

# DAILY NEWS



# WTM Africa continues to drive African tourism



Day two of World Travel Market Africa 2019 kicked off yesterday with the incredibly popular speed networking session, more pre-scheduled meetings and a jam-packed event programme, including the Sports & Events Tourism Exchange and the African Tourism Investment Summit. The WTM Africa floor was buzzing from the time the doors opened, right up until the final minute.

The African Tourism Investment Summit started with a rallying call from Shamilla Chettiar, Deputy Director-General: Policy and Knowledge Services, Department of Tourism, South Africa, for 'patient capital' investment in tourism across the continent. "We need money that understands tourism isn't a quick turnaround – investors won't see results within a year," she said. "If you wait patiently, in five years you'll see the reward of your investment – but you're most likely to see real benefits in 10 to 20 years. Patience is vital in building a tourism economy."

The Sports and Events Tourism Exchange, hosted by John Robbie, saw key industry panellists offering valuable insights into how the sports, events and tourism industries can work together to grow South Africa's slice of the sporting pie.

Chaos Theory MD Andrew Ross presented on the future of sports, including predictions that traditional broadcasters will cease to exist in the next 20 years, with internet giants like Google and Facebook set to outbid traditional broadcasters for rights to global sporting events.

He also predicted that new venues would dramatically redefine the stadium and game day experience – which hasn't fundamentally changed in the last 20 years, meaning that sporting codes and rights holders need to make dramatic changes to maintain fan interest.

WTM Responsible Tourism Advisor, Dr Harold Goodwin, led several panel discussions at the Business Case for Responsible Tourism Conference, including a session where the winners of the 2019 Africa Responsible Tourism Awards shared their sustainability stories.

Exhibitors were rewarded for their efforts in creating engaging and productive stands at WTM Africa 2019, with the stand awards winners announced (see page 2).

The African Tourism Board also officially launched at WTM Africa yesterday as a new, multinational body to promote the travel and tourism sector in Africa, following its initial unveiling during World Travel Market in London. Created by the International Coalition of Tourism Partners, based in

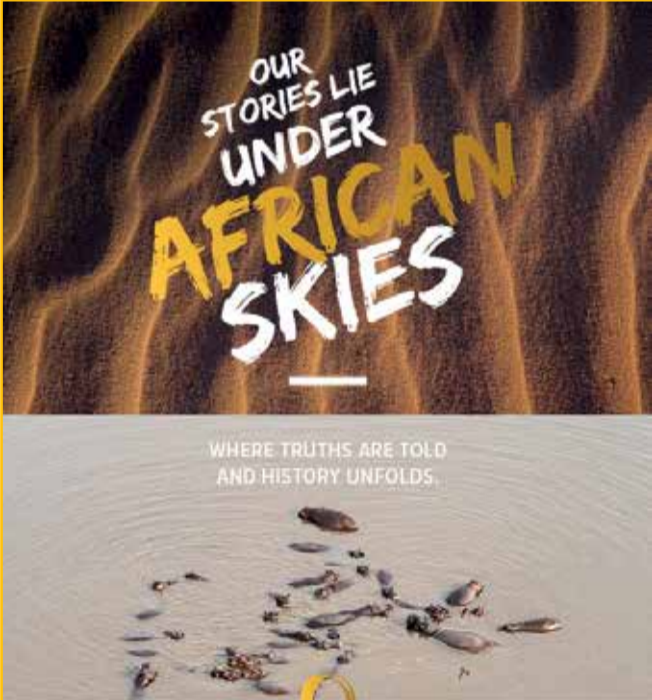


Seychelles, Brussels, Bali and Hawaii, the African Tourism Board will seek to enhance and promote the sustainable growth, value and quality of travel on the African continent.

Today marks the third and final day of WTM Africa 2019 – but while things will be wrapping up, there's no sign of things slowing down. Highlights to look forward to include the opening of Travel Forward in partnership with E-Tourism Africa Seminar and day two of the Business Case for Responsible Tourism Conference.

