

SA Tourism's Sho't Left Travel Week addresses local tourism challenges

South African Tourism's Sho't Left Travel Week initiative will see a host of trade partners, airlines, hotel groups and tour operators offer discounts during the week starting 24 September 2018. As one of the key highlights announced at the launch of World Tourism Month this morning in Tsitsikamma, Eastern Cape, the travel week, which coincides with the celebration of World Tourism Day on 27 September in Mthata, will provide South Africans eager to explore the country with local travel deals.



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Speaking at the launch was Minister of Tourism, Derek Hanekom, who expressed his joy at this initiative. "This initiative underpins the strategy to give South Africans access, in a bigger better way, to the breadth of South Africa's tourism offering than ever before. I encourage all South Africans to explore the variety of deals on offer. This will also go a long way to break the barriers that South Africans have to deal with when thinking about travelling within our borders."

The global theme as set by the UNWTO for this year's World Tourism Month is *Digital Transformation for Growth*.

"We also need to acknowledge that technology and digital disruption is changing the face of the travel industry. Throughout Tourism Month and beyond, we will take this opportunity to showcase the role of technology in our sector and how everyone should embrace and become a part of the digital revolution," added Hanekom.

With the recent decline in domestic tourism numbers, the Sho't Left Travel Week presents a unique opportunity to address this challenge. "The Sho't Left Travel Week is a robust and aggressive response to the challenges highlighted by South Africans as to why they don't travel or explore South Africa often or at all," commented Sisa Ntshona, South African Tourism CEO.

"It seeks to dismantle current perceptions, unlock access to the country and is further underpinned by the general call to all South Africans: It's your country. Enjoy it!"

"I want to thank all the partners who have generously come on board with their offerings as well as those who are still to join in the Sho't Left Travel Week for playing their part in #WeDoTourism," said Ntshona.

Eastern Cape tourism landscape

While the entire country will enjoy the festivities of Tourism Month with nationwide events and activations taking place, the focus will also turn to the Eastern Cape as the official host province for the month, taking over from last year's hosts, Mpumalanga.

"We are delighted to showcase the tourism landscape of the Eastern Cape and its contribution to the economic development of the province and the well-being of our people," explained Vuyani Dayimani, the CEO of the Eastern Cape Parks and Tourism Agency.

"It is an honour for us to host especially as this year's event falls on the centenary celebrations of late President Nelson Mandela and Albertina Sisulu, and more importantly, with the Eastern Cape being the province they were born in, we want to showcase their spirit through all our tourism offerings."

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