

# DAILY NEWS



# Responsible Tourism - the winners are...



Celebrating business with principles – from left – Alan Winde, Minister of Economic Opportunities in the Western Cape, Sadiya Nanabhay of Better Tourism Africa, Deputy Tourism Minister Elizabeth Thabethe, Chantel Benn of Wilderness Safaris and Heidi van der Watt of Better Tourism Africa.

The African Responsible Tourism awards winners for 2018 were announced at World Travel Market Africa last night.

Wilderness Safaris, operator of safari camps, lodges and experiences in seven African countries, was announced overall winner.

The judges were impressed by the success of Wilderness Safaris in decreasing the consumption of bottled water. This resulted in significant savings in plastic waste and greenhouse gas emissions which result from transporting bottled water.

By measuring their use and reporting reductions year on year, they demonstrated how it is possible to report progress against the United Nations Sustainable Development Goals. Their robust approach to tackling the consumption of bottled water sets an example and challenges the industry to do far more. The industry needs to take much more vigorous action to reduce its water consumption - the resilience of individual businesses and the sector requires it.

In the category Best for Global Goals, the gold award winner was Wilderness Safaris and the silver award went to Spier, while Basecamp Explorer was highly commended.

North Island in the Seychelles won the gold award in the category Best for Aquatic Species and Habitat Conservation, the silver award went to Marine Dynamics and All Out Africa in Swaziland and Mozambique was highly commended.

Silver awards were made in the other three categories.

In the category Decent Work and Inclusion, silver awards were made to Spier and PEAK East Africa. Basecamp Explorer in Kenya took silver in the category Responsible Cultural Experience.

Wilderness Safaris won a silver award in the category Best for Innovation in Water Management.

“The winners provide leadership in their respective sectors throughout Africa and effectively contribute to growing tourism in a sustainable manner,” said Tim Harris, Chief Executive Officer of Wesgro, headline sponsor of the awards.

“As the official tourism, trade and investment promotion agency for Cape Town and the Western Cape, we continue to show our commitment to responsible tourism development, both in our province and on the African continent.”

Harold Goodwin, Chair of the judging panel said the judges looked for winners who educate and inspire others, challenging the industry to achieve more.

“All of those longlisted should be recognised as having made a significant contribution and be proud of what they have achieved. As in the World Responsible Tourism Awards, the ambition is simply - use tourism to make better places for people to live in. This also benefits the industry: great places to live are great places to visit.”

“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,” said Heidi van der Watt, Managing Director of Better Tourism Africa.

“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.”



## WTM Africa a premier platform for growing tourism

“The success of business in Africa rests in face-to-face partnerships and relationships. Exhibitions are an ideal launchpad into business on the rest of the continent. This is why WTM Africa continues to be a premier platform for growing travel and tourism,” says Carol Weaving, Managing Director of Reed Exhibitions (left), who welcomed Deputy Minister of Tourism, Elizabeth Thabethe and Alderman Patricia De Lille, Executive Mayor of the City of Cape Town, to the exhibition last night.



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# Discoverkasi – going places!



Going places - Discoverkasi's Nobesuthu May.

Township destination marketing company Discoverkasi is exhibiting at WTM Africa for the first time this year – courtesy of the City of Cape Town - and is already making its mark on the city's tourism scene.

Although township tourism is by no means a new concept, Discoverkasi, founded only two years ago, has connected the dots, did its research about the tourism industry and is using digital platforms to market their 43 business stakeholders, including accommodation, experiences, restaurants and nightlife.

The majority of these stakeholders are in Langa, Gugulethu, Khayelitsha and Khayamandi.

Founder member Nobesuthu May says support from tourism industry stakeholders has been overwhelming. "In addition to the City of Cape Town, we are so grateful to the Bertha Centre at the University of Cape Town's Graduate School of Business, Citi Bandwidth Barn and many others."

