

DAILY NEWS



Cape Town is ready to welcome #WTMA19



Carol Weaving, Managing Director of Reed Exhibitions South Africa, says that Africa is primed for a tourism explosion.

The Cape Town International Convention Centre is buzzing as the Reed Exhibitions team and exhibitors from across the globe have completed their final preparations for World Travel Market Africa 2019, which opens in the Mother City this morning.

#WTMA19 kicks off with a press conference - open to all attendees - where key industry leaders will address the pertinent points currently affecting travel and tourism on the African continent.

Panelists include City of Cape Town Mayor, Dan Plato, Special Advisor to the Tourism Minister, Gillian Saunders, Southern Africa Tourism Services Association (SATSA) CEO, David Frost, Tourism Business Council of South Africa (TBCSA) CEO, Tshifhiwa Tshivhengwa and Ghana Tourism Development Company CEO, Kwadwo Antwi. Carol Weaving, Managing Director of Reed Exhibitions South Africa will then close the session, highlighting what to expect from World Travel Market Africa 2019.

On the agenda for the three days are various content

sessions, pre-scheduled meetings, after-hours networking events, experiences, activations, festivals and debates which will encompass the full spectrum topics of utmost relevance to the travel and tourism industries not just in Africa, but around the world.

The African continent is responsible for 5% of global tourism numbers and just 3% of global tourism receipts - and #WTMA19 is setting out to aid growth of those numbers, while focusing on sustainability, responsibility and ethical practices, and showcasing the beauty of Africa and all it has to offer.

Carol Weaving, Managing Director of Reed Exhibitions South Africa, says that Africa is primed for a tourism explosion. "The continent's leaders are seeing the light in terms of relaxing visa laws, opening our airspace and improving trade relations between not just countries, but entire regions," she says. "WTM Africa 2019 is going to see thousands of eager guests harnessing each and every opportunity to drive growth in the African travel and tourism market and we're expecting some great news to emerge from this year's market".

WTM Africa to launch awards to recognise industry sectors

WTM Africa is thrilled to announce that it will launch an African edition of the International Travel & Tourism Awards.

These awards will set out to consolidate the various standalone awards that bring merit to outstanding travel and tourism businesses across the continent.

The awards will set out to unite and bring credibility to various travel and tourism awards, following on from an initiative launched at WTM London 2018.

These comprehensive awards will recognise and showcase those that embody a 'gold standard' in their chosen sector.

Carol Weaving, Managing Director of Reed Exhibitions says: "Having spent many years in the travel and tourism industry, it has become apparent that we do not have one set of awards that covers its various sectors. We believe that one set of prestigious awards will further reward the efforts of tourism and travel businesses that go the extra mile."

The International Travel and Tourism Awards recognise world-leading destinations and outstanding pioneers within travel and tourism.

The inaugural awards will be judged by renowned independent experts from across the world. The first set of winners will only be announced in 2020 - however, nominations will open at the 2019 edition of WTM Africa.

The awards will cover important sectors in travel, giving merit to the achievers and exemplary tourism and travel companies that personify each of the following categories - Best national tourism board campaign/DMO campaign, Best regional/city campaign, Most innovative use of technology within a destination, Best agency for tourism marketing, Best PR campaign, Best digital campaign in tourism, Best digital influencer in the industry, Best destination for wellness, Best destination for responsible tourism, Best destination for adventure tourism, Best destination for food tourism and Best destination for LGBT tourism.

Watch this space!

10 reasons why you need to experience WTM Africa 2019

WTM Africa is a vibrant, culturally diverse, must attend business-to-business travel and tourism event, with a range of destinations and industry sectors for African and international travel professionals.

Join travel professionals from over 70 countries over three days in Cape Town to connect with leading travel and tourism trade. WTM Africa is an international event that provides a platform to showcase your travel and tourism products to serious buyers.

