



**economic development  
& tourism**

MPUMALANGA PROVINCE  
REPUBLIC OF SOUTH AFRICA



Review of Tourism Indaba 2016



# Mpumalanga- Beyond Wildlife!

# Mpumalanga- Beyond Review of

**T**he purpose of this report is to provide feedback regarding the participation of Mpumalanga Tourism & Parks Agency (MTPA) at the INDABA 2016 trade show which took place on the 07th – 09th May 2016 at Inkosi Albert Luthuli International Convention Centre, Durban, KwaZulu-Natal.

INDABA is one of the largest tourism marketing tradeshow on the African calendar and one of the top three 'must visit' events of its kind on the global calendar. It showcases the widest variety of Southern Africa's best tourism products, and attracts international visitors and media from across the world. Indaba is owned by South African Tourism and organised by Pure Grit. The Mpumalanga tourism products exhibited under the Mpumalanga village at the Durban Exhibition Center (DEC), including SMMEs that are in the MTPA development programme.

The primary objective of the MTPA's exhibition at Indaba 2016 was to showcase and promote Mpumalanga's product offerings to predominantly African and international hosted buyers in order to increase tourist arrivals into the Province and claim our market share.

## 2016 INDABA THEME

The MTPA adopted the theme "Mpumalanga beyond wildlife".

The theme was depicted through pictures on the stand, which were highlighting routes/attractions in the Province such as Liberation Heritage route. It was also depicted through advertising which focused on a collage of other attractions over and above the wildlife of Kruger National Park. Adverts were placed on Indaba Daily News, Equinox and Skyways magazines.

## MARKETING COLLATERAL

The MTPA distributed a total of 2000 marketing collateral: 500 Mpumalanga Maps and 1500 of the best of Mpumalanga during Indaba. More marketing collateral was distributed by the other exhibitors at the Exhibition Stand.





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# Wildlife: Indaba 2016







## MPUMALANGAVILLAGE

The MTPA had secured 187sqm exhibition space and procured an exhibition stand that accommodated a total of 32 sharing exhibitors.

A dedicated Mpumalanga Village was created in the DEC as a one-stop-shop for providing information about the Province to Indaba delegates. This included our provincial partners namely: Gert Sibande District Municipality; Ehlanzeni District Municipality and Mpumalanga Regional Training Trust (MRTT). Nkangala District Municipality also formed part of the Mpumalanga village. The following established products exhibited at the main stand:

Established Products	District Municipality
Gap Tours & Transfers	Ehlanzeni
Nomndeni Lodges	Ehlanzeni
Kitso Travel & Tours	Ehlanzeni
Floreat Riverside Lodge	Ehlanzeni
Eingwenyama Conference & Sport Resort	Ehlanzeni
Vula Tours	Ehlanzeni
Zithabiseni Resort & Conference Centre	Nkangala
Barberton Information Office	Ehlanzeni
Middelburg Information Centre	Nkangala
Kruger Lowveld Ehlanzeni	Ehlanzeni

## RTO SUPPORT

The MTPA offered all the three Regional Tourism Organisations complimentary exhibition space under the provincial stand to promote their regions during Indaba 2016. However, only 2 of the RTO's accepted the offer, which are Kruger Lowveld Tourism and Middelburg Information Office. Highveld Tourism could not participate at this year's Indaba.

## SMME SUPPORT

Twelve Small, Medium and Micro Enterprises (SMME) participated at Indaba 2016 through the MTPA SMME Development programme. They were offered pre-exhibition training, exhibition platform, accommodation and transport, courtesy of the MTPA. On 06 May 2016, the SMMEs attended the Tourism Enterprise Partnership (TEP) workshop which was aimed at sharing information and getting smaller business into the responsible tourism environment-for better competitive advantage and sustainability.

