# TOURISM

## A Review f Quarter 1

It was in the month of March that President Ramaphosa announced the removal of the PCR test requirement and the opening of stadiums and other events venues for more crowds covering 50% of the venue's capacity. These together with other COVID-19 related new regulations herald the start of the management of the pandemic through health regulations instead of the national state of disaster regulations. . These have a profound implication on tourism and the visitor economy broadly as visitors into South Africa who are vaccinated can now enter the country without producing a negative PCR test results which has been a major deterrent for regional and international travellers.

acterised by sharp increase in petrol prices as the effects of the Russia/Ukraine war filters down. High fuel prices and the latest increase in the interest rates by the SA Reserve Bank continues to suffocate consumers reducing or cutting completely their disposable income thus affecting tourism spend, travel plans and consumers ability to participate in events, leisure travel and businesses cutting on corporate travel, meetings and related activities.

Another key sticking point in the period under

review has been the liquidation of Comair resulting in the discontinuation of British

Airways and Kulula flights. This has a negative

The period under review has also been char-

impact on travellers confidence and as we have witnessed it has resulted in high flights and the actual main event from the 25th -27th March 2022 at the Joburg Expo Cente in Nasrec. The tourism and hospitality sector

skills shortage which has been made worse

by the closure of some of the tourism businesses needs special attention as this is key

to the rejuvenation of the supply side of tourism as we journey together towards recovery. On an international front, the war between Russia and Ukraine as reflected earlier continues to be a major stambling block in the African continent's strive to recover our economies. This war as we have seen has a devastating effect on commodities prices,

fuel costs and movement of people. Europe

especially Germany, France and United

Kingdom remains our biggest -

tickets as there is limited capacity to cater for the high demand following the resumption of some of the sports and cultural activities that increased demand. On the regional markets, the GTA imple-

mented an in-market activation in Gaborone-Botswana to reintroduce the destination brand and Gauteng offerings to the market in that country especially travel trade and the media. For the first time the activations included the GGDA, collateral from Gautrain and the full participation by GDED and the Rand Show team in market.

This period also saw the hosting of the

National Tourism Careers Expo by Gauteng

which was preceeded by the official media

launch on the 10th March biggest source markets and any disruption that happens in that region affects our ability

to rebound tourism growth from these markets. African tourism was driven mainly by

long-haul travel, listing the source markets currently leading the recovery as France, the US and the UK. Overall, international tourism continued its recovery in January 2022, with a much better performance compared with the comparatively weaker start to 2021. However, the Russian invasion of Ukraine has added pressure to existing economic uncertainties. Overall confidence could be affected and hamper the recovery of tourism, warns the UN World Tourism Organization. Based on the latest available data, -

same month in 2021. The 18 million extra travellers recorded worldwide in the first month of this vear is the same number as the total increase for the whole of 2021.

While these figures confirm the positive trend already under way last year, the pace of recovery in January was affected by the emergence of the Omicron variant and the re-introduction of travel restrictions in several destinations. Following the 71% decline of 2021, international arrivals in January 2022 remained 67% below pre-pandemic levels

## All regions enjoyed a significant rebound in

January 2022, from low levels recorded at

**Africa Also Sees Growth** 

the startof 2021. Europe (+199%) and the Americas (+97%) continued to post the strongest results, with international arrivals still around half pre-pandemic levels (down 53% and 52%, respectively). The Middle East (+89%) and Africa (+51%)also saw growth in January 2022 over 2021,

