

# POCKET GUIDE TO SOUTH AFRICA



**TOURISM**

## Pocket Guide to South Africa 2011/12

### TOURISM

Tourism has been identified as one of the key economic sectors with excellent potential for growth.

The Department of Tourism aims to increase the industry's contribution to the economy from R189 billion in 2009 to R499 billion by 2020.

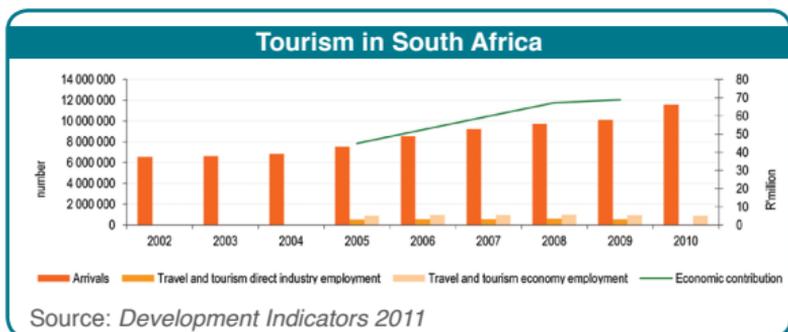
The department aims to increase the number of foreign tourist arrivals from seven million in 2009 to 15 million by 2020 and the number of domestic tourists from 14,6 million to 18 million. It is expected to create some 225 000 new jobs by 2020.

There were 3,7 million travellers (a 2% increase) moving in and out of South Africa in December 2011, compared to the same period in 2010. Of these, over 2,5 million were foreigners and 1,2 million were locals. These numbers include both arrivals and departures.

The majority of visitors came from Southern African Development Community countries, but there was also steady inflow from the United Kingdom, the United States of America and Germany.

Most of the movement into and out of the country was through OR Tambo International Airport in Johannesburg; Cape Town International Airport; the Beit Bridge border post between South Africa and Zimbabwe; the Lebombo border post into Mozambique; Ficksburg and Maseru Bridge into Lesotho; Oshoek and Golela into Swaziland; and Kopfontein and Ramatlabama into Botswana.

South Africa's tourism sector will be boosted significantly by the 200 international events confirmed to take place in the country over the next five years, which include meetings and conferences that are expected to attract about 300 000 delegates. The potential economic impact of these meetings



and conferences is expected to be R1,6 billion. The country's major cities such as Cape Town, Johannesburg and Durban will host most of the upcoming meetings and conferences.

## Tourism policy

In March 2011, the Department of Tourism launched the National Tourism Sector Strategy (NTSS).

The strategy is a sector-wide plan and includes deliverables for all major role players in the tourism sector. Its core objectives are to grow the tourism sector's contribution to gross domestic product (GDP), achieve transformation, provide people development and decent jobs, and entrench a culture of travel among South Africans.

The key focus areas of the NTSS are:

- arrivals – the strategy will direct the achievement of increased numbers of tourists to South Africa by, among other things, working towards increasing the number of foreign tourist arrivals to 15 million in 2020
- GDP – the aim is to increase tourism's contribution to the GDP from an estimated R189,4 billion in 2009 to R499 billion by 2020
- job creation – the tourism sector is committed to consolidating its efforts to create 225 000 jobs by 2020.

To achieve these three overarching objectives, the NTSS will focus on the following:

- Domestic tourism development – The department and its partners would like to promote a culture of travel among South Africans. Through the NTSS, government aims to increase the number of domestic trips from 30,9 million in 2009 to 54 million by 2020.
- Regional tourism development – It is becoming increasingly important that South Africa continues with its visible contribution to regional development, and the strategy is aimed at growing the value of regional tourism by establishing five South African Tourism (SAT) offices on the continent by 2020. Statistics indicates that within Africa there are

South Africa could benefit by an estimated R14 billion a year as a result of Table Mountain being chosen as one of the New seven Wonders of Nature, in November 2011.

It is estimated that tourism to Cape Town would increase by about 20%, mostly from international tourists.



Domestic tourism historically has been, and remains, the largest contributor to tourist volume in South Africa, with 79% of all volume in 2010 derived from domestic tourists. Holiday travel increased from 12% of domestic and international trips taken to 13%. The percentage spend on holiday travel increased to 31% in 2010 compared to 22% in 2009. The total annual bed nights for domestic travel increased to 130,8 billion in 2010, compared to 128,4 million in 2009. The average length of stay also increased from 4,2 nights per trip in 2009 to 4,4 nights per trip in 2010.



markets that South Africa has not taken full advantage of in terms of the numbers of outbound tourists.