We know that you don't need too many reasons to spend a week in Cape Town, the hashtag #LoveCapeTown says it all, but just in case WTM Africa has put together top 10 reasons why you must attend this extraordinary three-day show in Cape Town from 10 to 12 April:

1. Make the right contacts - WTM Africa is the ultimate meeting place for the African travel industry, with US\$365-million worth of business deals written in 2017 alone!
2. WTM Africa focuses on both inbound and outbound travel in Africa, offering attendees a comprehensive exhibition that brings together both aspects of the travel industry. In 2019, there is the exciting addition of a dedicated Hosted Buyer Programme specifically for our outbound exhibitors.
3. WTM Africa 2019 takes place in Cape Town in April. Through research conducted with stakeholders within the travel sector, this is the best time in the annual buying cycle for both buyers searching for new and exciting products to offer their clients.
4. Through our Buyer Insights Programme, we are able to assist exhibitors in both presenting and positioning their products to international and local buyers.

5. A host of international speakers from across the globe will focus on pertinent topics and travel trends affecting the modern travel industry.
6. WTM Africa Festivals will once again give everyone the opportunity to socialise after the traditional working hours in a fun and vibrant atmosphere. Those attending will experience the culture, hospitality and cuisine from various exhibitors offering something unique.
7. Attendees can pre-plan their three days by utilising the world-class diary system offered by WTM Africa, with the functionality to request meetings with fellow exhibitors and the ability to block out times in the diary.
8. Trending bolt-on events with international and local speakers:
 - Sports and Events Tourism Exchange
 - Digital Tourism Summit by E-Tourism Frontiers
 - African Investment Summit
 - Responsible Tourism Destinations' Conference
9. Local and international digital influencers will be on hand to help you learn more about how to further your marketing objectives through online platforms and partnerships.
10. Increased focus will be placed on niche tourism sectors at WTM Africa 2019 with dedicated areas on the show floor, namely spa and wellness tourism, film tourism, a pink travel pavilion, and adventure tourism pavilion and food and wine tourism.



Summit is open for business!

Africa is alive with possibilities – and tourism is a major potential revenue stream that could help significantly grow the continental economy. The African Tourism Investment Summit in partnership with African Business Group is a dedicated summit for tourism investors and associated investment opportunities, running at WTM Africa tomorrow and Friday.

The summit will host keynote speakers who will share their experience in facilitating tourism investment opportunities on the African continent. Though investment in the tourism field is at the heart of the summit's focus, speakers, networking opportunities and master classes will also open up access to lateral sectors that contribute to the industry. Plenary discussions will outline the scope of opportunity across Africa, while breakaway sessions will help connect interested parties and unearth solutions for partnerships.

"The African Tourism Investment Summit has grown from a short session on the WTM Africa programme into a stand-alone event, on the back of huge demand – illustrating that there's huge untapped investment potential in the African tourism space," says Carol Weaving, Managing Director of Reed Exhibitions. "The event will, amongst many other things, facilitate

meetings between serious investors and businesses and individuals offering viable, valuable investment opportunities in the continental tourism space, offering unprecedented growth opportunities".

Michael Sudarkasa, CEO of Africa Business Group and co-convener of the African Tourism Investment Summit says that new policy such as the Single African Air Transport Market and the Continental Free Trade Area are opening up new avenues for increased travel, trade and tourism on the continent.

The African Union's "Tourism Action Plan" has also designated the sector as an important catalyst for inclusive economic growth going forward. "Growing the tourism industry across Africa is an obvious way to boost economies and generate huge opportunities for communities to develop themselves and their infrastructure," says Sudarkasa. "Yet, for the sector to realise its true potential and live up to its role as a key driver of economic growth, more investment will be needed in enabling infrastructure, human capital, and the tourism services sector – and we hope to establish the summit as a key platform where stakeholders and investors can engage and explore project opportunities."

First evening flights between South Africa and Singapore introduced



The first of Singapore Airlines' three evening flights between South Africa and Singapore departed from OR Tambo International Airport on 31 March.

SA Tourism Update reports that Singapore Airlines now operates ten flights a week from Johannesburg and Cape Town to Singapore. To meet growing demand, the airline currently operates its new Airbus

A350-900 aircraft on these routes.

Flight SQ481 departs from OR Tambo International Airport on Wednesdays, Fridays and Sundays at 22:30 and arrives at Changi Airport at 14:55 the next day. The return flight SQ482 departs from Singapore on the same days at 16:35, and arrives in Johannesburg at 21:10.

