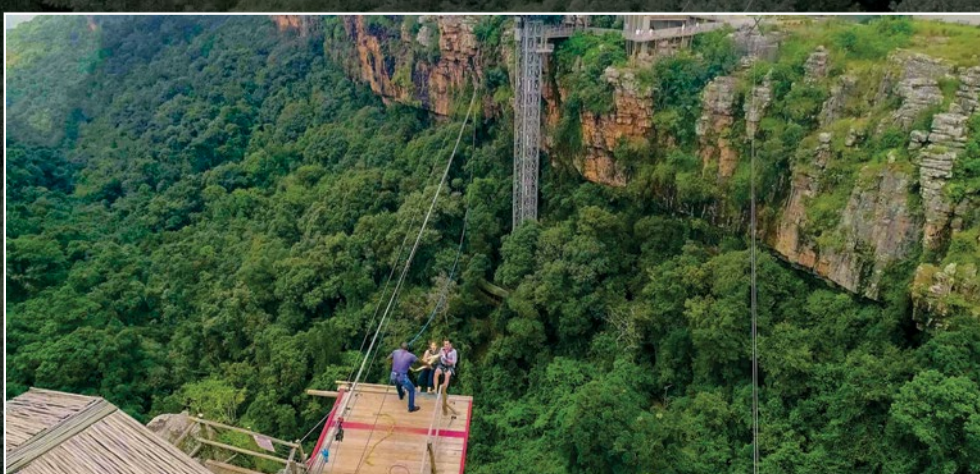
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# INVESTING IN TECH CAN ENSURE SURVIVAL

**W**hen Tourvest first exhibited at Africa's Travel Indaba in 1988, there were just 27 exhibitors and 40 buyers. Today, Africa's Travel Indaba attracts around 1 000 exhibitors and 1 500 buyers. Their aim for being at the event has changed, too. Last year, over 48 000 meetings were scheduled between buyers and exhibitors, with 20 000 new business leads created. This is mainly thanks to modern communications and technology, which has changed the face of the tourism industry. No potential customer waits for trade shows. What matters nowadays is brand positioning and brand equity, both of which require the latest technological and digital assets to get right.

Tourvest, which is the biggest integrated destination management group in the southern hemisphere, is investing R30 million in technology development in a bid to become bigger, better and faster. The industry has become more about marketing and utilising the right digital channels. Those companies who can adopt, understand and adapt will survive.

Driving many of these trends is the millennial generation, now in their twenties and thirties, who are tech savvy and are comfortable with using digital resources to facilitate their travel plans. Globally,



up to 45% of all travellers are using their mobile devices to do this. So it is clear that technology in the tourism industry is not a trend but is here to stay.

At Meetings Africa 2019, emphasis was

placed on the importance of the tourism industry adjusting to the demands of the 'Fourth Industrial Revolution' to remain globally competitive. There were calls for the industry to embrace and become early

adopters of beneficial new technologies.

From a macro perspective, the Fourth Industrial Revolution presents South Africa with the opportunity to create and disseminate more commodities to international markets, which, in turn, can attract tourists to South Africa. In addition, success will come to those companies who understand their customers and who have the lowest cost distributor for commodities.

However, with all the talk of adopting new tech, a platform such as Africa's Travel Indaba still presents tourism stakeholders with valuable face-to-face time.

Tourvest is attending its 31<sup>st</sup> Indaba and is investing R5 million into the exhibition. They will bring along around 120 staff members, including junior employees, as part of their training and team building. With all these resources invested in the exhibit, being at Indaba 2019 cannot be measured in monetary terms.

Its true value is in starting new relationships and building on existing ones, which exceeds the tangible cost benefit. It is an opportunity to engage with colleagues within the industry, clients, media and others who passionate about tourism so as to influence perception.

**Written by Martin Wiest, CEO of Tourvest. Visit their stand at ICC601.**



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# VISIT

## Pilanesberg National Park

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

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

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

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

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

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

There are five entrance gates for visitors to the reserve.