Yesterday at WTM Africa Discoverkasi and the City of Cape Town signed an agreement to promote

township tourism. This is in line with the City's goals as contained in the Organisational Development and Transformation Plan to promote economic inclusion and position Cape Town as a forward-looking, globally competitive business destination.

May says the City will help organise the tourism industry in the townships, facilitating training among others.

Products represented at WTM Africa by Discoverkasi include African restaurant Igugu le Africa, Iqhaya Arts and Crafts and 18 Gangster Museum.

Tomorrow morning at 10:30 Discoverkasi will deliver a talk at WTM Africa's Travel Tech Theatre on the development of townships as destinations and the challenges faced by small businesses in the tourism industry.

Talk to Nobesuthu May or Ntsebenziswano November on the City of Cape Town's stand and feel the enthusiasm and the vibe.

Discoverkasi is going places.

# TODAY'S PROGRAMME, 19 APRIL 2018

Time	Event/ Topic	Venue
08:15 - 09:45	Speed Networking	CTICC Conservancy
09:30 - 14:30	ABTA Corporate Travel Forum	AGM Theatre
10:30 - 11:15	SETE: welcome & keynote address: Cape Town: the events capital of Africa	Inspire Theatre
10:30 - 11:15	Namibia, Botswana and Zimbabwe - the rise in incentive tourism - a DMC's perspective	Destination Theatre
10:30 - 11:15	Inside the Google Trekker Project	Travel Tech Theatre
10:30 - 11:15	Carbon, water and certification	Conference Theatre
11:30 - 12:15	Preserving our planet	Travel Tech Theatre
11:30 - 12:15	The rhinos are coming!!!	Destination Theatre
11:30 - 12:15	South Africa's film tourism potential	Conference Theatre
11:30 - 12:15	Trends of the joint industry of tourism & event	Inspire Theatre
12:30 - 13:15	Customisation vs personalisation - what this really means in travel	Travel Tech Theatre
12:30 - 13:15	SETE: In preparation for the ABSA Cape Epic	Inspire Theatre
12:30 - 13:15	The Good, the Bad and the Ugly: unpacking the debate about captive wildlife tourism	Destination Theatre
12:30 - 13:15	How to create a successful influencer marketing campaign	Conference Theatre
13:30 - 14:15	Personalise this: how hotels can regain ownership of their guests	Travel Tech Theatre
13:30 - 14:15	Kenya's MICE industry	Conference Theatre
13:30 - 14:15	Fastjet	Destination Theatre
13:30 - 14:15	SETE: The opportunities and challenges ahead for SA's sports tourism and events market 1995 - 2018	Inspire Theatre
14:30 - 15:15	Knysna and the Garden Route: crisis communication and the private sector involvement	Destination Theatre
14:30 - 15:15	SETE: How does golf tourism contribute to tourism as a whole	Inspire Theatre
14:30 - 15:15	Gay travel marketing: more than just pink-washing for market share	Conference Theatre
14:30 - 15:15	How technology will put travel at the forefront of the experience economy	Travel Tech Theatre
15:30 - 16:15	Tourism investment opportunities	Destination Theatre
15:30 - 16:15	The relevance of a destination marketing organisation in a digital world	Travel Tech Theatre
15:30 - 16:15	SETE: John Robbie reflects	Inspire Theatre
15:30 - 16:15	Fostering collaboration as a strategy to enhance SME competitiveness and growth	Conference Theatre
16:30 - 17:15	The great Africa paradox in payments	Travel Tech Theatre
16:30 - 17:15	Doing life with Mandela, My prisoner, My friend	Conference Theatre
18:30 - 23:00	WTM Africa exhibitor & buyer party	The Grand Café and Beach Club

For more information visit [africa.wtm.com](http://africa.wtm.com)

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# aha expands in Zambia and SA



Ultimate luxury at the Kafue River Cliff Hotel in Zambia.

aha Hotels & Lodges continues to expand.

In Zambia, it recently signed the full management and marketing contract of the Kafue River Cliff Hotel and Conference Centre, which is scheduled to open its doors in August 2018.