South African Tourism selected four SMMEs from the Province which were the 2015 Lilizela Awards winners to exhibit under their incubator stand at the ICC. Their accommodation and travel was also catered for by SAT. However, these SMMEs have raised concerns about the poor preparations and management of their participation to Indaba 2016 by South African Tourism contracted agencies.

## The following SMMEs attended Indaba 2016:

Establishment	Category	District Municipality
La Picasso Guesthouse	Accommodation	Gert Sibande
Kgaribana Guest House	Accommodation	Nkangala
Ngelekele Tours & Safaris	Tour Operator	Ehlanzeni
Kruger via canyon	Tour Operator	Ehlanzeni
Xiluvana Tours & Transfers	Tour Operator	Ehlanzeni
Bokamoso Travel	Travel Agency	Ehlanzeni
CaSambo Exclusive Lodge	Accommodation	Ehlanzeni
Sivutsa Lodge	Accommodation	Ehlanzeni
Ekhaya Guest House	Accommodation	Ehlanzeni
Visit Vakasha Guest House	Accommodation	Nkangala
Mbombela Holiday Resort	Accommodation	Ehlanzeni
Simeliza Tours	Tour Operator	Ehlanzeni

## EVENTS

### WELCOME FUNCTION FOR EXHIBITORS

The welcome function was held at Southern Sun Elangeni-Maharani's Ocean Breeze Restaurant on the 06th of May 2016. The purpose of the function was to welcome and provide a networking platform for the Mpumalanga exhibitors. The event was presided over by the MEC of Finance, Economic Development and Tourism – Mr Sikhumbuzo Eric Kholwane. It was attended by 32 Mpumalanga product owners who included 12 SMMEs and representatives from District Municipalities and MRTT. The acting Head of Department, Mr Jacob Mgidi, the Chairperson of the Board Mr Thulani Nzima; Deputy Chair Mrs Nomaswazi Shabangu-Mndawe, board member Mr Tlou Keetse and 11 MTPA officials also attended the event.

### LAUNCH OF THE LIBERATION HERITAGE ROUTE

The MTPA was tasked to develop the Gert Sibande District Municipality leg of the Mpumalanga Liberation Heritage Route in order to diversify tourism products in the Province. The tasks included developing content for each site, mapping the route, erecting signage and promoting the Route.

The aim of the Liberation Heritage Route is primarily to attract local and international tourists to the various liberation heritage destinations that are linked to South Africa's liberation history.

The development of this route was facilitated by the Provincial Department of Culture, Sports and Recreation with the intention to highlight the key freedom fighters who fought for justice and freedom from oppression, as well as the destinations that featured prominently during the liberation struggle. The towns that forms the liberation heritage route include: **Bethal, Daggakraal, Ermelo, Saul Mkhizeville (formerly Driefontein), Secunda and Volksrust.**





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The Route was launched on the 8th of May 2016, at Southern Sun Maharani hotel on the sidelines of the annual Tourism Indaba. MTPA identified the need to launch this route at this year's Indaba to create awareness about this route and further promote it to the broader tourism industry. MEC Sikhumbuzo Eric Kholwane launched the route to a number of tour operators, hosted buyers, media and tourism businesses.

A video presentation was done, showcasing the map of the six towns as well as the sites forming the Route. Detailed information was packaged in memory sticks with the map for the route, photos for the sites, content highlighting each town and the various offerings such as accommodation with GPS co-ordinates for the guests. This will assist tourists and tour operators in planning their trips when visiting the attractions on this Route.

### PR & MEDIA

In a bid to create awareness around Mpumalanga's participation at Indaba 2016, the following interventions were implemented as per the media plan developed:

#### Pre-Indaba Publicity:

Prior to Indaba a press release on exhibitor briefing workshop held at Emnotweni Sun was drafted and disseminated to various local media. The following media attended the exhibitor briefing and articles were published in the Lowvelder and on the MiTV online platform.

- Lowvelder
- Mpumalanga News
- MiTV
- Mpumalanga Commuter
- Daily Sun

#### Media Liaison:

Continuous media liaison was conducted with local media on our participation at the trade show. We also attended to the media enquiries relating to Mpumalanga's participation at Indaba.