Carol Weaving, Managing Director of Reed Exhibitions South Africa, says that the #WTMA19 team is looking forward to a bumper final day of the market. "We've seen the advent of some great partnerships to drive continental African travel and tourism forward so far – and there's the promise of much more to come," she says. "Day three promises to see WTM Africa 2019 end on a high with the culmination of eTAS and the Business Case for Responsible Tourism Conference, with loads more educational and informative sessions still to come."

Join the World Travel Market Africa conversation online using the hashtag #WTMA19.



—

Where TRUTHS ARE TOLD AND HISTORY UNFOLDS.

We're proud to launch the inaugural


**WTM Africa Travel and Tourism Awards** which will take place on **6 April 2020** in Cape Town


—

The brand new WTM Africa Travel and Tourism Awards, presented by WTM Africa, will showcase the best in class of the travel & tourism industry.

We're celebrating stories of success. The success of national, regional and city tourist boards and recognising outstanding private sector companies and individuals.

**SUBMIT YOUR NOMINATIONS NOW** - [www.africa.wtm.com/awards](http://www.africa.wtm.com/awards)



Partnered with 

# WTM Africa stand award winners announced

The winners of the stand awards at WTM Africa 2019 were announced yesterday. Congratulations to everyone!



Best stand design – City of Cape Town



Best stand for doing business – Botswana



Best stand personnel – La Reunion Island Tourism



Best stand feature – Thailand



Most responsible stand – SANBI



Most innovative stand – City of Cape Town



Most innovative stand: Travel tech – Tourplan



Most extraordinary stand festival experience – City Sightseeing

# TODAY'S PROGRAMME, 12 APRIL 2019

- 10h00 - 11h15** TRAVEL FORWARD WITH E-TOURISM AFRICA SEMINAR (ETAS): STAYING AHEAD DIGITALLY **INSPIRE THEATRE**
- 10h15 - 11h30** RESPONSIBLE TOURISM - AWARD WINNER PRESENTATIONS **CONFERENCE THEATRE**
- 10h30 - 11h15** EXPERIENCE DRIVEN TRAVEL AGENCIES **TRAVEL TECH SHOW THEATRE**
- 10h30 - 11h15** ATTRACTING THE ASIAN MARKET TO AFRICA **DESTINATION THEATRE**
- 10h30 - 11h15** WHY TOWNSHIP PRODUCTS NEED TO TAKE EXCELLENT SERVICE SERIOUSLY **SPEAKER'S CORNER**
- 11h00 - 11h45** TRAVEL FORWARD WITH E-TOURISM AFRICA SEMINAR (ETAS): THE DIGITAL TRAVELLER IN 2019 - TRENDS AND INSIGHTS **INSPIRE THEATRE**
- 11h30 - 12h15** HOW CAN WE BEST USE CERTIFICATION? **SPEAKER'S CORNER**
- 11h30 - 12h15** LIGHTS, CAMERA, ACTION: CAPE TOWN, WAVING THE FLAG FOR FILM TOURISM **CONFERENCE THEATRE**
- 11h30 - 12h15** WHY YOUR CUSTOMERS ARE THE BIGGEST TREND IN VIDEO MARKETING FOR 2019 AND BEYOND **TRAVEL TECH SHOW THEATRE**
- 11h30 - 12h15** THE POWER OF THE BLACK TRAVEL MOVEMENT **DESTINATION THEATRE**
- 11h45 - 12h15** TRAVEL FORWARD WITH E-TOURISM AFRICA SEMINAR (ETAS): CONNECTIVITY AND CONTENT: BUILDING THE BRIDGE BETWEEN AGENTS AND SMALL HOTELS. **INSPIRE THEATRE**
- 12h15 - 13h00** TRAVEL FORWARD WITH E-TOURISM AFRICA SEMINAR (ETAS): IN SEARCH OF THE PERFECT TECHNOLOGY **INSPIRE THEATRE**