10H00 - 10H30	World Travel Market Africa opening and arrivals: all to be seated by 10:30 CONFERENCE THEATRE	13H30 - 14H15	Booking live rates & availability through tourplan TRAVEL TECH SHOW THEATRE
10H30 - 11H15	Press conference and official opening: Africa Travel Market 2019 - What to expect! CONFERENCE THEATRE	13H30 - 14H15	Adventure travel and changing the world DESTINATION THEATRE
10H30 - 11H15	Emerging markets for Africa - how to engage & grow DESTINATION THEATRE	13H30 - 14H15	Overcoming your fears – collaborating with your competition for conservation. SPEAKER'S CORNER
10H30 - 11H15	The new niche: specialist guiding and itinerary design – from South Africa to Rwanda SPEAKER'S CORNER	14H30 - 15H15	Responsible tourism: how can travel and tourism best reduce the carbon emissions of our industry? CONFERENCE THEATRE
11H30 - 12H15	In conversation with South African Tourism CONFERENCE THEATRE	14H30 - 14H40	Women in Travel: welcome address INSPIRE THEATRE
11H00 - 11H15	Business Events Conference powered by IBTM Africa - Welcome address, City of Cape Town INSPIRE THEATRE	14H40 - 15H40	Women in Travel: good for business and business for good: the rise in entrepreneurship combining purpose and profit! INSPIRE THEATRE
11H30 - 12H15	Business Events Conference powered by IBTM Africa - A sustainable event industry: Embracing our youth INSPIRE THEATRE	14H30 - 15H15	The trip of tomorrow TRAVEL TECH SHOW THEATRE
11H30 - 12H15	Opening the dam! TRAVEL TECH SHOW THEATRE	14H30 - 15H15	Airlift South Africa / Southern Africa DESTINATION THEATRE
11H30 - 12H15	Marketing minimalism – taking marketing back to the basics DESTINATION THEATRE	14H30 - 15H15	Why low-income communities will save Africa's tourism industries, and not the reverse SPEAKER'S CORNER
11H30 - 12H15	Mozambique, a country that stands at the tipping point of becoming a destination. What will it take? SPEAKER'S CORNER	15H30 - 16H15	The business of travel on linkedin TRAVEL TECH SHOW THEATRE
12H30 - 13H15	Africa the brand: turning a continent into a profitable, hyperlocal, luxury experience CONFERENCE THEATRE	15H30 - 16H15	How to integrate conservation in the travel experience DESTINATION THEATRE
12H30 - 13H15	Business Events Conference powered by IBTM Africa - transformation in an evolving world of event management INSPIRE THEATRE	15H30 - 16H15	Growing a sustainable African adventure tourism market in a us\$683 billion vertical SPEAKER'S CORNER
12H30 - 13H15	Connectivity market space in tourism TRAVEL TECH SHOW THEATRE	15H40 - 16H40	Women in travel: group mentoring sessions INSPIRE THEATRE
12H30 - 13H15	Community conservation DESTINATION THEATRE	16H00 - 16H45	Responsible Tourism: what should the tourism sector be doing to effectively promote wildlife conservation? CONFERENCE THEATRE
12H30 - 13H15	Accessibility for all in tourism SPEAKER'S CORNER	16H45 - 17H30	African Responsible Tourism Awards CONFERENCE THEATRE
13H30 - 14H15	Trends in travel influencer marketing - the good, the bad and the brilliant CONFERENCE THEATRE	16H45 - 17H15	Women in travel: networking INSPIRE THEATRE
13H30 - 14H15	Business Events Conference powered by IBTM Africa - professionalism, accountability, safety and security in a burgeoning business tourism and event industry INSPIRE THEATRE		

The WTM Africa Daily News is produced by Junxion Communications & Eye2Design. It is printed on environmentally friendly paper.

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Contributions can be sent to martin@thejcs.co.za

Café Gannet in Mossel Bay launches Gin School



The Café Gannet restaurant in Mossel Bay, in association with Inverroche Distillery, has launched their Gin School.

Visitors can craft their own unique bottle of gin, sample gins from the leading artisanal producer in South Africa and learn more about local fynbos.

Inverroche, the first local gin produced in South Africa, is well known for its signature gins. The distillery produces luxury brands of the handcrafted liquor variety. Its portfolio includes the Fynbos Collection consisting of Classic, Verdant and Amber Gin, 7-year-old Bootstrap Rum, Limestone Rum Aged 10 years, Botanique Brandy Liqueur, Café Coco Liqueur, Marmalade Liqueur and Coco Carissa of The Creative Collection. The unique botanical species are only found in the Western Cape floral

kingdom. These local plants have long been used by indigenous people, both for medicinal and culinary purposes.