Two local media representatives (SABC and Mpumalanga Community Forum – Bushbuckridge Community Radio) were

invited to join Mpumalanga at this year's Indaba to get first-hand experience and exposure about Indaba. This would in return afford the media an opportunity to share information instantly with the local communities. Travel writers/bloggers were also invited to the launch of the Liberation Heritage Route with the intention for the story to be published on various social media platforms.

Interviews were conducted with the following media houses, on what it means for Mpumalanga to be part of the trade show; the type of products exhibiting from Mpumalanga; the support MTPA provides to SMMEs; the partnership between MTPA and the district municipalities and the Launch of the Liberation Heritage Route:

- Ligwalagwala FM
- Ikwewezi FM
- Ukhosi FM
- Moutse Community Radio
- Rise FM
- Lesedi FM
- SAFM
- Radio Sonder Grense (RSG)

Articles were published in the following newspapers:

- Lowvelder
- Steelburger
- Mpumalanga News
- Highvelder
- SABC News website

#### Media and Advertising Engagements:

Meetings were held with various media houses and publications aimed at profiling Mpumalanga as a tourist destination in various platforms. Continuous media monitoring is still being conducted to track articles published in other publications and media platforms. According to Newsclip, the overall publicity received by the MTPA for the Indaba 2016 using traditional media platforms is estimated at R700 000.

### ADVERTISING AND COMMUNICATIONS

Print adverts were placed in the three editions of Indaba Daily News distributed to all exhibitors attending Indaba. The full page adverts were also placed in the April/May issue of Equinox and the May issue of Skyways magazine.











## INDABA STRATEGIC ENGAGEMENTS

There were 238 meetings that took place in the Mpumalanga Village duration the 2016 Indaba Trade Show. These meetings generated leads for future business for Mpumalanga exhibitors and will go a long way to increase the number of tourist arrivals to the Province. Some of the strategic meetings and activities that involved the Mpumalanga Province are mentioned below:

### Tourism MINMEC (6 May 2016)

The MEC attended the Tourism MINMEC meeting. This is an intergovernmental tourism forum of the Minister of Tourism and the provincial MECs for Tourism who discuss and agree on national tourism policy matters. This forum meets on a quarterly basis.

### Tri-land Brand Initiative Meeting (7 May 2016)

The purpose of the meeting was to resuscitate the Tri-land Brand Initiative between the three (3) countries Mozambique, Swaziland and Mpumalanga (Province of South Africa). A follow up Technical Team meeting was held in Swaziland and Mpumalanga in June 2016.

### MEC Exhibition Walk-About (7 May 2016)

The purpose of the walk-about was for the MEC and the board members to meet and greet the Mpumalanga exhibitors.

### East3ROUTE Principals Meeting (7 May 2016)

The east3ROUTE initiative is an economic and tourism development initiative, featuring KwaZulu-Natal, Mozambique, Swaziland and the Republic of Seychelles. During the Tourism INDABA held in Durban in May 2015, the east3ROUTE Inter-Ministerial Committee extended an invitation to Mpumalanga through the Office of the MEC for Finance, Economic Development and Tourism, for the Province to consider participating in the East3ROUTE Initiative. Subsequently, Mpumalanga submitted a formal request to be an official partner to the East3ROUTE Initiative.

During the Inter-Ministerial Committee meeting held on the 7th of May 2016 in Durban, Mpumalanga was officially accepted as a partner of the East3ROUTE Initiative. At the same meeting the 2015 East3ROUTE Expedition Report was presented and accepted. The next Inter-Ministerial meeting will take place on the 30th June 2016 to look at the proposed East3ROUTE expedition and investment seminar's plans as well as the revised East3ROUTE Memorandum of Understanding following the inclusion of Mpumalanga as a member and partner.