- 12h30 - 13h15** LET THESE NOT BE 'THE LAST ELEPHANTS' **CONFERENCE THEATRE**
- 12h30 - 13h15** HOW TO KEEP MORE TOURIST SPEND IN A DESTINATION **TRAVEL TECH SHOW THEATRE**
- 12h30 - 13h15** TAPPING INTO THE \$183 BILLION GLOBAL MUSLIM TRAVEL SECTOR FOR MULTIPLE BENEFITS - AN ACHIEVABLE CHALLENGE **DESTINATION THEATRE**
- 12h30 - 13h15** ECOPSYCHOLOGY: A NICHE MARKET IN SUSTAINABLE ECO TOURISM **SPEAKER'S CORNER**
- 12h30 - 13h15** INCENTIVE TRAVEL, WHY YOU NEED TO TAKE NOTE OF THE FASTEST GROWING AND HIGHEST SPEND SEGMENT OF THE BUSINESS EVENTS/ MICE MARKET **DESTINATION THEATRE**
- 13h30 - 14h15** DATA AND THE DIGITAL TRAVEL INDUSTRY: KEY LEARNINGS FROM 24.COM – SA'S LARGEST DIGITAL PUBLISHING PLATFORM **TRAVEL TECH SHOW THEATRE**
- 13h30 - 14h15** TAPPING INTO THE \$183 BILLION GLOBAL MUSLIM TRAVEL SECTOR FOR MULTIPLE BENEFITS - AN ACHIEVABLE CHALLENGE **DESTINATION THEATRE**
- 13h30 - 14h15** APPLICATION OF FAIR TRADE TOURISM CAPTIVE WILDLIFE GUIDELINES FOR INDUSTRY REFORM AND BENEFIT **SPEAKER'S CORNER**
- 14h00 - 16h00** TRAVEL FORWARD WITH E-TOURISM AFRICA SEMINAR (ETAS) : SOCIAL MEDIA WORKSHOP **INSPIRE THEATRE**
- 14h00 - 16h00** TRAVEL FORWARD WITH E-TOURISM AFRICA SEMINAR (ETAS): SOCIAL MEDIA **WORKSHOP INSPIRE THEATRE**
- 14h30 - 15h15** HOW RADIO GUIDE TECHNOLOGY IMPROVES THE QUALITY OF GROUP GUIDED VISITS **TRAVEL TECH SHOW THEATRE**
- 14h30 - 15h15** BLOGGERS NETWORKING & PRIZE-GIVING **SPEAKER'S CORNER**

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

Please take your copy home, but should you prefer not to keep it, please use the recycling bins provided.

Contributions can be sent to [martin@thejcs.co.za](mailto:martin@thejcs.co.za)

# Around #WTMA2019



# How a circus elephant became a bootlegger...



One of the main aims of the Knysna Elephant Park (KEP) has been to provide a safe home to orphaned elephants and other elephants in need. They have been doing this for the past 25 years.

One of these elephants is Clyde, an ex-circus elephant, who joined the KEP family in 2009. Clyde was part of the matriarchal herd at the park for many years, enjoying the space, freedom and family life that the circus had not been able to provide. He looked to the older bulls for guidance and leadership, he reached out to the young females in the herd for companionship and he bonded with a fellow 'teenager' called Shaka.

But soon, as it would be in the wild, it was time for him to move on. The matriarch and the older females were asserting their authority and Clyde and Shaka were spending more and more time on the outskirts of the herd. In the wild, young males naturally leave their family herd to form independent bachelor groups - and Clyde and Shaka needed the space and the opportunity to do this for themselves.

The Park looked for a new home and found the ideal space and new family at Botlierskop Game Reserve. Botlierskop not only offered them a wild home but also the much-needed guidance of an older male, through their bull elephant, Sam and his offspring Chima and Thambile.