- Emerging markets – South Africa has joined the BRIC countries (Brazil, Russia, India and China), giving it a competitive advantage on a number of economic development endeavours. The number of outbound tourists from these markets in 2010 was more than 5,4 million from Brazil, more than 35 million from Russia, more than 12 million from India and more than 31 million from China.
- Business events – The emerging international approach to growing tourism, and business tourism in particular, is an increased focus on business events. Business events include meetings, expos, incentives, congresses, conferences, exhibitions and trade fairs. South Africa has already secured 200 international conferences for the next five years, which is estimated to attract 300 000 delegates and provide an economic boost of more than R1,6 billion.

Some of the programmes the department will implement in its efforts to create a skills base and job opportunities for the industry, especially for young people, are the:

- Chefs Youth Training Project, with an intake of 800 unemployed young people over a three-year period, and a budget of R25 million for the first year.
- Hospitality Youth Initiative, which is a training and experiential placement project for unemployed youth. The initial target of 300 was increased to a total intake of 800. The budget of R7 million was given additional funding of R15 million.
- Tourism Buddies Youth Project, which is a tourism and hospitality training and experiential placement programme with a total intake of 975 youth to be trained nationally and a budget of R39 million. The department is expecting to

## Top 10 tourist attractions

1. Kruger National Park
2. Table Mountain
3. Garden Route
4. Cape Town's Victoria and Alfred Waterfront
5. Robben Island
6. Beaches
7. Sun City
8. Cultural villages
9. Soweto
10. The Cradle of Humankind

Source: SA Venues

extend this annual project to 2012/13 depending on its performance, availability of funding and demand.

In September 2011, the Minister of Tourism, Mr Marthinus van Schalkwyk, launched the National Minimum Standards for Responsible Tourism in Knysna. Responsible tourism is about creating better places for people to live in, and better places to visit.

South Africa's natural environment is one of its greatest tourism resources, and therefore the tourism industry needs to be actively involved in conserving and protecting it.

These standards serve to:

- establish a common understanding of the minimum criteria for responsible tourism
- promote responsible tourism in the tourism sector, including accommodation, hospitality and travel distribution
- establish the minimum criteria for certification of the sustainability of organisations in the tourism sector.

In this regard, the Minister announced the establishment of National Convention Bureau.

It is expected that this bureau will have a significant effect in terms of, among other things, consolidating, coordinating and strengthening the department's efforts to attract meetings and conventions to South Africa. The bureau was established under the auspices of SAT and became operational in April 2012.

### Travel formalities

- Foreign visitors should check before arriving whether a visa is required. Visas are free of charge.
- Visitors must have at least one blank page in their passports.
- Tourists must have return or onward tickets.
- Visitors from yellow-fever areas must have proof of inoculation.
- Foreign tourists may have their value-added tax refunded upon departure.
- For safety, emergency and other information, tourists can phone 083 123 2345 (24 hours a day) when they are in South Africa.

### Tourism in the provinces

#### Western Cape

The Western Cape continues to be one of the destinations most favoured by foreigners.

Some attractions in Cape Town are:

- the Victoria and Alfred Waterfront
- the Company's Gardens
- the District Six Museum
- the houses of Parliament and the South African National Gallery
- a boat trip to Robben Island, the place where former President Nelson Mandela spent most of his 27 years in jail.

Table Mountain is a popular site for visitors and provides a majestic backdrop to the vibrant and friendly "Mother City". The top of the mountain can be reached by an ultramodern cableway.

Cape Point, part of the Table Mountain National Park, offers many drives, walks, picnic spots and a licensed restaurant. The park has a marine protected area encompassing almost 1 000 km<sup>2</sup>.

Newlands is home to Kirstenbosch National Botanical Garden.

Hout Bay is well known for its colourful working harbour, seafood outlets, round-the-bay trips to the nearby seal island, and a harbour-front emporium that attracts many visitors.

The wine routes outside Cape Town offer the chance to taste first-class wines in arguably the most beautiful winelands in the world.

Superb accommodation is available in historic towns such as Paarl, Stellenbosch and Franschhoek, as well as on many estates and farms.