This year, the East3ROUTE Expedition will take place in October. The expedition will start in Mozambique, then proceed to Swaziland, Mpumalanga and end in KZN.





### Meeting with Minister of Economic Development in Congo

The MEC led a team of DEDT, MRTT, MTPA officials in a meeting with the Minister of Economic Development of Congo. The purpose of the meeting was to discuss the economic partnership between Kinshasa, Province of Congo and Mpumalanga Province. Areas of partnership range across sectors of the economy, such as Agriculture, Tourism and skills development.

### Meeting with KLCBT (8 May 2016)

The MEC-led team met with the Executive Director of the Kruger Lowveld Tourism (KLT) to discuss about the ownership and management of the Pilgrims Rest town and the dilapidated public tourism infrastructure in the Lowveld Region. The meeting resolved the following:

- That there is a need for an urgent meeting with the MEC to share the developed Tourism Strategy of the Pilgrims Rest. The MTPA, DEDT, MRTT, Ehlanzeni District, Thaba Chweu Local Municipality and Kruger Lowveld Tourism will have to be part of that meeting.
- That the Department should prioritise the signing of the developed RTO/LTO Tourism Framework.

### Meeting with the CEO of Mzimari Productions (8 May 2016)

The meeting was to discuss sponsorship request for Miss Africa Tourism Universe pageant (SA edition) by Ms Gugu Nyarenda of Mzimari Productions. Mzimari Productions has submitted a request for R6 million sponsorship to stage the beauty pageant in Mpumalanga. It was agreed that Ms Nyarenda should submit a budget breakdown for the event to the MTPA for consideration.

### East3ROUTE Technical Meeting (9 May 2016)

Following the east3ROUTE Inter-Ministerial Committee meeting of the 7th of May 2016, the Technical Team then met on the 9th of May 2016 to discuss the calendar of activities for the 2016 expedition, the Route Plan and the Investment Seminar which will be presented to the Inter-Ministerial Committee on the 30th June 2016.

The Technical Team agreed that a follow-up meeting will have to be convened in Swaziland, followed by the sites inspection of the route both in Swaziland and South Africa (Mpumalanga and KZN) from 6-9 June 2016. Given the inclusion of Mpumalanga into the east3ROUTE Initiative, issues such as the Branding in terms of the colours will have to be considered. Mpumalanga is expected to submit the names of the officials to serve in the Technical Team as well as the 2016 Mpumalanga expedition Route Plan.













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As part of the East3ROUTE Initiative, Mpumalanga Province is also expected to identify ten (10) Women entrepreneurs who are selling art and handicrafts, as well as food and refreshment, so as to form part of the Coca Cola Programme.

The programme aims to equip women entrepreneurs with the required business tools such as ice boxes, umbrellas, pinafores, etc. Coca-Cola and Bottling Partners have committed to assist in the development of these businesses by providing the business tools from their market development funds.

All the above required information is expected to be submitted by Mpumalanga to the East3ROUTE secretariat by Friday, 13 May 2016.

#### **Meeting with Zambia Tourism Authority**

A meeting was held between the MTPA and Zambia Tourism Authority regarding MTPA's participation at ZATEX Expo which will be held from 02 to 08 June 2016, in Lusaka Zambia.

The Expo will be followed by a familiarisation trip of hosted buyers from different countries. The Zambia Tourism Authority has offered to host 5 Mpumalanga Trade and 1 official at both the Expo and the familiarisation trip. All the costs including airport taxes will be paid by Zambia Tourism Board.

#### **Meeting with South African Tourism – United Kingdom**

Meeting was held between the MTPA and South African Tourism (SAT) – UK office. The purpose of the meeting was to discuss areas of collaboration in promoting South Africa, in particular Mpumalanga. Areas of collaboration were identified and amongst others, to participate in co-hosting UK media and trade that will be visiting the Province during the month of July and August 2016 respectively. The MTPA will also provide SAT with more contents on the Panorama Route and other new Routes such as Genesis and Liberation and Heritage routes.