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

## Fly or Drive

# NORTH WEST PARKS



## Madikwe Game Reserve

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

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

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

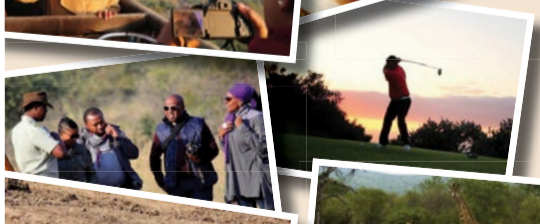
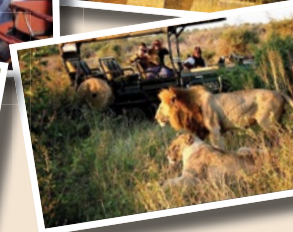
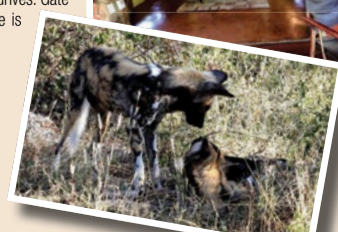
At Madikwe Game Reserve you will experience the African safari adventure where you will be taken to the heart of a pristine environment to witness the interaction of the many species, including the African Big 5, other plains species such as the cheetah, hippo and the spotted and brown hyenas and more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

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

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

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

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







# NORTH COAST

## JEWEL OF THE ZULU KINGDOM

**N**estled in one of the most enchanting parts of KwaZulu-Natal, the North Coast region, also known as iLembe, is not only renowned for its picturesque landscapes and beauty, but it is also a place which is shrouded in history and evidenced by the fact that it was home to the legendary King of the Zulu nation, King Shaka.

Whether your taste is for the extreme or the sedate, with such wonderful all-year-round climate, the North Coast is ideal for the many adventurous pursuits on offer.

A place of natural beauty, sun, surf, thrills, sugar barons, struggle heroes, amazing landscapes and warm, friendly people. Caressed by warm waters of the Indian Ocean, it stretches some 110km from the port city of Durban, right up to the Amatikulu River, including the coastal towns of Ballito, Chakas Rock, Salt Rock, and Zinkwazi, extending inland to KwaDukuza, Maphumulo, Mandeni and Ndwedwe. The region is also situated in close proximity to the King Shaka International Airport and other attractions within the province of KwaZulu Natal such as the two World Heritage Sites: iSimangaliso Wetland Park and Ukhahlamba Drakensberg Park.

With activities and attractions that can fill up an itinerary list in a matter of minutes, the North Coast caters for a variety of tourists. The picturesque outdoors are perfect for adventurous tourists to explore nature, chill at the beach and go fishing, surfing, or cycling, or even take to the greens with a round of golf. There are designated safe swimming beaches with life guards and shark protection nets. Tidal pools and paddling pools offer safety especially for the little ones. The beautiful Thompsons Bay is home to Charlie's Pool, an Olympic-sized tidal pool, as well as the



famous 'hole-in-the-wall'. Microlighting, ziplining, horseriding and hiking adds to the list of the many experiences on offer.

If you're not an outdoor enthusiast, or just prefer evening entertainment, the North Coast still has you covered with enjoyable indoor activities, modern shopping malls, fine dining, and vibrant nightlife. Visit Eat Street and the Market at the Lifestyle Centre for a delectable culinary experience. Visitors can experience a variety of cuisine to suit all taste buds including bunny chow and shisanyama. And while you're at it, why not try a glass or bottle of the local wine called Seventeen87, which was preserved in the year of King Shaka's birth.

A visit to the Chief Albert Luthuli

**NORTH COAST**  
*Jewel of the Zulu Kingdom*



Museum and King Shaka Visitor Centre is a must for visitors as you explore the rich history of legends past. Chief Albert Luthuli was born in Groutville and was the first African Nobel Peace Prize winner; his home is now a national museum.