"This expansion in Zambia is a step in the right direction in terms of our growth strategy in Sub-Saharan Africa and contributing towards Zambia's rapidly growing hospitality sector," says Neil Bald, CEO of aha Hotels & Lodges.

Kafue River Cliff Hotel is located in Kafue in the Lusaka Province of Zambia and lies on the north bank of the Kafue River, a mere 50 km from Lusaka.

This 4-star establishment has 52 spacious rooms - 48 executive double rooms and four luxury suites - all overlooking the magnificent Kafue River.

One of the hotel's exciting offerings is its authentic beer, brewed on site at its micro-brewery. It also offers a large well-equipped conference centre, ideal for incentive groups and corporate travellers. It will also house a world-class spa.

In South Africa, aha recently announced the addition of the Avondale Boutique Hotel to its portfolio.

The reopening of this 4-star establishment, located on Avondale in Durban, will be fully incorporated under the aha brand as aha Avondale Boutique Hotel.

Earlier this month, the group launched the aha Hotels & Lodges Lecture Room at the University of Johannesburg's School of Tourism & Hospitality (STH).

Bald says: "This collaboration gives us an opportunity to tap into emerging talent in the tourism and hospitality space and connect with the learners, as they are the future contributors to the industry."

Dr Diane Abrahams, Director of STH, says it is important to partner with key industry players. "We are very excited about this partnership. It will expose our learners to this dynamic brand and in the near future be able to assist the learners with the Work Integrated Learning programme, which is an important aspect of their studies."

Last year the University of Johannesburg was ranked 34th globally among 100 ranked institutions for research in Hospitality and Tourism Management, in Shanghai Ranking's 2017 Global Ranking of Academic Subjects (GRAS).

aha Hotels and Lodges manages a collection of hotels and lodges throughout Southern Africa, including South Africa, Botswana, Zimbabwe, Zambia and Ethiopia.

## One in five new jobs in travel and tourism

One in five of all new jobs created globally in 2017 are attributable to travel and tourism.

This is according to major new research from the World Travel & Tourism Council's annual Economic Impact Research report.

Travel and tourism was responsible for the creation of seven million new jobs worldwide. The sector grew at 4,6 percent, 50 percent faster than the global economy as a whole.

"Travel and tourism creates jobs, drives economic growth and helps build better societies," says Gloria Guevara, WTTC President and Chief Executive Officer.

"In the last few years, governments around the world have realised the extraordinary benefits of tourism. For the seventh consecutive year, the sector has outperformed the global economy. In 2017 it was the fastest growing broad economic sector globally, showing stronger growth than all sectors including manufacturing at 4,2 percent, retail and wholesale at 3,4 percent, agriculture, forestry and fisheries at 2,6 percent and financial services at 2,5 percent.

"Direct, indirect and induced impact accounted for a US\$8.3 trillion or 10,4 percent contribution to global gross domestic product, 313 million jobs, 1 in 10 jobs around the world, US\$1.5 trillion exports, 6,5 percent of total exports, 28,8 percent of global services exports and US\$882 billion in investment.

"2017 was the best year on record for the travel and

tourism sector. We have seen increased spending as a result of growing consumer confidence, both domestically and internationally. There was also a recovery in markets in North Africa and Europe, previously impacted by terrorism and continued outbound growth from China and India. This is great news for the millions of people who depend on our sector for their livelihoods."

Highlights from around the world include Europe's performance which was better than previously expected. It came to growth of 4,8 percent as long-haul demand recovered strongly, accompanied by strong intra-regional travel, thanks to the strength of the European economy.

According to the International Air Transport Association, in 2017 European airlines recorded passenger growth of 8,1 percent and over one billion passengers for the first time. Travel and tourism's contribution to the gross domestic product (GDP) in North Africa grew by 22,6 percent in 2017, showing a strong rebound from the impacts of terrorism in previous years. Stellar performance of 72,9 percent from Egypt and solid growth of 7,6 percent in Tunisia inspire confidence in the region as tourism activity continues to recover to pre-attack levels. Asian countries continue to drive global tourism growth with North East Asia growing at 7,4 percent and South East Asia at 6,7 percent. China continues to lead the way at 9,8 percent.