#### **Meeting with Tourvest**

Following the meeting with Tourvest at Travel People Workshop in Johannesburg, a follow-up meeting was held at Indaba to discuss areas of collaboration. Tourvest has proposed to enter into a Memorandum of Agreement which amongst others, will include training of their consultants, co-advertising and co-hosting of international clients. The matter should still be finalised.

#### **RESULTS OF PARTICIPATING AT INDABA**

The following are some of the quick achievements that came as a result of participating at the Indaba 2016:







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As a result of a meeting held between the MTPA and Zambia Tourism Board, four (4) Mpumalanga Trade and one (1) MTPA official were invited to attend ZATEX 2016 and participate on the familiarisation tour of Zambia from 25 June to 01 July 2016. The flights tickets from Nelspruit to Livingston (Zambia) were sponsored by Airlink due to the partnership that exists between us. All other expenses were catered for by the Zambia Tourism Board.

Zimbabwe Tourism Authority invited the MTPA and Mpumalanga trade to attend the Shanganani International Trade Fair and participate on a familiarisation trip, and one Mpumalanga Tour Operator attended the tradeshow that took place in Harare from 02 – 07 June 2016. All expenses were paid by Zimbabwe Tourism Board and the tour operator made her own travel arrangements.

#### FEEDBACK FROM SHARING EXHIBITORS

The MTPA hosted the de-briefing meetings with the partners and exhibitors to discuss their experiences at Indaba 2016. The following feedback was received:

- The municipalities on the MTPA stand complained about few things, including, lack of visibility of their brands, protocol,

change of politicians programme and the space allocated to them.

- One-on-one engagements are planned to address these challenges.
- That there should be one-diary for all politicians.
- One-on-One Training sessions should be arranged for partners on using the Indaba diary system.
- Monitoring and Evaluation should be done in order to continuously check the Return on Investment.
- Three year SMME Marketing Platform Programme should be reviewed.
- Branding should be improved.