## Garden Route

The Garden Route has well-developed tourist infrastructure, spectacular scenery and a temperate climate, making the region popular all year round.

### Not to be missed

- The city of George is at the heart of the Garden Route and the mecca of golf in the southern Cape. It is home to the renowned Fancourt Country Club and Golf Estate.
- Knysna, nestling on an estuary, is one of South Africa's favourite destinations, known for its indigenous forests, lakes and beaches.
- Just 29 km from Oudtshoorn, the ostrich-feather capital of the world, at the start of the Cango Valley, lie the Cango Caves, the only show caves in Africa that offer a choice of tours in various languages. The remarkable caves are a series of 30 spectacular subterranean limestone caverns. The cave system is 5,3 km long.

## Central Karoo

The Central Karoo forms part of one of the world's most interesting and unique arid zones. This ancient, fossil-rich land, with the richest desert flora in the world, also has the world's largest variety of succulents.

### Key attractions

- Matjiesfontein, a tiny railway village in the Karoo, offers tourists a peek into the splendour of colonial Victorian South Africa.
- Prince Albert is a well-preserved town, which nestles at the foot of the Swartberg mountains. The Fransie Pienaar Museum offers interesting cultural-history displays, a fossil room and an exhibit of gold-mining activities in the 19th century.

South Africa has eight world heritage sites, namely: Robben Island, iSimangaliso Wetland Park, uKhahlamba-Drakensberg Park, Mapungubwe Cultural Landscape, Sterkfontein Cradle of Humankind, the Cape Floral Kingdom, the Vredefort Dome and the Richtersveld Cultural and Botanical Landscape.



- The museum in Beaufort West, birthplace of heart surgeon Prof. Chris Barnard, depicts the story of the world's first heart transplant. The Karoo National Park on the outskirts of the town is also worth a visit.

### Northern Cape

The Augrabies Falls National Park, with its magnificent falls pressing through a narrow rock ravine, remains the main attraction of the Northern Cape. Game drives reveal a variety of birdlife and animals such as klipspringer, steenbok, wild cats and otters.

### Key attractions

- The Kimberley Mine Museum is South Africa's largest full-scale open-air museum. Underground mine tours are a big attraction. The Freddy Tate Golf Museum at the Kimberley Golf Club was the first golfing museum in Africa. The Kimberley Ghost Trail has become a popular tourist attraction.
- The Robert Sobukwe House in Galeshewe was once the residence of Sobukwe, an important figure in South African history and a major role player in the rise of African political consciousness.
- The Orange River Wine Cellars Coop in Upington offers wine-tastings and cellar tours. The South African Dried Fruit Cooperative is the second-largest in the world.
- Moffat's Mission in Kuruman is a tranquil place, featuring the house of missionary Robert Moffat, whose son-in-law was explorer David Livingstone.
- Namaqualand, the land of the Nama and San people, puts on a spectacular show in spring when its floral splendour covers vast tracts of desert in a riot of colour.
- A cultural centre at Wildebeestkuil outside Kimberley features !Xun and Khwe artwork for sale and a tour of rock engravings by these indigenous people.
- The 100-m high, 9-km long and 2-km wide white sand dune at the Witsand Nature Reserve near Postmasburg should not be missed.

### Free State

In the capital, Bloemfontein, the Eerste Raadsaal (First Parliament Building) was built in 1849 as a school and is the city's oldest surviving building that is still in its original condition. It is still used as the seat of the Provincial Legislature.

The National Women's Memorial is a sandstone obelisk, 36,5 m high, which commemorates the women and children who died in concentration camps during the Anglo-Boer/South African War.

## Not to be missed

- Clarens is surrounded by spectacular scenery and boasts many art galleries.
- The Golden Gate Highlands National Park outside Clarens has beautiful sandstone rock formations.
- The King's Park Rose Garden in Bloemfontein boasts more than 4 000 rose bushes.
- The Vredefort Dome, a world heritage site, is the oldest and largest meteorite impact site in the world. It was formed about two billion years ago when a giant meteorite hit the Earth.

## Eastern Cape

The Eastern Cape is the only province in South Africa, and one of the few places on Earth, where all seven biomes (major vegetation types) converge.

## What to see and do

- The rugged beauty of the Wild Coast, including Hole-in-the-Wall.
- Port Elizabeth, the sunshine capital of the Eastern Cape, with its friendly people and excellent beaches.
- The Red Location Museum of the People's Struggle in New Brighton, Port Elizabeth – winner of several international awards.