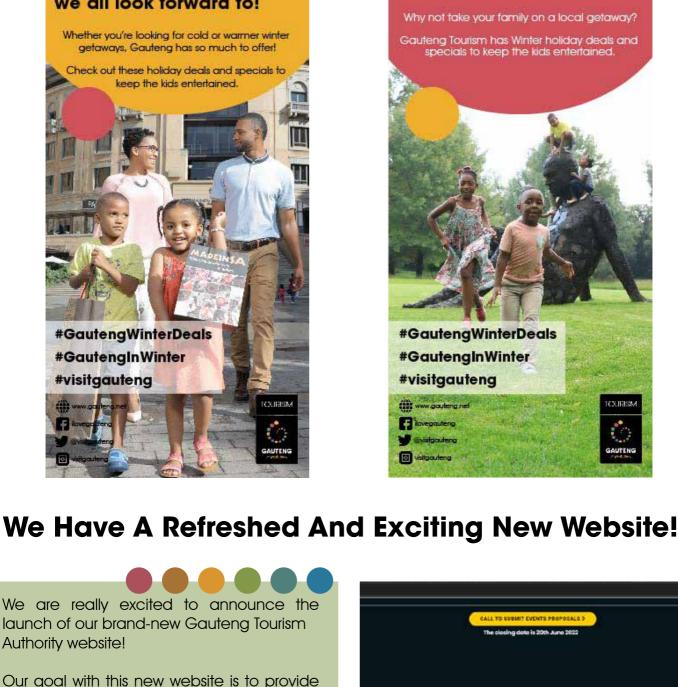
but these regions saw a drop of 63% and

69% respectively compared with 2019. While Asia and the Pacific recorded a 44% year-on-year increase, several destinations remained closed to non-essential travel resulting in the largest decrease in international arrivals compared with 2019 (down 93%). School holidays are what

we all look forward to!







#### **Welcome To Gauteng** our visitors with an easier way to learn about the destination, our offerings and to allow the visitor to browse information based Join The Vibe, Experience The Big City Region

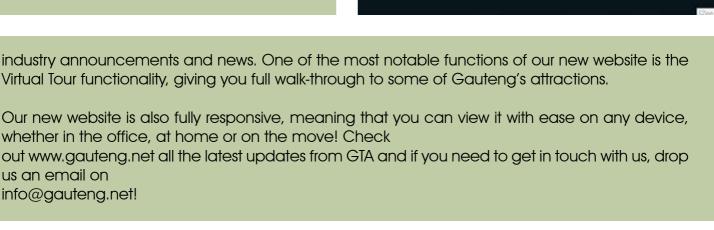
MY DESTINATION

OURISM

our content with helpful destination information, events, articles, newsletters, -

on their own choice. The new website is creative, interactive and gives better access to web pages We will be constantly updating

whether in the office, at home or on the move! Check us an email on info@gauteng.net!





#GPPRIDEMONTH



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## Bids won and GCEB \_ Gauteng **Conventions and Events Bureau**

One of the key programmes under GCED is bidding and hosting, whose major purpose is to identify and collaborate with strategic partners to bid and support the hosting of international and domestic events in Gauteng

