

A photograph of a residential street in South Africa during the Jacaranda season. The trees lining both sides of the road are in full, vibrant purple bloom, creating a dense canopy of color. The road is paved and shows shadows from the trees. A white rectangular text box is centered over the image, containing the text 'EXPLORE SOUTH AFRICA' in a bold, white, sans-serif font. The background of the entire image is a solid dark blue.

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



Small Business is Big Business

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



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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



& RESTAURANT

LUNCH

MEETINGS

EVENTS

FUNCTIONS

MENU

*BUFFETS

*STOKVEL HOSTINGS

*BIRTHDAY EVENTS

*BABY SHOWERS

*POOL PARTYING

2074



WE DO TOURISM

Partnerships and Collaborations

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Thank you

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