



EXPLORE  
SOUTH  
AFRICA



# Mzansi Tourism Experience profile

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Small Business is Big Business

# What is the Problem we are trying to solve

## ➤ Over Supply of Products

- There will be a need to adjust product offerings
- Domestic market from the pandemic has become unsustainable for many business
- Availability in range of tourism niches





# SOWETO

Adventure Experience

# What is our Solution

- ✓ Diversification of Supply and Experiences
- ✓ Collaborations
- ✓ Driving the demand for authentic and enriching experiences



# Business Model



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# WHO ARE WE?

Mzansi Tourism Experience is a wholly black owned, 50% black youth owned integrated tourism company, operating services which range from travel management, Township Adventure Tourism, and Enterprise Development Company, aiming to be a preferred tourism enterprise for Domestic, Regional and International Travellers'.



# WHO ARE WE?

- ✓ The company is 100% black owned and managed (50% black youth ownership);
- ✓ The company in its ability to access markets outsources 80% of its services to emerging enterprises that fit sector norms and standards and benchmarked tools of Mzansi Tourism Experience providing unique and authentic enriching experiences





# WHO ARE WE?

Our steady growth as an integrated tourism company has been driven by a commitment to exceptional quality, service and value; its people-centred business philosophy; the development of mutually rewarding partnerships; constant innovation in the tourism sector.









# Our areas of Expertise

- ✓ Travel and events management
- ✓ Township Adventure Tourism
- ✓ Unique and Authentic enriching experiences
- ✓ Craft and curios retail
- ✓ Enterprise Development







IT'S *Your* COUNTRY  
ENJOY



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# Call to Action

# Highlighting our Need

- ✓ Our Location provides a base for which we can provide the market with the different experiences we are able to offer;
- ✓ Township Adventure Tourism creates demand for travellers (domestic, regional and international) to want to experience the hidden gems for authentic and enriching experiences
- ✓ Building capacity on our offering





# Proof of Concept





# What are the next steps

- Increase capacity
- Diversify authentic experiences
- Create demand
- Build relationships





Culture & heritage



Active Adventure



Scenic Beauty



City Lifestyle



# Credibility



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Quadbike Experiences











Authentic Township Food Experiences





Adventure Tourism



# **& RESTAURANT**

**LUNCH**

**MEETINGS**

**EVENTS**

**FUNCTIONS**

**MENU**

**\*BUFFETS**

**\*STOKVEL HOSTINGS**

**\*BIRTHDAY EVENTS**

**\*BABY SHOWERS**

**\*POOL PARTYING**

2074



## **WE DO TOURISM**

Partnerships and Collaborations

Facebook: @we-do-tourism | Twitter: @we\_do\_tourism | Instagram: @we.do.tourism | Phone: +27 10 261 1111 | Website: www.we-do-tourism.co.za



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# Thank you

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