In 2017, Clyde and Shaka were translocated and

released into a 4 200 hectare wild reserve - the first time a circus elephant has been successfully reintegrated into a wild environment in South Africa!

They were first placed in a release camp to settle in, where the research team from the African Elephant Research Unit (AERU) based at the Knysna Elephant Park spent time observing, monitoring and watching them learn the meaning of 'wild'.

Follow-up visits by AERU have seen Clyde and Shaka settling in well at Botlierskop. On one visit they were spotted deep in the valley grazing peacefully, while on another visit they were able to witness a respectful elephant greeting between Clyde and Sam, while Shaka amused himself chasing waterbuck.

But the spiderweb of life is an interesting network of coincidences and consequences. Recently, Paula and Les from Indlovu Gin (Stand M8), made a call at the Knysna Elephant Park to chat about their new project...elephant-dung infused gin! It so happens, that the dung they collect comes from Botlierskop Game Reserve, where Clyde is one of the main contributors to this uniquely African product.

Who would have ever thought that a circus elephant could play such an intriguing role in a variety of South African tourism products, all represented at WTM Africa 2019!

For more information visit stand L25 or M8.

# SA visitors to Thailand pass the 100 000 mark



Thailand is one of the hottest holiday spots in the world and among South Africa's fastest growing outbound holiday destinations, with the number of South African holidaymakers visiting the South-East Asian nation surpassing 100 000 during 2018.

This landmark achievement represents a significant increase of 9.7% over the 93 000 South Africans who travelled there in 2017, and puts Thailand on the map when it comes to holiday wish lists.

"This is hugely exciting and reflects on the various partnerships that have been formed with tour operators in order to appeal to different markets," says Lesley Simpson, the marketing representative for the Tourism Authority of Thailand (TAT) in South Africa. "In the last five years we have watched the figures increase year on year, starting with 75 748 in 2013 and now 102 000 in 2018."

The average stay for South Africans visiting Thailand

is 14 days and their average spend in 2018 was Baht 76,471.00, an increase of 2,2% over 2017.

According to Simpson, Thailand is not just enormous value for money for South Africans but offers a rich variety of destinations guaranteed to meet even the most discerning traveller. From the beautiful city of Chiang Mai in the mountainous north to Kanchanaburi in the west, and from Krabi in the south to Sukhothai - the birthplace of Thai culture - in the centre of the country, holidaymakers can explore and experience incredible culture and history, as well as fabulous food and breathtaking landscapes.

The TAT is also developing its secondary cities to become major tourism hubs, providing visitors with in-depth experiences like community-based tourism as well as lifestyle, sports and wellness centres.

"The aim is to provide tourists with rich local experiences while allowing them to travel sustainably

by connecting Thailand's major cities with these smaller, secondary cities and also with neighbouring countries - for example, there are 29 destinations adjacent to primary cities offering 22 airports and 10 with immigration checkpoints," says Simpson.

Green tourism has also become one of Thailand's major selling points, with 127 national parks - 22 of which are marine parks - giving visitors the chance to see a diverse range of fauna and flora and some of the world's most critically endangered species that Thailand is committed to protecting and conserving for generations to come.

The country's beauty - from its mountain peaks to its pristine, picture-perfect beaches and palm-fringed islands - makes it the perfect destination for lovers of all ages who soak up the obvious romance of their surroundings.

For more information visit stand D 05.

# Limpopo hosts 2019 IFES World Assembly

The Limpopo Province will host the 2019 IFES World Assembly in Bela-Bela from 3 to 11 July.

"We are honoured to host this important conference that enhances our destination marketing strategy," says CEO of Limpopo Tourism Agency, Nomasonto Ndlovu.

"We support the business events industry to demonstrate that we have the capacity and capability to host events of this magnitude."

The conference will attract some 1 150 delegates from 160 countries, who will spend about two weeks in the

region. IFES is a global movement of affiliated national movements and the assembly takes place every four years.