South Africa is home to the world's:

- largest land mammal – African elephant
- smallest mammal – a shrew the size of a human fingertip
- tallest mammal – the giraffe
- fastest mammal – cheetah
- heaviest reptile – leatherback turtle
- largest antelope – eland
- heaviest flying bird – Kori Bustard.

It is also home to:

- 900 bird species – 10% of the world's variety on 1% of its land area
- 6 000 different spiders, 175 varieties of scorpion and 100 different snakes
- 23 200 different “fynbos” plants, making it the richest zone on Earth in terms of species to area.



In 2011/12, 28 South African beaches were awarded Blue Flag status for excelling in safety, cleanliness, water quality, provision of amenities and maintenance of environmental standards.



The Blue Flag is an international voluntary eco-label awarded to over 3 450 beaches and marinas in 41 countries. Local beaches that received Blue Flag accreditation include:

### **Eastern Cape**

- Dolphin Beach, Jeffrey's Bay
- Humewood Beach, Port Elizabeth
- Kariega Beach, Kenton-on-Sea
- Kelly's Beach, Port Alfred
- Robberg 5 Beach, Plettenberg Bay.

### **KwaZulu-Natal**

- Lucien Beach, South Coast
- Margate Beach, South Coast
- Marina/San Lameer Beach, South Coast
- Ramsgate Beach, South Coast
- Trafalgar Beach, South Coast
- Umzumbe (Pumula) Beach, South Coast.

### **Northern Cape**

- McDougalls Bay Beach, Port Nolloth.

### **Western Cape**

- Bikini Beach, Gordon's Bay
- Camps Bay Beach, Cape Town
- Clifton 4th Beach, Cape Town
- Grotto Beach, Hermanus
- Hartenbos Beach, Mossel Bay
- Hawston Beach, near Hermanus
- Keurboom Beach, near Hermanus
- Kleinmond Beach, Kleinmond
- Llandudno, Cape Town
- Lappiesbaai Beach, Stilbaai
- Mnandi Beach, Cape Town
- Muizenberg Beach, Cape Town
- Santos Beach, Mossel Bay
- Strandfontein Beach, Cape Town
- Witsand Beach, mouth of the Breede River
- Silberboom Beach, West Coast.

- The Tsitsikamma National Park, and forests and rivers in the area.
- East London, South Africa's only river port, originally established as a supply port to serve the British military headquarters at King William's Town.

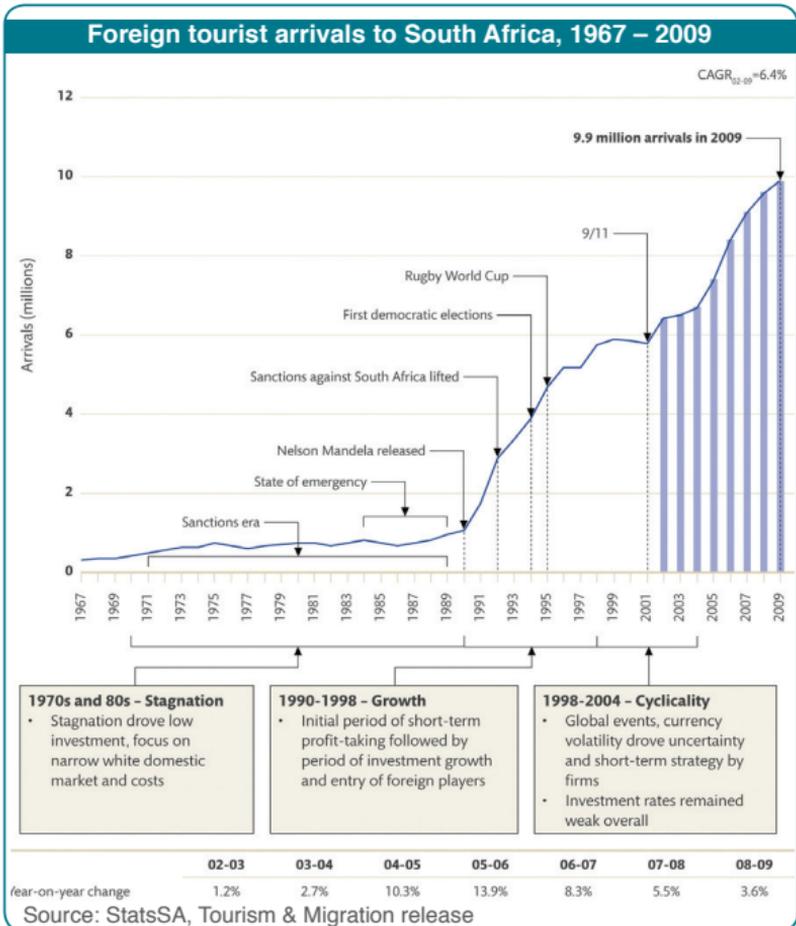
- The village of Qunu, where former President Mandela grew up and which now features the Nelson Mandela Museum.
- The world's highest bungee jump (216 m) at the Bloukrans Bridge over the Storms River.
- Varied game reserves, including the Addo Elephant, Mountain Zebra and Mkambati parks.

