



# Grootbos scoops top spot in African Responsible Tourism Awards



Grootbos Private Nature Reserve, the luxury lodge tucked between mountains, forest and sea just outside Gansbaai, was announced as the overall winner of this year's African Responsible Tourism Awards at a ceremony supported by Wesgro at WTM Africa yesterday afternoon.

Harold Goodwin, chair of the judging panel, says: "As the African Responsible Tourism Awards concludes its fifth year, we are pleased that it has grown in stature year-on-year. The judges are now calibrating the gold and silver awards against the WTM World Responsible Tourism Awards' benchmarks."

"The World Awards have been running since 2004, and the WTM World Awards family now has regional awards in Africa, India and Latin America. The African Responsible Tourism Awards recognises leaders in responsible tourism on the most culturally diverse continent and in the city where responsible tourism was defined in the Cape Town Declaration on Responsible Tourism in Destinations in 2002."

Heidi van der Watt, managing director of Better Tourism Africa, explained what makes the award winners the leaders in responsible tourism in Africa. "Our winners have an ethos that extends beyond the commercial – linking thriving business with the wellbeing of local people and the longevity of their environments. They want to make profits with principles, communicate bottom lines that balance people, planet and profit, and won't undermine sustainability in the pursuit of superior product quality. They are resilient, determined, humanising advocates for their destinations. They provide hope and inspiration for the future of tourism in Africa."

Wesgro CEO Tim Harris said: "This year's inspirational winners deserve to be recognised for providing leadership and effectively contributing to growing tourism sustainably. Today we celebrate their commitment and their achievements."

According to the judges, Grootbos emerged as the overall winner because they recognised that it could

have won in several categories. Grootbos won Gold this year in recognition of the substantial growth in its conservation impacts. But there is much more to Grootbos. They deliver across the economic, social and environmental agendas.

The Football Foundation at Grootbos provides positive role models and a safe space for local youth. It reaches 9 000 young people each year and provides daily coaching in hockey, athletics, soccer, netball and canoeing as well as female empowerment, environmental education, food for sport, grassroots soccer, HIV/Aids and water safety programmes.

Green Futures is a vocational training college. Siyakhula - the social enterprise arm of the Grootbos Foundation - runs an organic farm, a careers and entrepreneurship programme and support for early childhood development centres.

The other winners in the 2019 African Responsible Tourism Awards are:

#### Best Small Sustainable Event

Gold: Mdumbi Green Fair Festival (South Africa)  
Silver: Event Greening Forum 2018 Conference & Master Class (South Africa)  
Silver: GCIP-SA Annual Awards 2017 (South Africa)

#### Best Large Sustainable Event

Gold: Meetings Africa (South Africa)  
Silver: Cape Town Marathon (South Africa)

#### Best for Resource Management

Gold: Table Mountain Aerial Cableway Company (South Africa)

#### Best Responsible Attraction

Gold: Two Oceans Aquarium (South Africa)  
One to watch: Panthera Africa Big Cat Sanctuary (South Africa)

#### Best Responsible Cultural or Heritage Experience

Gold: !Khwattu San Cultural & Education Centre (South Africa)  
Silver: WOWZULU Isandlwana (South Africa)

#### Best for Habitat and/or Species Conservation

There was a strong field of contenders in this category including many who had won previously in this family of awards. Previous winners in either the Africa or the World Awards need to demonstrate that they have significant new achievements or evidence of impact to report.

Gold: Grootbos Private Nature Reserve (South Africa)  
One to watch: Great Plains Conservation Sapi Reserve

#### Best for Community Benefit

Gold: Dorobo Tours and Safaris (Tanzania)  
Silver: Ultimate Safaris //HUAB Under Canvas (Namibia)  
One to watch: Anvil Bay (Mozambique)

#### Best for Global Goals Reporting

Silver: Two Oceans Aquarium (South Africa)

## WTM Africa 2019 kicks off on a high note

World Travel Market Africa 2019 kicked off yesterday morning, welcoming thousands of exhibitors, buyers and media from across the globe. The floor was buzzing with over 6 500 pre-scheduled meetings, setting the scene for a week of great travel business.

Host partner, the City of Cape Town, produced a show-off day to set the scene for a week of great travel business.