The name Inverroche is made up of the Gaelic word 'inver', a confluence of the waters of the Goukou River and the Indian Ocean, to celebrate the Scott's Highland heritage and 'roche' (French for rock) for their Huguenot roots. The rock in question is limestone and reaches deep into the earth's crust below the river and estate, forming an abundant aquifer with lime-rich water.

The logo is designed to evoke fynbos flower petals and depict the interaction between the water and limestone which gave rise to the fynbos and still sustains it. The school features a fynbos garden where visitors can learn more about these plants and harvest the leaves for use in their own gin creation.

The gin making journey teaches guests more about the history and origins of gin, the story of Inverroche and how the founder, Lorna Scott, experimented to create their autograph collection, the distilling process and how to design your own original gin from scratch.

On arrival guests are greeted with a cocktail and during the distilling process a tutored gin tasting is presented – while you view the process in the distinctive copper pot still. And, perhaps, each scholar leaves with their very own creation, to appreciate, or flaunt, at their own leisure.

Gin and food pairings are offered daily. Canapés created by the chef highlight either local South African ingredients or traditional meals. Lightly smoked rooibos salmon nigiri and 'vetkoek' with bobotie mince and zesty spekboom chutney are already proving to be firm favourites.

The school is housed in the Old Post Office Tree Square, neighbouring the Dias Museum and Protea Hotel by Marriott Mossel Bay. The hotel's Ochre Building, or Ochre Barn, was built in 1847 for the Barry and Nephews trading company and is one of the earliest permanent buildings in Mossel Bay.

Classes are offered twice daily and accommodate from one to 36 guests. Bookings for individuals can be made on the day but for larger groups earlier bookings are recommended.

The Gin School team is excited to embark on this sensational gin voyage with gin enthusiasts, connoisseurs and beginners alike.

Meet us at Mossel Bay Tourism, stand K15, to learn more.

African Responsible Tourism Awards – who will take the top spot?

A sports event attracting 20 000 participants, an operator specialising in treks up Kilimanjaro and a safari beach lodge are only some of the inspirational organisations selected as finalists for the 2019 African Responsible Tourism Awards, which will be made at WTM Africa this afternoon.

With the quality of entries high and competition tough, who will take the top spots in each category? And who will scoop the win as the much-coveted 'Overall Winner'?

The finalists are !Khwatya San Culture and Education Centre (South Africa), Anvil Bay (Mozambique), Cape Town Marathon (South Africa), Dorobo Tours and Safaris (Tanzania), Events Greening Forum 2018 Conference & Master Class (South Africa), GCIP-SA Annual Awards 2017 (South Africa), Great Plains Conservation Sapi Reserve (Zimbabwe), Grootbos Private Nature Reserve (South Africa), Mdumbi Green Fair Festival (South Africa), Meetings Africa (South Africa), Panthera Africa Big Cat Sanctuary (South Africa), Table Mountain Aerial Cableway Company (South Africa), Two Oceans Aquarium (South Africa),

Ultimate Safaris' //HUAB Under Canvas (Namibia) and WOWZULU Isandlwana (South Africa).

Namibian judge Sisco Auala said: "Judges were supplied with clear criteria to guide the selection of winners. We were given plenty of opportunities to freely debate, exchange views and clarify our diverse perspectives in a rigorous manner before we reached consensus".

Commenting on the finalists, Heidi van der Watt, managing director of Better Tourism Africa, said: "From an aquarium actively campaigning against single use plastics to an immersive cultural experience near a famous battlefield, this year's finalists are worthy examples of change makers who bravely use tourism to create positive change for Africa's people and environments. We have inspiring gold and silver winners, but some categories are surprisingly weak. We know that there are many more worthy contenders on the continent. The judges can only award from among those who are nominated and complete the entry process. The categories for next year will be announced at the end of the awards ceremony."