## Limpopo

Limpopo is well endowed with cultural diversity, historical sites and tourist attractions, and is an excellent destination for get-away-from-it-all luxury holidays in the bush.

## Not to be missed

- The Mokopane vicinity has several nature reserves. The Arend Dieperink Museum offers a fine cultural-historical collection, while the Makapan caves are famous for their fossils. The Makapan Valley is the only cultural-heritage site of its kind. It reflects the history of the Ndebele people and resistance wars dating back 151 years. The fossil hominid sites of Sterkfontein include Makapan Valley.
- With its outstanding game reserves, the Thabazimbi district is one of the fastest-growing ecotourism areas in South Africa.
- Bela-Bela is well known among South Africans, and increasingly foreigners, for its hot-water springs, fun water slides and scenery.
- The Waterberg mountain range is rich in indigenous trees, streams, springs, wetlands, birdlife and dramatic vistas.
- The Modjadji Nature Reserve, north of Tzaneen, is named after the legendary Rain Queen, Modjadji, who inspired Rider Haggard's *She*.
- Phalaborwa has one of the country's top-rated golf courses – just watch out for animals on the fairways.
- The Schoemansdal Voortrekker Town and Museum, a short drive west of Makhado, are built on the site of an original Voortrekker village and depict their lifestyle in the mid-18th century.
- the Big Tree in the Mutale district is one of the largest known baobabs in southern Africa.



## North West

The province abounds with attractions, including wild animals and fun nights at the famous Sun City and Lost City resorts, which offer, among other things, gambling, golf and an artificial sea.

### Key attractions

- The Historic Route of Mafikeng includes the town of Mafikeng, which was besieged by the Boers during the Anglo-Boer/South African War.
- The Groot Marico region, mampoer (moonshine) country, is associated with author Herman Charles Bosman.

- The Hartbeespoort Dam and surrounds are popular for weekend outings, yachting and golf.
- The Pilanesberg National Park is situated in the transition zone between the Kalahari and the Lowveld. It is home to the Big Five, an abundance of animals and over 300 bird species. It is the fourth-largest park in South Africa.
- The Taung Skull Fossil Site is an extension of the Sterkfontein hominid sites. The site marks the place where the celebrated Taung skull – a specimen of the species *Australopithecus africanus* – was found in 1924.
- Madikwe Game Reserve, one of South Africa's largest game reserves, is home to 66 large mammal species, including the Big Five, and about 300 resident and migrant bird species.

## Mpumalanga

Mpumalanga – “the place where the sun rises” – lies in the north-eastern part of South Africa, bordered by Mozambique to the east and the Kingdom of Swaziland to the south-east. Scenic beauty and wildlife are abundant.

### Tourist attractions

- Historical sites and villages, old wagon routes and monuments mark the lives of the characters who came to Mpumalanga seeking their fortune. The town of Pilgrim's Rest is a living monument reflecting the region's gold-fever period.
- The Blyde River Canyon Nature Reserve near Graskop has striking rock formations and a rich diversity of plants.
- Within the Blyde River Canyon Nature Reserve, the Bourke's Luck potholes were formed by river erosion and the action of flood water. The spectacular Blyde River Canyon is a 26-km long gorge carved out of the face of the escarpment. It is the world's third-largest canyon and the only green canyon.
- The region includes the southern section of the Kruger National Park, which draws a million visitors yearly.
- An annual frog-watching festival is held at Chrissiesmeer, South Africa's largest freshwater lake.
- Dullstroom is popular with trout- and fly-fishing enthusiasts.