Tourism Business Council of South Africa CEO Tshifhiwa Tshivhengwa hosted a panel discussion with City of Cape Town Mayor, Dan Plato, Reed Exhibitions South Africa MD Carol Weaving, Special Advisor to the Tourism Minister, Gillian Saunders, Southern Africa Tourism Services Association CEO, David Frost and Ghana Tourism Development Company CEO, Kwadwo Antwi about the phenomenal prospects for continental African tourism growth.

Plato said that the hospitality industry is one of the sectors in the city which is ripest for growth. "The hospitality industry employs 150 000 people in the City of Cape Town, with tourism and related industries

contributing between 2% and 2,5% to the area's GDP," he said. "With the number of direct flights into the rest of Africa – and the rest of the world – to and from Cape Town on the increase, the potential to grow tourism numbers in one of the world's most beautiful cities is massive."

Tshivhengwa shared the organisation's plans to double international tourism visitor numbers to South Africa to 21 million by 2030, adding two million jobs in the process. "Tourism and related industries currently employ twice the number of people in South Africa as the mining sector – just over 1,53 million people and contributing R136,1 billion (2,9%) of the country's GDP," he said.

Important discussions underscored the role of women in the tourism sector at the Women in Travel Meetup, while the Business Events Conference powered by IBTM Africa explored the potential of the meetings sector in Africa.

The WTM Africa Festivals gave everyone the opportunity to experience different cultures and

cuisines with each hosting exhibitor offering something unique from their region.

Megan Oberholzer, Travel, Tourism & Sports Portfolio General Manager at Reed Exhibitions says that #WTMA19 got off to an excellent start, with far more opportunities on offer across the next two days. "Bringing WTM Africa together has taken a lot of work – but the real business really kicked off today, and it was gratifying to see all our attendees embracing both the educational and business opportunities that the market offers," she says.

"#WTMA19 is as much about the opportunity for travel professionals to learn and grow, as it is about helping market the continent's best tourism experiences – and there's certainly no shortage of innovative and interesting opportunities for everyone".

Day two of the show promises another full day for attendees, including the start of the two-day Business Case for Responsible Tourism conference, chaired by WTM Sustainability Advisor, Dr Harold Goodwin. The Sports & Events Tourism Exchange, facilitated by



broadcasting legend John Robbie, highlights synergy opportunities for attracting travellers to global sporting events across the continent, and the African Tourism Investment Summit in partnership with Africa Business Group opens, with speakers, networking opportunities and master classes freeing up access to lateral sectors that contribute to the industry.

# Iconic Map of Africa Monument unveiled at southernmost tip of Africa

A monument symbolising the African continent was recently unveiled. Its design illustrates the points of the compass and includes representation of several African landmarks.

Introduced by South Africa's Minister of Tourism, Derek Hanekom, the Iconic Map of Africa Monument is in the Agulhas National Park in the Southern Overberg region of the Western Cape – at the southernmost tip of Africa.

It is one of the infrastructure features commissioned by the Department of Tourism in collaboration with South African National Parks and developed at the Agulhas National Park, to enhance the visitor experience and boost the local tourism economy.

Hanekom said: "South Africa's rich biodiversity and natural heritage found in our national parks are key tourism drawcards. We can only enhance these amazing tourism offerings by adding features like the Iconic Map of Africa Monument, to deliver memorable experiences to our visitors and ensure many happy returns.

"The funding and supporting of infrastructure development projects is particularly important to us – it enables us to fulfil our mandate of creating inclusive economic opportunities for our people. Remember, through these initiatives, people get jobs and local SMMEs also generate income from the services they render. All South Africans should desire tourism growth as it translates into economic growth, jobs and opportunities for many."

Tourists will be able to walk around and through the map, against the backdrop of the meeting place of the Atlantic and Indian Oceans.

The CEO of SANParks, Fundisile Mketeni, said the monument marked the geographical and spiritual significance of the southernmost tip of Africa, to enhance the status of the area as a prime national and international tourist destination. "We have earmarked this park in our tourism growth strategy as a necessary vehicle, particularly for attracting visitors to this part of the world."

For more information visit stand R21.