Professor Harold Goodwin, chair of the judging panel and WTM Responsible Tourism advisor, said: "With a high calibre panel of judges, there is always much passionate discussion and argument about the category and overall winners in the Responsible Tourism Awards family of awards. Chairing the judges is a privilege, more so when there are lively debates as there were again this year. The worthy winners, gold and silver, are demonstrating their responsibility and we are pleased to recognise them, and we have identified a number of ones to watch - there are some great new responsible businesses emerging."

The judging drew on the expertise of carefully chosen professionals from throughout the tourism industry in Africa. They are Prof Harold Goodwin: Emeritus Professor Responsible Tourism at Manchester Metropolitan University and founder of the International Centre for Responsible Tourism, Darryl Erasmus: Chief Quality Assurance Officer, South African Tourism, Greg McManus: CEO, Heritage Environmental Management Company, Dawn Robertson: CEO, The Constitution Hill Human Rights

Precinct, Heidi van der Watt: Managing Director, Better Tourism Africa and Institute of Development Studies, Massey University, Sisco Auala: Independent sustainable tourism consultant, Namibia, Dr. Harriet Davies-Mostert: Head of Conservation, Endangered Wildlife Trust, Bekithemba Langalibalele: Director: Responsible Tourism, Department of Tourism – South Africa, Adriaan Liebetrau: General Manager, Faircity Hotel Roodevalley, Megan Oberholzer: Portfolio General Manager, Reed Exhibitions, Lee-Hendor Ruiters: Regional Manager, National Cleaner Production Centre SA.

The African Responsible Tourism Awards is part of the responsible tourism programme at WTM Africa. The responsible tourism programme includes panel discussions on how the tourism industry can reduce its carbon emissions and promote wildlife conservation as well as a two-day conference in which responsible tourism leaders explore the business case for responsible tourism.

Who will take the top spots? Find out in tomorrow's edition of the WTM Africa Daily.

From the Cradle of Humankind to the Cradle of Human Culture



and Cultural Organization (UNESCO) nomination mentions, these sites hold an 'unmatched record of paleo-environmental and human history in an important phase of human evolution, the development of anatomically modern humans'.

Not limited to the fore mentioned sites, the dawn of human culture stretches across all six regions of the province with sites such as the West Coast Fossil Park – home to one of the world's richest concentration of fossils dating back 5-million years – taking us into the past. Museums such as the Zeitz MOCAA, with its incredible collection of contemporary art, add a new dynamic by giving us a glimpse of the present and the not-too distant future.

"The Cradle of Humankind World Heritage Site celebrates the human journey, from our earliest beginnings – to the challenges of our present – to our uncertain future," said Worsnip.

"It celebrates human development, in every shape and form. It is wonderful indeed to now have established a new showcase for this diversity, complexity and unity of our species, in the newly established Cradle of Human Culture. It is possible that in our arts and crafts, beliefs and extraordinary ingenuity, we can start to uncover some of the defining characteristics of our species."

"The Cradle of Human Culture will provide a fascinating journey back to some of the very earliest human behaviours," said the Minister of Economic Opportunities, Beverly Schäfer.

"By highlighting these aspects of our culture and heritage, we are able to provide another layer to our multi-dimensional tourism offering and provide new and unique experiences to a wider range of visitors."

"We are hoping that the Cradle of Human Culture will become a tool for all South Africans to enjoy these beautiful sites, explore our common origins, dive into our past and understand what makes us humans," said the Director for Museums, Heritage and Geographical Names Services at the Department of Cultural Affairs and Sport, Dr Mxolisi Dlamuka.

"Through this journey, visitors to the Cradle of Human Culture will discover the enormous contribution that South Africa played in making us all humans."

"South Africa is globally regarded as a place of great heritage significance," said Wesgro CEO, Tim Harris.

"Through identifying culturally rich sites in our province, we become a part of the story of the early development of humankind. We are excited to introduce both local and international visitors to the Cradle of Human Culture, and hope to welcome many Easter holiday makers following the official launch on 11 April."

Wesgro's Destination Marketing Unit in partnership with the Department of Economic Development and Tourism, the provincial Department of Cultural Affairs and Sport and the Cradle of Humankind World Heritage Site will launch the Cradle of Human Culture route, tomorrow, 11 April.

While the dawn of humankind was incepted in the limestone caves of Northern Gauteng, the story continued and grew into the Western Cape.