The following bids have been secured so far for the year 2022



**Gym Games** and African **Jump Rope** Championship



**Apimondia African Regional Symposium** 



**National Tourism Career Expo** 



**UN Procurement Summit and Exhibition** 



**Netball Qualifiers** 



**World Congress Constitutional Law** 











## **Events Calendar**

## **VAAL MEANDER**

**WINE ROUTE** 4 Jun - 24 July Hosted at different venues. For more info www.vaalwineroute.co.za

9 July 2022 Pretoria Botanical Gardens

#### **AERO SOUTH AFRICA**

7-9 July 2022 Wonderboom National **Airport** 

#### **PET EXPO**

16-17 July 2022 Monte Casino https://www.petx.co.za/

#### **DECOREX JOBURG**

28-31 July 2022 Sandton Convention Centre

#### THE VAAL WINE EXPO

30 July 2022 Stonehaven on Vaal https://vaalwineroute.co.za/expo

#### WINDHOEK LAGER INTERNATIONAL **PAIRS**

29 July-1 Aug 2022 Riviera on Vaal https://wlipsa.co.za/

visitgauteng

#### **2023 NETBALL WORLD CUP REGIONAL QUALIFIER**

20-23 Aug 2022 Pretoria

#### **HYPERMOBILITY** CONFERENCE

24 Aug 2022 Kyalami Grand Prix https://hypermobility.co.za/

#### **FESTIVAL OF MOTORING**

26-28 Aug 2022 Kyalami Grand Prix

#### **FIRE & FEAST MEAT FESTIVAL**

2-4 Sept 2022 Ticket Pro Dome

#### **JOBURG ART FAIR**

2-4 Sept 2022 https://artjoburg.com/

#### SCOPEX 10 Sept 2022

#### 2022 RAND SHOW **SPRING ADDITION** 13-18 April 2022

https://randshow.co.za

#### **NATIONAL TOURISM CAREER EXPO**

30 Sept 1-2 Oct 2022

#### **GETAWAY SHOW JOHANNESBURG**

30 Sept-2 Oct 2022 Ticket Pro Dome

#### **JOZI BOOK FAIR**

20-23 Oct 2022 Newtown Park https://jozibookfair.org.za

#### **RMB WINEX WINE FESTIVAL**

26-28 Oct 2022 Sandton Convention Centre https://www.winex.co.za

#### **SOWETO MARATHON**

6 Nov 2022 FNB Stadium Nasrec https://sowetomarathon.com

#### **ABANTU BOOK FESTIVAL**

3-4 Dec 2022 Soweto

http://www.abantubookfestival.co.za (This website is not opening says it's not secure)

## **Events recap**



The 2021 National Tourism Careers Expo was held in Gauteng for the first from 25 to 27 March 2022 at Joburg Expo Centre. The expo will be hosted in the province of Gauteng for the successive three years (2021-2023). NTCE is an initiative of the Department of Tourism, and the Culture, Arts, Hospitality Sector Education and Training. It was initiated to create opportunities for tourism diversification and harnessing local skills for livelihood prospects looking at trade, tourism and cultural hubs. The Expo was held under the theme

"Rebuilding a resilient and inclusive Tourism sector for the future", and showcased careers and business opportunities that exist in the sector. Since its inception in 2008, the NTCE has bridged the information gap between the industry and learners and offers youth opportunities to directly interact with potential employers in the sector.

The 2022 edition will be held on September 2022.



Gauteng Tourism encouraged travellers to take the road less travelled in search of adventure, culture, and history. The GP adventure of note took place on Saturday 2 April at Zonderwater Prison Cricket Club. The starting point of the road trip was at Freedom Park in Pretoria where the inspired gathered to start the convoy. The intention is to have the road trip every year and having Metro FM as a broadcast partner on the day was key in creating awareness about this initiative to inspire more people to participate in future.

The sunny afternoon was an affair of musical entertainment, with headline performance by Amu Faku. We encouraged locals to experience Dinokeng by promoting travel packages that included Dinokeng which were promoted on our social media platforms.



The year 2022 saw the return of the annual Gauteng Events Golf and Media Open Day on 7 April 2022 at Soweto Country Club. The Inaugural Gauteng Golf Day took place on 19 September 2019 at Fairway Hotel and Golf Resort. The platform provides an opportunity for events organisers to market their events to travel trade and media. Participation normally takes place in the form of a 4-ball alliance, hole branding and sponsorship of prices to make the day a success. The day culminated into a prize giving ceremony and an evening of entertainment through stand-up comedy and music.



## Rand Show 2022

Gauteng hosted its most popular Easter event. After a 2-year interruption due to Covid-19, visitors were thrilled to get out and share an enjoyable day with family and friends. The shows target was 65000 under the 50% venue capacity regulation. The show was an overall success attracting 45000 in its first year after missing two years and its first year as a 6-day show. Visitor traffic was highest on Easter Friday and Monday, with lower attendance over Saturday and Sunday due to the sudden cold snap and heavy rains. Other highlights of attendance, 4071 articles and mentions online, print and radio broadcast, 209 000 website views, 198 000 google searches and over R100m PR value generated



After 2 years of absence due to Covid 19 pandemic, the travel industry was excited to have Africa's Travel Indaba back in the calendar. The trade and consumer show took place from 3-5 May 2022 at Inkosi Albert ICC and Durban Exhibition Centre. Among the highlights of this year's ATI was having the SoWeToo Hop On Hop Off at the Gauteng Pavilion as part of launching the new sightseeing route in Soweto. We also reiterated our position as the Home of Champions through our SportingGP activation that took place at the Gauteng stand on the 4th of

May where all participants wore t-shirts representing various sporting codes. Another highlight was the Amapiano Hour 17h00 to 18h00 everyday of the show to also highlight the MusicalGP aspect of Destination Gauteng experiences.



## **Gauteng New Attractions**

## Yes, New Places & Spaces Are Still Opening!

Hotels, Restaurants and various other attractions in Gauteng are not only reopening their doors, but there have been several new properties debuting for the very first time.