"This is the biggest conference we have been involved in organising and the first ever in Limpopo," said the Director of the appointed conference organiser, Osiba Management, Septi Bukula.

"We have also received a number of international enquiries for pre and post tours."

For Limpopo the event will be an opportunity to showcase the province's offerings as a conferencing

destination, contribute to the economy and create a number of temporary jobs.

The Waterberg region, where the assembly will be held, houses many attractions like the Nylsvley Nature Reserve with over 400 bird species, the Waterberg Biosphere, Makapans Valley, the Marakele National Park, golf and private game reserves.

"We are confident that post this conference, Limpopo and Waterberg region will inspire conference delegates to return for holidays with friends and families," said Ndlovu.

## WTM AFRICA — your comments

“

**Diedre Schoeman,  
The Obvious Choice:**

I am loving WTM this year! Can't believe it's finally here! It's so well organised, the energy is fantastic this year and I'm really excited to be here! This morning has been very productive & very busy which is a good thing and I'm so pleased with the first day. Looking forward to what's in store tomorrow!"

”

“

**Nicola Gerrald,  
Director: Blood Lions**

"It's phenomenal to meet so many buyers and travel professionals at WTM coming to our stand and offering their acknowledgement and support for Blood Lions. We need to raise more awareness on wildlife interactive tourism. If you haven't heard of us, come join the movement at stand K26, we'll be here!"

”

“

**Buks Binita, Hog Hollow Horse Trails, The Craggs**

"Day two of WTM is going just as well as the first day, but everyone is a lot more relaxed as they stream through our stand eager to hear more about Plettenberg Bay. We've successfully informed them to try some of our adventure activities with our Plett High Five campaign. Find out more at plett-tourism.com."

”

“

**Denise Levy, Ginger & Lime owner**

"How wonderful to meet so many different people from all over who are so enthusiastic about what the Western Cape has to offer. Day two has been smooth sailing and the response to our offerings continues to be met with sheer positivity and enthusiasm. Great feedback from our interactive cooking experiences!"

”

“

**Courtenay Dismore,  
Spurwing Tourism Service**

"WTM has definitely grown! It's busy, busy, busy! This year has been going incredibly well. Day two feels a lot more calm and relaxed with everyone getting their bearings, knowing the layout a bit better and where the exhibitors are. The stands are looking so colourful and I can absorb more of my surrounds now that I've been here a full day."

”



## Tour de Limpopo - adding to our story

144 cyclists, 4 days, 465 kilometres

The Tour de Limpopo 2019 cycling event is showcasing Limpopo as a premier cycling destination. The tour is a Union Cycliste Internationale (UCI) event and forms part of the UCI Africa Tour.

From 14 to 18 May the race will take cyclists from Bela-Bela to Polokwane to Tzaneen through Modjajieskloof, Tarentaal and the Coachman's Climb at Mount Agatha back to Tzaneen and Polokwane – a gruelling 465km. And at the same time, tell some of Limpopo's wonderful stories.

In stage 1 on 15 May the route goes from Bela-Bela to the capital city of Polokwane. The elevation gain is 1 353m and the distance 172km.

16 May sees stage 2 when cyclists depart from Polokwane, heading towards Tzaneen. The elevation gain is 1 381m and the distance is 96km.

On 17 May stage 3 starts in Tzaneen to Coachman's Climb at Mount Agatha. The distance is 101km and the elevation gain is 1 973m.

In stage 4 on 18 May riders tackle the road from Tzaneen to Polokwane where the race ends at the Peter Mokaba Stadium. The elevation gain is 2 134m and the distance 96,9km.

[www.tourdelimpopo.co.za](http://www.tourdelimpopo.co.za)

[www.golimpopo.com](http://www.golimpopo.com)

Come experience the Tour de Limpopo -  
#MyLimpopoStory.

Visit us at stand V19.