The North Coast boasts some magnificent championship quality golf courses. These golf courses are ideal for enjoying a glass of wine and sealing a business deal under the African sunset and include the Zimbali, Simbithi, Umhlali and Princes Grant courses.

Accommodation ranges from five-star

luxurious hotels to boutique lodges and guesthouses, bed and breakfasts, self catering apartments and caravan parks. Choose a beachfront view or head inland to the gorgeous old colonial homes set amidst the rolling green hills of the region.

With all that's on offer, the North Coast will not disappoint.

**Contact Details:**

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**Email:** [tourism@enterpriseilembe.co.za](mailto:tourism@enterpriseilembe.co.za)

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# WESTERN CAPE LAUNCHES CRADLE OF HUMAN CULTURE ROUTE

The Western Cape Government launched the Cradle of Human Culture on 11 April 2019.

These are archaeological and paleontological heritage routes with three anchor sites in the Western Cape.

The project is a partnership with the Cradle of Humankind, as the

Fossil Hominid Site of South Africa is already a World Heritage Site. If the Cradle of Humankind has the biological development that led to the appearance of homo sapiens, the Cradle of Human Culture captures the behavioural development of homo sapiens.

The South African sites of Blombos

Cave, Pinnacle Point Site Complex, Diepkloof Rock Shelter in the Western Cape; Klasies River in the Eastern Cape and Border Cave and Sibudu Cave in KwaZulu-Natal, have contributed outstanding evidence of palaeo-environmental conditions and the evolution of early humans.

"As a group, these sites are vital to our understanding of the origins of anatomically modern humans, the transitions they survived, and their modern cognitive abilities," said Western Cape Premier, Helen Zille. "The three sites within the Western Cape are in the process of being nominated World Heritage Sites, but the other three sites in the Eastern Cape and KwaZulu-Natal will be added to the nomination at a later stage. We are looking forward to work with our colleagues in the other provinces on this."

The current route along the West Coast has been temporarily called 'The Artist's Journey'. Here one finds the engraved ostrich eggshell of Diepkloof but also later expressions of creativity in the several rock art sites included in this Route. The Route along the Southern Cape Coast has temporarily been named 'The Coastal Journey',

**The current route along the West Coast has been temporarily called 'The Artist's Journey'. Here one finds the engraved ostrich eggshell of Diepkloof.**



where the first evidence is found of consistent use of marine resources.

There are a total of 13 archaeological and palaeontological sites on the route, five along the West Coast, seven on the southern Cape coast and one in Cape Town. The Cradle of Human Culture provides a new and unique offering and by developing this niche experience.

Of the more than 1.7 million travellers arriving in the Western Cape in 2017, 55.9% identified culture and heritage as an activity they engage in.

For more info on the Cradle of Human Culture, visit [www.cradleofhumanculture.co.za](http://www.cradleofhumanculture.co.za).

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Avani Pemba Beach Hotel



Anantara Bazaruto Island Resort







# THE AQUILA COLLECTION BUYS INVERDOORN PRIVATE GAME RESERVE

**A**quila Private Game Reserve and Spa recently confirmed the acquisition of the Inverdoorn Private Game Reserve in the Western Cape.

Over the last 20 years, Aquila Private Game Reserve and Spa has become synonymous with the Cape Town and international safari market. As a four-star accommodation provider, it has always offered worldclass products and services and continues daily to improve its offering on its 10 000+ hectare, Big 5 conservancy – under two hours from Cape Town.

Aquila's magnificent ten treatment room spa is one of the latest additions to the property. Aquila has the most prestigious collection of local and internationally recognised awards behind its name, ranging from service excellence, to social upliftment and conservation.

Inverdoorn Private Game Reserve, founded in 1994, offered visitors a unique 10 000 hectare big 5 safari experience with beautiful indigenous Karoo landscapes and impressive Acacia Karoo river beds – the likes of which is only found in the northern parts of Southern Africa.

The most recent five-star edition to Inverdoorn is the impressive Kuganha luxury tented camp where

guests enjoy personalised service in an isolated, tranquil setting.