## TODAY'S PROGRAMME, 11 APRIL 2019

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| <p><b>09h00 - 10h15</b> RESPONSIBLE TOURISM - INTRODUCTION TO THE BUSINESS CASE <b>CONFERENCE THEATRE</b></p> <p><b>10h15 - 11h30</b> RESPONSIBLE TOURISM - THE 2019 AFRICA RESPONSIBLE TOURISM AWARDS WINNERS <b>CONFERENCE THEATRE</b></p> <p><b>10h30 - 11h15</b> THE SPORTS &amp; EVENTS TOURISM EXCHANGE (SETE): WELCOME AND KEYNOTE ADDRESS <b>INSPIRE THEATRE</b></p> <p><b>10h30 - 11h15</b> WHY COMPETE WHEN YOU CAN COLLABORATE AND DEVELOP NEW TOURISM OFFERINGS? A CASE STUDY OF #EUROFOODTRIP <b>TRAVEL TECH SHOW THEATRE</b></p> <p><b>10h30 - 11h15</b> LAUNCH OF THE INTERNATIONAL FILM AND VIDEO TOURISM FILM FESTIVAL – AFRICA 2019 <b>DESTINATION THEATRE</b></p> <p><b>10h30 - 11h15</b> RE.TOURISM <b>SPEAKER'S CORNER</b></p> <p><b>11h30 - 12h15</b> TOURISM IN SUB-SAHARAN AFRICA: AN EMERGING COMMODITY <b>CONFERENCE THEATRE</b></p> <p><b>11h30 - 12h15</b> THE SPORTS &amp; EVENTS TOURISM EXCHANGE (SETE): HOW SPORTS SPONSORSHIP ENABLES TOURISM AND CAN BENEFIT YOUR DESTINATION <b>INSPIRE THEATRE</b></p> <p><b>11h30 - 12h15</b> EFFORTLESS PAYMENTS <b>TRAVEL TECH SHOW THEATRE</b></p> <p><b>11h30 - 14h15</b> SOUTHERN AFRICA TOURISM SERVICES ASSOCIATION (SATSA) MEETING: BY INVITATION ONLY <b>DESTINATION THEATRE</b></p> <p><b>11h30 - 12h15</b> THE FUTURE IS HUMAN <b>SPEAKER'S CORNER</b></p> <p><b>12h30 - 13h15</b> GAY TRAVEL INSIGHTS: LESSONS FOR LGBTQ AND MARKETING <b>CONFERENCE THEATRE</b></p> <p><b>12h30 - 13h15</b> THE SPORTS &amp; EVENTS TOURISM EXCHANGE (SETE): NEDBANK GOLF CHALLENGE <b>INSPIRE THEATRE</b></p> <p><b>12h30 - 13h15</b> MACHINE TRANSLATIONS: REMOVING THE BARRIERS TO GLOBAL SALES <b>TRAVEL TECH SHOW THEATRE</b></p> <p><b>12h30 - 13h15</b> PRACTICAL TIPS FOR YOUR BLOG AND WORKING WITH BLOGGERS <b>SPEAKER'S CORNER</b></p> | <p><b>13h30 - 14h15</b> THE PHENOMENON OF OVERTOURISM <b>CONFERENCE THEATRE</b></p> <p><b>13h30 - 14h15</b> THE SPORTS &amp; EVENTS TOURISM EXCHANGE (SETE): THE FUTURE OF SPORT - ADAPT OR DIE <b>INSPIRE THEATRE</b></p> <p><b>13h30 - 14h15</b> HOW TOUR OPERATORS CAN BENEFIT FROM TECHNOLOGY <b>TRAVEL TECH SHOW THEATRE</b></p> <p><b>13h30 - 14h15</b> THE IMPACT OF TOURISM ON ANIMAL WELFARE <b>SPEAKER'S CORNER</b></p> <p><b>14h30 - 15h15</b> TOURISM MARKETING IN EASTERN AFRICA - COOPERATION OR COMPETITION BASED? <b>CONFERENCE THEATRE</b></p> <p><b>14h30 - 15h15</b> THE SPORTS &amp; EVENTS TOURISM EXCHANGE (SETE): THE FIERCEST RACE IN THE FRIENDLIEST CITY: 2018 IRONMAN 70.3 WORLD CHAMPIONSHIPS <b>INSPIRE THEATRE</b></p> <p><b>14h30 - 15h15</b> THE FEAR OF IMPLEMENTING TECHNOLOGY IN THE HOSPITALITY SECTOR <b>TRAVEL TECH SHOW THEATRE</b></p> <p><b>14h30 - 15h15</b> WHERE HAVE ALL MY CUSTOMERS GONE? <b>SPEAKER'S CORNER</b></p> <p><b>14h30 - 17h15</b> FEDERATED HOSPITALITY ASSOCIATION OF SOUTHERN AFRICA (FEDHASA) MEETING: BY INVITATION ONLY <b>DESTINATION THEATRE</b></p> <p><b>15h30 - 17h30</b> AFRICAN TOURISM BOARD OFFICIAL LAUNCH <b>CONFERENCE THEATRE</b></p> <p><b>15h30 - 16h15</b> THE SPORTS &amp; EVENTS TOURISM EXCHANGE (SETE): ESPORTS EVENTS TOURISM <b>INSPIRE THEATRE</b></p> <p><b>15h30 - 16h15</b> CONNECTING SOUTH AFRICAN EXPERIENCES <b>TRAVEL TECH SHOW THEATRE</b></p> <p><b>15h30 - 16h15</b> FOSTERING SME GROWTH THROUGH THE BUSINESS EVENTS INDUSTRY <b>SPEAKER'S CORNER</b></p> <p><b>16h30 - 17h15</b> POWERFUL TECHNOLOGY: YOUR APPS, YOUR BUSINESS, ALL YOURS <b>TRAVEL TECH SHOW THEATRE</b></p> |
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# Mossel Bay, the heart of middle stone age archaeology