"The ability to package the incredible offering we have around early culture and how it has transpired into modern day in the Western Cape, with a globally renowned landmark such as the Cradle of Humankind World Heritage Site, is an opportunity to position the destination globally and attract more visitors," says Wesgro's Chief Marketing Officer for Tourism, Judy Lain.

To launch the Cradle of Human Culture a micro-site will be developed detailing information on the experience. To support in marketing the initiative, a short video, imagery and a booklet will be shared on social media channels and other digital platforms.

"The connection between the Cradle of Humankind and the Cradle of Human Culture is a connecting thread between our physical and aesthetic being," said Managing Director of Maropeng, Michael Worsnip.

Three archaeological sites in the Western Cape – Blombos Cave, Pinnacle Point Site Complex on the south coast and the Diepkloof Rock Shelter on the Cape West Coast – together preserve some of the world's earliest evidence of evolution of modern human behaviour. For this reason they are in the process of being nominated for World Heritage Site status.

Boasting ornately decorated ostrich eggs, marine shell beads, engraved ochre, bone tools and finely made bifacial points are just some of the archaeological treasures found at these sites. They display complex task processing and development of symbolic systems. As the United Nations Educational, Scientific



African tourism sector booming

Travel and tourism in Africa is booming, growing 5,6% in 2018 compared to the global average of 3,9% and the broader African economy rate of 3,2%. This places Africa as the second-fastest growing tourism region behind only Asia-Pacific.

Such growth is partly explained by North Africa's rebound from security crises as well as the development and implementation of policies that promote travel facilitation.

For over 25 years, the World Travel & Tourism Council (WTTTC), which represents the global private sector of travel and tourism, has produced the authoritative research on the economic contribution of the sector.

The research also shows that in 2018:

- Travel and tourism contributed \$194.2 billion to the region's economy, representing 8,5% of the continent's GDP.
- The sector contributed 24,3 million African jobs, or 6,7% of total employment.
- 71% of tourism spending across Africa was leisure-driven and 29% business.
- Domestic spending accounted for 56% of the tourism economy versus 44% for international.
- International tourism spending comprised 9,6% of the region's total exports, worth \$58.5bn.

Ethiopia stands out not only as Africa's fastest growing travel economy but indeed the world's, growing by 48,6% last year to be worth \$7.4bn. Notably, international travel and tourism spending made up a massive 61,0% of exports in the country. This stunning

growth can be attributed, in part, to Ethiopia's improved connectivity as a regional transport hub and to recent visa relaxation policies.

Then, Egypt's tourism sector has demonstrated considerable resilience, growing by 16,5% last year with international visitor spending accounting for 27,3% of exports. This follows huge safety improvements in the country and in key destinations such as Sharm El-Sheikh, helping to entice international tourists back to the northern coast.

WTTTC President & CEO Gloria Guevara said: "In 2018, the World Travel & Tourism Council hosted its first ever Africa Leaders Forum in Stellenbosch, South Africa, recognising the increasing significance and power of this great region's travel economy."

"We commend the tourism leaders in Africa who are helping to boost connectivity, promote travel facilitation and ensure traveller safety – all of these measures make for supreme growth – the kind of growth that we are now witnessing across the continent and that provides millions of good jobs."

The WTTTC is the body which represents the travel and tourism private sector globally. Members consist of CEOs of the world's travel and tourism companies, destinations, and industry organisations engaging with travel and tourism.

The WTTTC has a history of 25 years of research to quantify the economic impact of the sector in 185 countries. Travel and tourism is a key driver for investment and economic growth globally. The sector contributes US\$8.8 trillion or 10,4% of global GDP, and accounts for 319 million jobs or one in ten of all jobs on the planet.



A country in one province.

Welcome to Limpopo.

Limpopo is a land of beautiful and contrasting landscapes, typical of Africa. Our people, comprised of various ethnic and cultural groups, live in harmony - also with our provincial compatriots in Gauteng, Mpumalanga and the North West Province.

And over all of this, the iconic baobab tree reigns as the king of nature. The largest baobab tree in the world, the Sunland Baobab, is right here in Limpopo.

Whether our nature reserves, our mountains, our game viewing, our tropical forests, bush and shrubs to semi-desert areas interest you, Limpopo is truly a country in one province.

Come see for yourself.

Visit us at stand V19.

www.golimpopo.com