Immediate plans going forward will amplify this exclusive five-star experience throughout all of Inverdoorn facilities. Over the last 21 years, Inverdoorn have also built a solid reputation within the safari market, including niche relationships with tourism, trade and operators.

As a combined force, the group will now be able to meet the unique demands across all target markets.

Searl Derman, Owner of The Aquila Collection, says, "The reserves offer very different safari experiences". Aquila boasts

exquisite mountains, valleys, rivers and kloof's; as well as a very impressive big 5 safari and guest experience in wide open spaces with magnificent vistas.

Inverdoorn Private Game Reserve is under 2.5 hours from Cape Town or 25 minutes from Aquila, and the vast and well received majestic Tankwa Karoo landscapes, combined with distant golden mountains and heavily Acacia wooded river beds, make for a truly memorable experience.

"Both game reserves have a great variety of big 5 and wildlife which will be further reinforced with new genetics, numbers and species.

By combining the sales and marketing offices, the group will be able to streamline the promotion of big 5 safari tourism in Cape Town and the Western Cape, while also enhancing local and international safari experiences," Searl Derman added.

Inverdoorn is currently listed in both the four and five-star accommodation category and immediate additions to the property will include new renovated and expanded fit-for-purpose dining facilities.

Continued industry and trade relations will be strengthened and customer service together, with social upliftment and conservation at the centre of everything that The Aquila Collection does.

"We look forward to keeping and growing the industry and trade relationships as we plan the future positioning of both brands. We will continue to update our partners regularly to inform them of all exciting projects and developments," concluded Searl Derman.



## THE FUTURE OF HOTEL ROOM BLOCKS

**N**ew research has revealed that booking trends of large-scale, urban convention attendees is changing. According to Hilton, NYC and Company, and the PCMA Foundation, approximately half of all delegates attending large-scale conventions are circumventing the established room-reservation processes in favour of booking their own accommodations.

The study, titled *Room Block of the Future*, unpacks the room booking behaviors

within the business events industry. It analyses over 2 million anonymous hotel and Airbnb guest records from conventions held in the USA from 2015-2018, as well as a sample of US business travellers who have attended city-wide conventions.

"One of the more surprising findings from the research was the fact that almost 25% of attendees at large city-wide conventions actually booked their accommodations at the hotels specified in the room block, but did not go through the traditional room

reservation process, resulting in them not being recognised in the room block," said Mark Lomanno, Partner at Kalibri Labs, one of the lead research consultant firms.

Another finding was that it bothers attendees to lose control of their hotel booking process, such as accessing their loyalty benefits. Hospitality loyalty programmes, cost, room preferences and age are significant factors in booking behaviors and consumer trends, the study found. Room variety, or lack thereof, is

another factor affecting booking patterns. A common attendee misperception is that hotel rooms within the block are more expensive – despite 66% of cases being more affordable. Overall, younger attendees (59%) are more likely to use alternative accommodations.

Research findings could profoundly shift how cities, hospitality organisations and business events professionals organise meetings and conferences. For more info on the study, visit [www.pcma.org](http://www.pcma.org).

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# AFRICA SHOWCASED AT INDABA

**A**s one of the few trade shows organised by Africans for Africans, Indaba showcases a wide variety of tourism and travel products, service providers and unique experiences. Here's a look at some of this year's incredible exhibitors.

## ANGOLA

The Tourism Promotion Institute of Angola (Infotur Angola), will be present at Africa's Travel Indaba to showcase the country's tourism capabilities, from hospitality venues to exciting experiences. **Visit them at stand DEC2B09.**

## COMOROS

The National Board of Tourism of Comoros will showcase unique cultural traditions, crafts and artisanal products, natural island beauty and pristine biodiversity, and its famed Vanilla islands, among other things. **Visit them at stand DEC2A25.**

## DEMOCRATIC REPUBLIC OF CONGO

The Office National du Tourisme for DRC will be present at Africa's Travel Indaba, promoting the nation's tourism offerings from **stand DEC2A23**. Tam-Tam DRC will also be present at **stand DEC2A18**, to market the nation, organise collaboration with the local tourism industry and abroad, and provide information on facilities, infrastructure and services available in the country.