Mossel Bay is at the centre of some of the most significant archaeological discoveries ever made regarding the origins of modern humans, and has a strong archaeological tourism product to support it.

Unlike other sites that can be remote, dry and downright inhospitable, the archaeological findings here are set against a stunning backdrop of seaside caves so cosy that generations of families sought shelter in them when almost everywhere else on earth was most likely uninhabitable.

Furthermore, as the sites you can visit in Mossel Bay form part of on-going excavations and advanced research projects, new discoveries are taking place all the time. Since one of the discoverers of the first site at Pinnacle Point in 1997 is a local archaeological tour guide, visitors may be among the first to hear about it.

The latest news from the sites is the discovery of microscopic shards of volcanic glass from a super-volcano eruption on Sumatra about 74 000 years ago, about 9 000km away. While the event was believed to have devastated Stone Age human populations around the world, indications at Pinnacle suggest the existence of a thriving community sheltered from the devastation.

Archaeologists Dr Peter Nilssen and Jonathon Kaplan first identified Pinnacle Point's historic significance during an environmental impact assessment in 1997, ahead of the construction of the Pinnacle Point golf estate and adjacent Garden Route Casino. Investigating seaside cliffs below the estate, they immediately recognised the value of the fossilised sediment piled high against the cave wall. This was later shown to contain a deluge of archaeological evidence, including the remains of stone artefacts, pieces of shell, charcoal from fires, pigment in the form of ochre, shards of bone and debris from the manufacture of tools.



The original cave is one of 54 heritage sites, ranging from open shell middens to geological and cave sites. It represents one of the densest concentrations of Stone Age sites in the world. They were declared a Western Cape Provincial Heritage Site in 2012, an initial step in a bid towards gaining recognition as a UNESCO World Heritage Site.

The Pinnacle Point caves have been the focus of intense scientific research by a multi-disciplinary team of more than 40 scientists from around the world. The team was led by palaeoanthropologist Curtis Marean of the Arizona State University's Institute of Human Origins and Nelson Mandela

University's Centre for Coastal Palaeoscience in South Africa.

Known as the SACP4 Project, it is the largest scientific undertaking of its kind in the world. It has so far received more than US\$15 million in funding from the United States' National Science Foundation, the Hyde Family Trust and others. Research has resulted in publication in prestigious international scientific journals such as *Nature and Science*.

Current research focuses on caves 5 and 6, which show evidence of occupation from 90 000 to 50 000 years ago.

The Pinnacle Point sites are at the centre of the archeologically rich Cape south coast, a 600km stretch of coast from Langebaan, west of Cape Town, to Robberg at Plettenberg Bay. The sites are archeologically important as they changed the way scientists contemplated the origins of 'modern' humans (*homo sapiens*) and they hold a unique record of the climate from about 400 000 to 30 000 years ago.