## Gauteng

Gauteng, the economic heart of southern Africa, offers a vibrant business environment and many tourist attractions, including a rainbow of ecological and cultural diversity.

### Key attractions

- The Vaal Dam covers some 300 km<sup>2</sup> and is a popular venue for water sport. Numerous resorts line the shore. The dam is also popular with birders and anglers.
- The Sterkfontein caves near Krugersdorp are the site of the discovery of the skull of the famous Mrs Ples, an estimated 2,5-million-year-old hominid fossil; and Little Foot, an almost complete hominid skeleton of more than 3,3 million years old.
- The Walter Sisulu National Botanical Garden has a 70-m high waterfall, stunning indigenous plant displays and a breeding pair of black eagles.
- There is a ring of hills a kilometre in diameter and 100 m high just 40 km north of Pretoria. These hills are the walls of the Tswaing Meteorite Crater, left by an asteroid 200 000 years ago.
- The National Zoological Gardens in Pretoria is considered one of the 10 best in the world.
- The Constitution Hill Precinct is set to become one of South Africa's most popular landmarks.
- The old mining town of Cullinan is where the world's biggest diamond, the 3 106-carat Cullinan diamond, was found.
- A guided tour of Soweto leaves a lasting impression of this vast community's life and struggle against apartheid.
- The Apartheid Museum in Johannesburg tells the story of the legacy of apartheid through photographs, film and artefacts.
- The Union Buildings in Pretoria was the venue for the inauguration of presidents Mandela, Thabo Mbeki and Jacob Zuma.

### KwaZulu-Natal

Also known as the Zulu Kingdom, KwaZulu-Natal is a combination of natural wonders, fascinating culture and ultra-modern facilities.

Durban's Golden Mile skirts the main beaches of the Indian Ocean. Drawcards include an amusement centre, paddling pools, paved walkways and fountains.

### Enticing attractions

- The uShaka Marine World theme park comprises an oceanarium, dolphinarium and oceanographic research institute situated on Durban's Point.

- Spot dolphins or laze the days away on the coastline between the Umfoloti and Tugela rivers – the Dolphin Coast.
- The Hluhluwe-Umfolozi Park, one of the largest game parks in South Africa, is home to the Big Five, as well as cheetah and wild dogs.
- The eMakhosini Valley, birthplace of King Shaka, and the Valley of Zulu Kings give visitors insight into the Zulu nation's history and culture.
- The iSimangaliso Wetland Park is one of the highest forested dunes in the world, and has an abundance of fish and birds.
- The Royal Natal National Park offers many scenic highlights, including the Amphitheatre, Mont-aux-Sources and the Tugela falls.
- The Battlefields Route in northern KwaZulu-Natal has the highest concentration of battlefields and related military sites in South Africa.
- Every year around June or July, millions of sardines leave their home on the Agulhas banks and move up to the coast of Mozambique. Thousands of dolphins, Cape gannets, sharks and game fish follow the "sardine run" northwards.

## Things to see and do in South Africa

Just a few of the attractions that make South Africa an exceptional destination:

- breathtaking Cape Town with its laid-back, welcoming attitude and vibrant nightlife, nestling at the foot of Table Mountain
- Cape Point
- the delights of Sun City and the Lost City, and many other first-rate casino resorts
- walking in the spectacular Drakensberg mountains
- the chance to learn how to say "hello" in the country's 11 official languages
- the country's Blue Flag beaches
- the variety of national parks and transfrontier conservation areas
- eight world heritage sites
- the lilac-breasted roller, the blue crane and the other 900 bird species to be spotted in southern Africa
- the Big Five and other wild animals found in the many parks and game reserves

## **TOURISM**

- the strange halfmens (half-human) and the exotic baobab, just some of South Africa's many amazing trees and plants
- battlefields on which imperial Britain fought Zulus, Xhosas and Boers
- the dazzling floral displays which carpet Namaqualand every year
- the mountains, forests and beaches of the Garden Route
- the silence and solitude of the Karoo's wide-open spaces
- country hospitality (and home cooking) in hundreds of picturesque towns and villages across South Africa
- the endless golden beaches of the Eastern Cape
- fly-fishing in stunning scenery with first-class accommodation
- fabulous golf courses that produced the likes of Gary Player, Ernie Els, Retief Goosen, Louis Oosthuizen and Charl Schwartzel
- an array of cultural villages, arts festivals, rock paintings and museums
- the adrenaline rush of the many adventure-tourism opportunities available in the country.