
Tourism KwaZulu-Natal



Media Release

To All media

Attention News Editors and Journalists

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KWAZULU-NATAL STARTS THE COUNTDOWN TO AFRICA'S BIGGEST TRAVEL EVENT

With less than a week to the start of Africa's Travel Indaba 2023, it is all systems go as KwaZulu-Natal prepares to welcome six thousands delegates who will be arriving in the City of Durban to attend the event which over the years has become one of the biggest and highly anticipated travel shows in Africa.

Economic Development, Tourism and Environmental Affairs MEC Siboniso Duma, who will be leading the KwaZulu-Natal (KZN) tourism delegation to Africa's Travel Indaba for the first time, said: "KZN is building on its tourism success of last year and the impact of the Tourism Recovery Plan can be seen in KZN's position as the top domestic destination in 2022.

"This year over 160 first-time exhibitors will be showcasing their products and 18 African countries – Angola, Botswana, Central African Republic, Democratic Republic of Congo, Eswatini, Kenya, Lesotho, Malawi, Mauritania, Mauritius, Mozambique, Namibia, Seychelles, Tanzania, Zambia, Zimbabwe, Cameroon, Ethiopia - have been confirmed as exhibitors.

"We anticipate delegates in the region of 6000 this year, ensuring a 77% hotel occupancy rate, the creation of 250 jobs and a R130 million boost to the economy. Therefore, this event is more than a travel trade show it is an important economic driver and job creator for the city and the province.

Acting CEO for Tourism KwaZulu-Natal (TKZN), Mr Nhlanhla Khumalo said: “This year, we will be showcasing our tourism routes and some of the exciting new tourism products that have since entered the market.

Mr Khumalo added that TKZN was pulling out all stops to ensure that international buyers got to network with some of KwaZulu-Natal’s Small, Medium and Micro Enterprises (SMMEs) who will be exhibiting their tourism offerings at the show.

“If our SMME’s are to grow and play a role in driving sustainable economic growth and development, we have to provide them with the means to meet with and exhibit their products to international buyers,” said Khumalo.

Tourism KwaZulu-Natal’s stand will highlight that the province has one of the most diverse product offerings in the county. This product and experience diversity will be displayed through eight Routes that TKZN has packaged for tourists. These are the Battlefields Route, Birding Route, Midlands Meander, Southern Explorer, Drakensberg experience, Route 66 Zululand, Route 22 Northern Kwazulu-Natal, and the Heritage Route.

ATI plays a significant role in providing employment, and for its contribution TKZN will employ 40 unemployed graduates as ambassadors to assist delegates for the duration of Africa’s Travel Indaba.

The real work of showcasing KZN will begin When Africa’s Travel Indaba ends on 11 May, Tourism KZN will host over 50 buyers from across Africa and the globe who will have the opportunity to experience some of the tourism products in various regions of the province. Buyers from India will visit the south coast and northern KZN. “This hosting is an important aspect of marketing and showcasing our destination. It gives these buyers an opportunity to see and experience KZN’s tourism products first-hand,” concluded Khumalo with enthusiasm.

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For more information, go to:

Social media links to Tourism KwaZulu-Natal:

Website: <https://www.zulu.org.za>

Facebook: Tourism KwaZulu-Natal

Instagram: Tourism_kzn

Twitter: @TourismKZN

Pinterest: KZN Tourism

Hashtags: #KZNSafe4Travel #KZNHasItAll #BelieveIt #Zwakala

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