It's no secret that COVID-19 hit the tourism industry extremely hard. But thankfully, there's still a glimmer of sunshine amidst the storm. As we emerge from what has arguably been the hospitality industry's most difficult time in history, Gauteng is seeing an increase in the number of new attractions which has brought confidence to the sector that things will indeed get better.



As we finally leaving the confines of our homes – there's no better time than now to check out a brand-new space in the province. Here are a few new GP attractions to add to your list:

#### **Rosebank Precinct**

The neighbourhood of Rosebank saw a wave of new hotel developments in the past months, from aparthotel Hyatt House, an IHG Hotel Voco, and the first hotel of the Radisson groups RED brand in Gauteng, Radisson RED Rosebank.



The Sandton district also welcomed Alto234, the highest urban bar in Africa, found on the rooftop of The Leonardo, the space boasts 360-degree views over one of the most wooded cities in the world.

It must be mentioned that one of the highlights of this devastating period was having former president Nelson Mandela's first home in Houghton, Johannesburg, being refurbished, transformed, and re-envisioned as an iconic hospitality experience set to attract world leaders and people who aspire to the inspiration of this global icon,



Also in the hub of Rosebank is Home Suite Hotels and, nestled in the heart of Rosebank's foodies district is Proud Mary, a modern mid-century inspired all-day eatery and wine bar to suit every taste. Set in a lush secret garden is Seven Villa Hotel & Spa, a natural sanctuary tucked away in the centre of lively Sandton.

#### **Sandton District**

offering them an opportunity to be immersed in his most intimate environment. Renamed the Sanctuary

Mandela, this unique hotel features nine rooms accommodating up to 18 guests, retreat spaces for reflection, and a personal connection to the private life of Madiba. It is the only former residence of Madiba accessible to the public not as a museum but as a venue for an intimate stay with the memories

Our township of Soweto was not left behind as it also saw exciting new food and entertainment establishments being opened, from the classy 1947 on Vilakazi Street, Society 88 also on Vilakazi Street, the banging home of Amapiano, KONKA in Pimville and the premium Brown Sugar at Maponya Mall. of the global icon.



Here are some other new spaces which debuted during the lockdown:of the global icon.

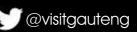
- Society 88
- Radisson RED Rosebank Hotel
- Home of the Bean
- Gold Crown Int' Hotel The Hurlingham
- Seven Villa Hotel and Spa
- Home Suite Hotels Rosebank











## **Winter Deals**

Gauteng is excited to be embarking on an exciting Winter Driven Deals from the 16 June – 31 August 2022. We know that businesses have been impacted and have experienced difficulties and challenges over the past two years. That's why Gauteng Tourism Authority is embarking on a Winter Driven Deals Campaign poised to be an annual tourism sale campaign that will offer Gautengers and South Africans alike an opportunity to experience day to day visits in their own backyards and experience longer stays in the province at affordable and discounted rates.

The Gauteng Winter Driven Deals platform, along with extensive marketing, tips, and tools - will give our products, offerings and experiences exposure to Gauteng and Mzansi's travellers, allowing their business to be seen and heard all over the province like never before.

Please forward your winter deals including deals targeted at the youth, school going kids and families, ladies getaway deals targeted at Women's Month in August contact persons are Mputle Dikobe email address mputle@gauteng.net and Phumeza Tanou email address phumeza@gauteng.net .



















## **Winter Deals**



















## **Winter Deals**









### High Stakes Food & Wine at Emerald

Monday, 20 Jun at 18:30 GMT+02:00 **Emerald Resort & Casino** 

## **Apartheid Museum**

We look forward to welcoming you to the Apartheid Museum. Our rates for 2022 are as follows: Adults R150.00 Pensioners, students & children R100.00 Learners R55.00 Teachers R60.00 STO rates Adults R135.00 Pensioners, students & children R90.00 Contact us to make a booking, visit us during our opening hours, or book a curated group tour:

https://www.apartheidmuseum.org/contact-us Open Thursday to Sunday – 9h00 to 17h00







### **Thobile**

Graphic Design Intern Gauteng Tourism Authority

The reason I love or like Gauteng is that it is the province of many opportunities, the province has one of the best attractions and the vibe is second to none. The province has one best transports that you could easily use from point A to point B. The food, culture is very diverse and the entertainment makes Gauteng to electrifying.



## **Nkosinathi**

Graphic Design Intern Gauteng Tourism Authority