## EGYPT

Egypt Promotion Travel is a DMC offering an array of tours and holiday packages including tailor-made tours. These are inclusive of classic tours, religious tours, visits to the Red Sea, and safari tours for all budgets. **Find them at stand DEC2B02A.**

## ETHIOPIA

Ethiopian Tour Operators Association will be present at Africa's Travel Indaba this year at **stand ICC1205**. Comprising over 200 members, ETOA represents licensed tour and travel operators in the country.

## GHANA

Elsysam Royal Enterprise, situated in Kumasi, is a travel agency providing tours in Ghana as well as the study abroad industries. They're available at **stand DEC2A30A**. Also present at Indaba at **stand DEC2B16** is the Ghana Tourism Authority, who regulate, promote and work with Ghanaian tourism stakeholders.

## MOZAMBIQUE

Mozambique Tourism Authority will be at **stand DEC2C11**. The organisation promotes tourism productions and ensures the expansion on the local tourism sector through initiatives and activities. Villa Castellos, a luxury self-catering resort in Inhambane province, will be at the show at **stand DEC2B13**. The resort has 5 houses sleeping up to 10 people.

## NIGERIA

The Delta State Tourism Board, will be showcasing all the tourist destinations and hotel accommodations available within the state. A region with 'The Big Heart', they are ready to meet and welcome visitors at **stand DEC2A34**.

## SWAZILAND

Swaziland will be represented through the Eswatini Tourism Authority. The DMO promotes local, regional and international tourism to the Kingdom of Eswatini, and will be showcasing this hidden gem at **stand DEC2B14**. Also repping Swaziland is Happy Valley Hotel, a venue located in Mbabane. The hotel caters to both business and leisure clients and can be found at **stand DEC2B15**.



Egypt's renowned pyramids © Spencer Davis via Unsplash

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**Indaba showcases a wide variety of tourism and travel products, service providers and unique experiences.**



# SUNNY SKIES ALL YEAR ROUND

#durbanhasmore



**THE BIG  
40!**  
IT'S OUR BIRTHDAY.  
LET'S GO!

# MAKE IT EXCEPTIONAL. CELEBRATE WITH US.



EXCLUSIVE DAY CONFERENCE  
PACKAGE SPECIAL

# R440<sub>pp</sub>

VAT inclusive

Valid until 30 November 2019



**Terms and Conditions:**

- The Day Conference Package is valid for bookings made in the Sun City Convention Centre

**Commission Structure:**

- Rooms / DCP: 10%
- F&B / Venue Hire: 5%

**PACKAGE INCLUDES:**

-  Plenary venue
-  Standard AV for the plenary room (screen, projector and PA system)
-  Light working lunch
-  3 x Tea / Coffee breaks
-  Complimentary Wi-Fi
-  Pens, pads and mints for the plenary room

Sun International | [f @SunCitySA](#) [t @SunCityResortSA](#) [i @suncityresortsa](#)

For bookings, email: [scenq@suninternational.com](mailto:scenq@suninternational.com) or call: 014 557 1000

**A world  
within a City**  
Sun City





## CULTURE & HERITAGE



Our cultural influences have given us some unique experiences that are just too important to miss. Durban as a destination offers more value for money and a variety of offering and experiences for visitors to the city. It is this blend of culture, art, cuisine and environment that makes Durban so unique.

Durban's people are friendly and laid-back, and reflect a rich cultural diversity that includes Africa, Eastern and Western influences, truly there's nowhere else quite like this.

There's no shortage of restaurants in Durban for a wide variety of global cuisine. You name it, we've got it! Simple and homely to high end gourmet – you'll be spoilt for choice. A little further north, the Big 5 game reserves are just a few hours' drive away from the city centre.

**#durbanhasmore**