

Mzansi Tourism Experience profile Izansi Tourism Expe Small Business is Big Business

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# 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





### 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 peoplecentred 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







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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



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### What are the next steps

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





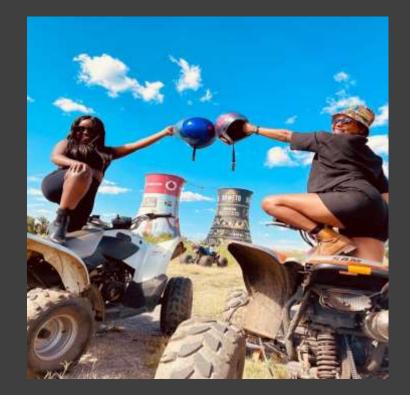
Culture & heritage

Active Adventure

Scenic Beauty

City Lifestyle





## Credibility



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#### Quadbike Experiences





#### Authentic Township Food Experiences



#### Adventure Tourism

#### & RESTAL RANT UNCH \*BUFFETS MEETINGS \*STOKVEL HOSTLAGS ENTS \*BIRTHDAY EVENTS NCTIONS \*BABY SLOWERS MENU \*POOL FARTYING

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WE DO

#### Partnerships and Collaborations



### Thank you

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