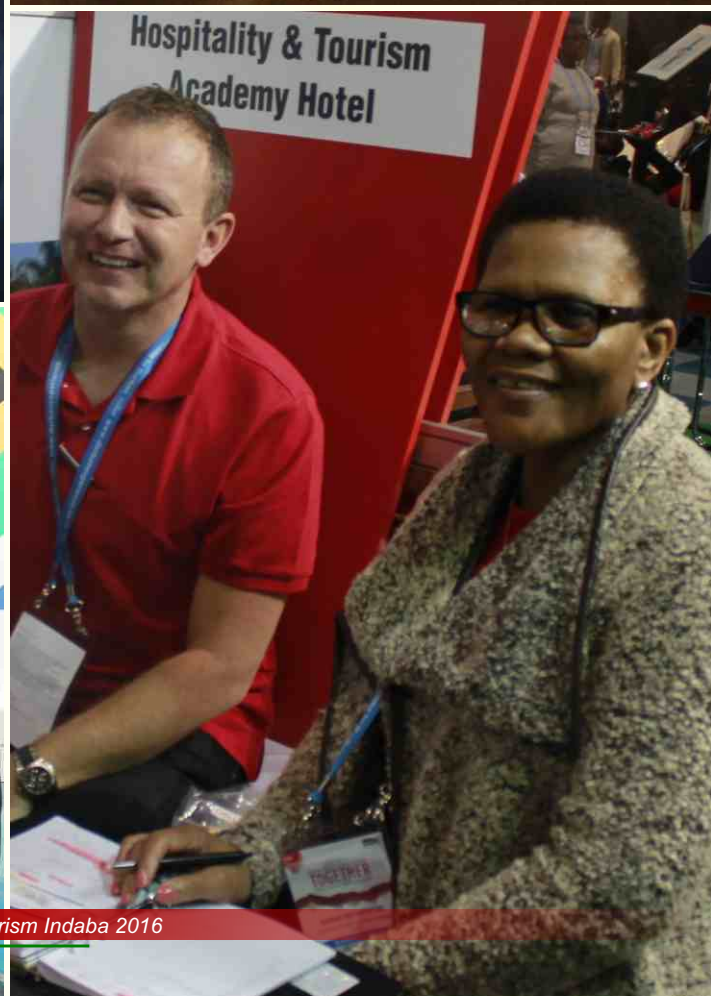
#### CONCLUSION

The 2016 Indaba Trade Show provided a good business to business platform for the Mpumalanga tourism products to showcase their offering to the international delegates. The new stand that was introduced this year made engaging and meeting with clients easier than the previous year's resulting in more business engagements in a more professional manner. The convergence of the Mpumalanga exhibitors at the Mpumalanga Village provided the one-stop shop of tourism information for the province at the Durban Exhibition Centre.

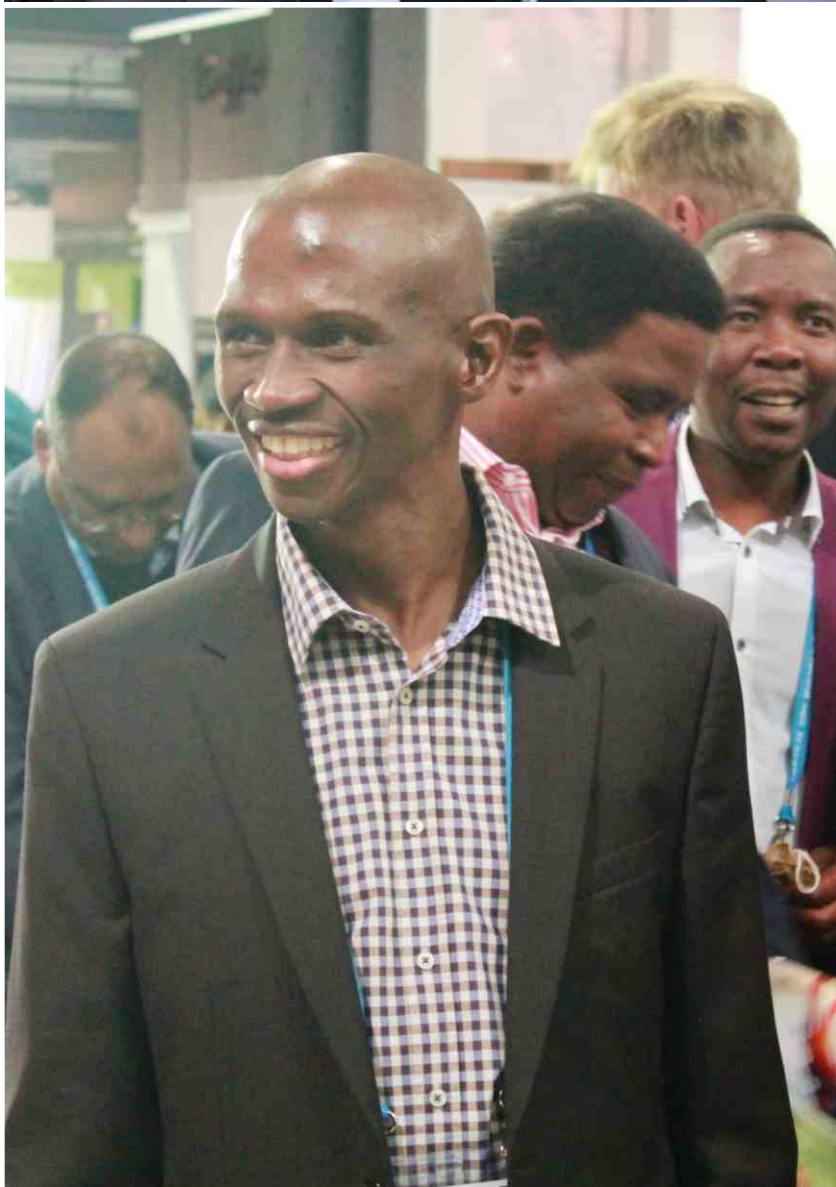
The MTPA extends heartfelt gratitude to all tourism partners, municipalities, our shareholder Department and other stakeholders for their support.