Until recently it was believed 'modern human behaviour' – such as the making of composite tools with intricate stone blades and points, which represents a major development in mental capacity – first appeared in Europe about 50 000 years ago. Evidence at Pinnacle proves such behaviour dates back as far as 160 000 years or more.

There is also early evidence of art and symbolic behaviour, stone tool heat treatment, micro lithic technology (sharpened stones for arrows) and the first systematic use of seafood in the human diet.

### Archaeological tourism in Mossel Bay

As an archaeological tourism destination, Mossel Bay is everything a serious archaeotourist wants – it is archaeologically very significant, it is set against spectacular scenery, has year-round good weather, is easily accessible and is situated in one of South Africa's most popular tourist areas, the Garden Route.

Archaeological tourism products include The Point of Human Origins Experience at Pinnacle Point, [www.humanorigin.co.za](http://www.humanorigin.co.za), Cape St Blaize Cave and the Point Discovery Centre, [www.pointdiscoverycentre.com](http://www.pointdiscoverycentre.com).

Contact us at Mossel Bay Tourism, 044 691 2202, [admin@visitmosselbay.co.za](mailto:admin@visitmosselbay.co.za),

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

Meet us on stand K15, to learn more.

# High pricing for low season hurts inbound tourism



Secondary destinations, accommodation and attractions have the opportunity to find their place on the map with out-of-season pricing.

The inbound tourism industry needs to price out-of-season products lower, and capitalise on secondary tourism destinations and attractions to attract more visitors to the country.

At a recent SA Tourism discussion at ITB, panellists were of the opinion that with the challenge of high inflation and exchange rates, price was always an issue. South Africa needed to be careful about charging overly-

high rates and pricing itself out of the market.

Tourism update reports that there has been a slowdown in accommodation growth in South Africa, with forward bookings seeing a decline across the first part of 2019.

"In a free market, each player in the tourism value chain sets their own prices," said David Frost, board member of SA Tourism and Satsa CEO.

"This cannot be controlled by SA Tourism or any other governing tourism body. This has contributed to the slowdown in growth."

SA Tourism echoed this concern, adding that if various players in the industry continued on this high-pricing trajectory, they could go out of business. Travellers often made decisions based on pricing of products, so it was important to look at off-season pricing.

Understanding what the international market wants, the evolution of travellers' needs and priorities, and communicating this information to the South African tourism market is one of the roles of SA Tourism.

Lower off-season rates would grow arrival numbers and the same goes for secondary destinations and attractions that haven't been largely marketed, or that tourists may not know about.

Reducing prices of accommodation and tours in lesser-known locations has the potential to draw tourists to other areas of the country, retaining tourism numbers and spend.

Driving tourism to 'hidden gems', like the restaurant Wolfgat in Paternoster, which recently won the best Off map destination and Restaurant of the year accolades at the Restaurant Of The Year awards in Paris, would help achieve better tourism spread.

"There are many secondary destinations that people are missing out on," said Frost.

"What we need to do collectively is engage in a market mapping system, making it easier to find tourism products."

## Bo-Kaap in heritage protection zone

Cape Town's City Council has approved the inclusion of the Bo-Kaap area in a heritage protection overlay zone. This will come into effect once published in the Provincial Gazette.

"Council's approval marks a pivotal moment for the Bo-Kaap. The City has officially committed to conserving the unique historical landscape and way of life in the Bo-Kaap by managing development in a sustainable and considered manner," said the City's Executive Mayor, Dan Plato.

The City recently conducted a comprehensive public participation process about the proposal to include the Bo-Kaap area in a protection zone.

"Evidently, those who participated want the City to protect the Bo-Kaap's long-term sustainability as a cultural asset. By including the Bo-Kaap in such a zone we will ensure that this uniqueness is harnessed and promoted for future generations and visitors," said the City's Mayoral Committee Member for Spatial Planning and Environment, Marian Nieuwoudt.

The heritage protection overlay zone for the Bo-Kaap extends to the Table Mountain National Park, and



includes the northern green verges to the northwest of Strand Street, including Buitengracht between the intersections with Carisbrook and Strand Street.