Over the next ten years over one third of absolute GDP

growth and nearly half of employment growth will be generated by China and India. Latin America showed a decline of 1,4 percent in tourism GDP, largely as a result of a contraction in international spend to Brazil, the largest Latin American economy, of 18,1 percent compared to 2016, and compounded by the ongoing political and economic problems in Venezuela.

Forecasts for 2018 suggest that growth will continue, albeit at a slower rate than in 2017 as a result of higher oil prices. The long-term outlook to 2028 remains unchanged, with an average growth of 3,8 percent per year over the next decade. However, by 2028, travel and tourism are expected to support more than 400 million jobs globally, which equates to one in nine of all jobs in the world. The sector is expected to contribute around 25 percent of global net job creation over the next decade.

"As our sector continues to become more important both as a generator of GDP and jobs, our key challenge will be ensuring this growth is sustainable and inclusive. We must ensure that growth is planned for, well managed and includes partnerships between not only the public and private sectors but also includes communities themselves. There is a huge potential for governments to capitalise on the opportunities travel and tourism brings to create new jobs, especially in those economies where many jobs in other sectors are under threat from automation. Travel and tourism is the best partner for governments to create jobs," said Guevara.

## New cruise terminal for Durban

The Transnet National Ports Authority has concluded an agreement that will see KwaZulu Cruise Terminal Pty Ltd (KCT) finance, construct, operate, maintain and transfer a new cruise terminal facility in the Port of Durban by October 2020.

Tourism Update states that KCT, a joint venture between MSC Cruises SA and Africa Armada Consortium, was selected as the preferred bidder for the 25-year concession project last year. The project will see an investment of over R200m (€13.5m).

The detailed design phase will commence this month and is expected to be completed by the end of the year. This will be followed by an 18-month construction

phase from January 2019 to July 2020. The cruise terminal is expected to commence operations in October 2020, ready for the 2020/2021 cruise season.

Representing KwaZulu Cruise Terminal, MSC Cruises' Executive Chairman, Pierfrancesco Vago, said: "This agreement represents a great development for MSC Cruises' South African operation. We could not be prouder."

The project is expected to dovetail with the city's latest work to extend the beachfront promenade from uShaka beach southwards to the harbour entrance, as well as the development of Durban Point Waterfront.



## WTM AFRICA – your comments

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**Seychelles Tourism – Lena Houreau, Seychelles Tourism Board Director South Africa**

"WTM Africa has been great for us so far. We've made some good contacts and we're getting genuine interest in the destination, which we're showcasing with our Seychelles partners at WTM Africa. The level of interest in the Seychelles is definitely increasing."

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**Vicky Steinhardt, Pentravel Land Product and Marketing Manager**

"I'm attending WTM Africa purely to meet some of our partners like New York Tourism and Thailand. So far it's been a fantastic visit. I'm made some great contacts and I've found the event to be very well organised."

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**NYC & Co – Makiko Matsuda Healy, NYC & Co Managing Director Tourism Market Development**

"WTM Africa is our first foray into Africa. We have been overwhelmed by the positive interest we've received for New York among trade stakeholders and have had several excellent meetings with travel agencies, tour operators and airlines which are interested in working with NYC & Co to increase outbound travel from Africa to the five boroughs of New York."

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**Reunion Tourism – Helène Bezuidenhout, Atout France Regional Manager**

"We've had an amazing first day. We're loving the buzz and there's been loads of interest from stakeholders looking for something different and a new experience."

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**Chantal Kliche, Thompsons Travel Retail Manager Cape Town**

"My main goal for attending WTM Africa is to find out about what's new and trending in the travel space. There are some very attractive talks and interesting speakers talking about new technology and the next generation of travel, which I'm very keen to learn from. And of course, it helps that the networking is so great as well."

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