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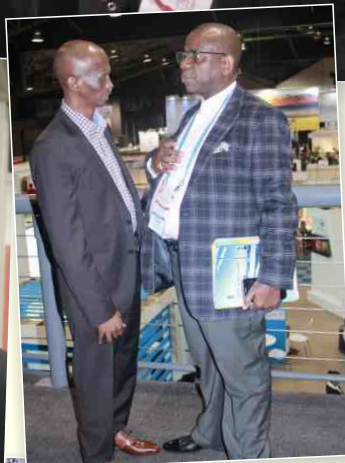
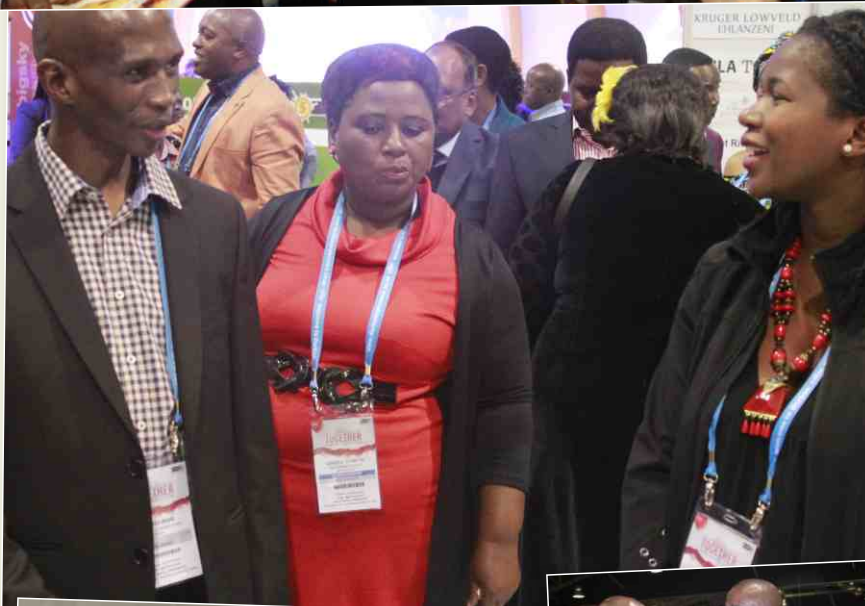




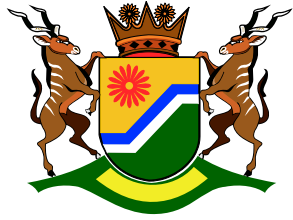












## **economic development & tourism**

**MPUMALANGA PROVINCE**  
REPUBLIC OF SOUTH AFRICA

### **Nokuthula Simelane Building**

(Building No. 4) No. 7 Government Boulevard | Riverside Park Extension 2

Private Bag X11215 | Mbombela 1200 | Republic of South Africa

Local - Tel: 013 766 4004 | Fax: 013 766 4614

International - Tel: +27 13 766 4004 | Fax: +27 13 766 4614

Website: [www.mpumalanga.gov.za/dedt](http://www.mpumalanga.gov.za/dedt)

facebook: @MpumalangaDEDT



### **HEAD OFFICE**

Hall's Gateway on the N4 National Highway | Nelspruit

Tel : +27 (0)13 759 5300/01 | Fax : +27 (0)13 755 3928

E-mail : [info@mtpa.co.za](mailto:info@mtpa.co.za)

Webmaster : [webmaster@mtpa.co.za](mailto:webmaster@mtpa.co.za)



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**THE PLACE OF THE RISING SUN**