The age and typology of the Bo-Kaap's architecture are distinctive, with the majority of properties being

graded as conservation-worthy – these include brightly coloured terrace houses known as 'huurhuise' (houses for hire), which are iconic and characteristic of the Bo-Kaap, and give visitors a glimpse of city living where boundary walls are mostly absent and neighbours and children mingle in the street.

## Tour de ... Limpopo!



In 2018 the inaugural Tour De Limpopo saw collaboration between the Limpopo Tourism Agency and Cycling South Africa, showcasing the diversity of the Limpopo province as a premier cycling destination. It attracted 18 international professional cycling teams and produced some of the most amazing views of the Greater Letaba district and the Magoebaskloof.

The 2019 edition – from 14 to 18 May - begins in Bela-Bela, highlighting the biodiversity of the area from

the private game reserves close to the roads, to the savannah plains and the grape-growing regions, as well as the World Heritage Site in the Makapans Valley situated between Mokopane and Polokwane.

The route also showcases the scenic beauty of the mountain ranges that form part of the Waterberg Biosphere, continuing to prove that there is "More to Enjoy" in Limpopo.

The Limpopo Tourism Agency's (LTA) CEO Nomasanto

Ndlovu says: "Adventure tourism is another fast-growing segment in Limpopo and it attracts a high volume of cyclists who visit for mountain biking, as well as 4x4 off-road enthusiasts from all over South Africa and beyond. This event will definitely help grow the province's sports tourism profile."

The 2019 event will head north to the capital city of Polokwane. Teams will stay overnight before heading east to the town of Tzaneen, where riders will stay for two nights before heading back to Polokwane on 18 May, to finish the tour at the Peter Mokaba Stadium.

Ndlovu says the LTA will be using WTM Africa 2019 as another enabler for brand positioning and destination marketing. "We see the tradeshow as yet another opportunity to continue telling our stories, using the hashtag #MyLimpopoStory. Not only will we be telling our stories to exhibition participants, but this will be a weeklong digital marketing campaign aimed at getting our people to tell their stories about our destination," she says.

Limpopo has a sizable representation at the tradeshow with participating exhibitors including AM Lodge, Borutho Travel and Tours, City of Polokwane, Kone Village Boutique Lodge, Fairview Collection, Limpopo Birding Route, Limpopo Wildlife Resorts, Pezulu Tree House Lodge, Transfrontier Parks Destinations, Traditional African Home Stays of South Africa and Qualito Craft Distillery.

For more information visit stand V19.

## WTM AFRICA – your comments



**Tintswalo Mashale, Member Relationship Consultant, SATSA.**

"It's my first time at WTM and I'm so excited to meet and greet our current long term SATSA members as well as signing up some new members. We've had a busy first morning on this first day with visitors streaming through to our stand enthusiastically asking questions about what we can offer. What a great start for me and WTM."



**Nelly Baiamonte, Partner, I Viaggi di Quiltour:**

"Finally I am in Cape Town! I'm a huge fan of WTM London and excited to be at the Africa WTM and to explore this beautiful city. I did a Peninsula tour yesterday and it was just beautiful. There is so much to offer here in SA and it really shows just looking around. It's been all business this morning and very busy and I love that everyone is smiling and so happy to be here just like me!"



**Edna Suleimangy, Travel Consultant, Dana Tours:**

"It's my first time here at WTM and I have to say it's going well, I love the energy. I've already met a lot of our clients but there are ALOT of new clients too. Always good to see new faces. After the cyclone it's been so good to speak to people face to face and offer reassurance about travel to Mozambique here at WTM."



**David Bruiners, Director of Operations, Travel Gem:**

"It's my first time at WTM and my expectations have been met! The anticipation and build up was great and now being here I'm very impressed. It's a solid/great environment for networking and doing business but I also loved that it's easy to network before the show with exhibitors and plan meetings so it's more organised and not overwhelming. It's better than what I expected!"



**Wayne Neath, National Sales Manager, DHR.**

"Loving WTM this year. The growth is up the quality of buyers is up. It's been a busy morning with many new visitors & clients (more than last year) which is great! I love that WTM offers an opportunity to keep up with trends and to interact with industry members to discuss topics like the economy and Brexit and how these factors might affect us. It's a great opportunity for us to reconnect."



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