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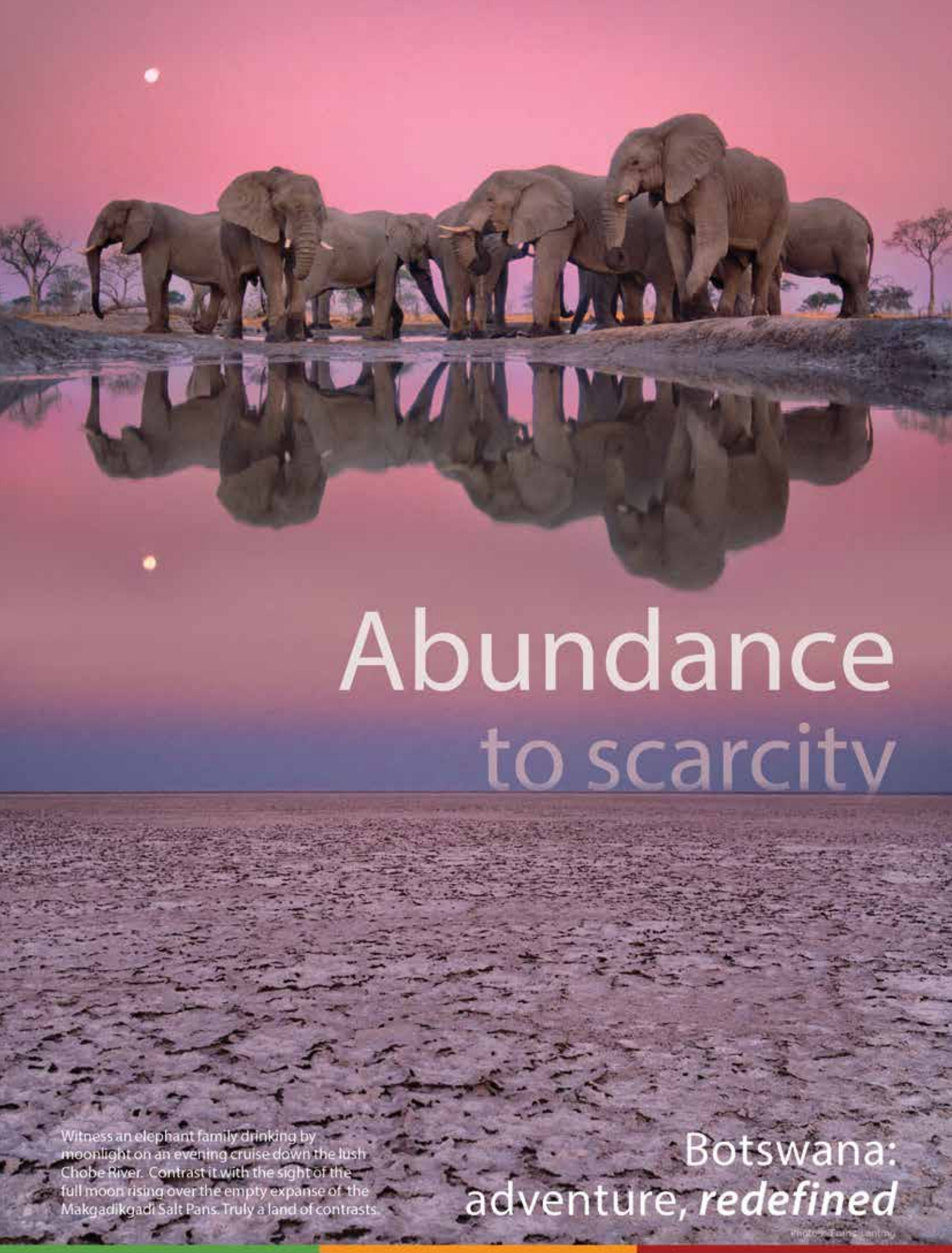


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beyond  
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# Abundance to scarcity

Witness an elephant family drinking by moonlight on an evening cruise down the lush Chobe River. Contrast it with the sight of the full moon rising over the empty expanse of the Makgadikgadi Salt Pans. Truly a land of contrasts.

## Botswana: adventure, *redefined*

Photo: iStockphoto.com

## WELCOME TO THE TRIBE



So here we are: round two of We Are Africa has kicked off in Cape Town Stadium! On behalf of the team at Beyond Luxury Media, our headline partner South African Tourism and our official host city Cape Town, we'd like to welcome you to what promises to be an action-packed week of networking and celebration.

It's been a trying year for African tourism, with the Ebola crisis affecting far more than the three countries that reported serious outbreaks. But it has also been a year in which the African tourism community has become tighter than ever, maturing through their joint effort to protect and promote their unsung continent.

It was the widespread misconceptions about the situation in Africa in the wake of the crisis that got us thinking about the way this continent is perceived – more specifically, how little the world understands about Africa's diversity and tourism potential. We launched our Not One Story campaign with the aim of combating the commonly held belief that Africa is a single destination, by showing how vibrant and multifaceted the 54 countries of modern Africa really are. Find out about the thinking behind Not One Story on page 14.

We Are Africa has received an incredible amount of industry support since our inaugural show last year. This year, our tribe has grown by 21% to include 250 cutting-edge high-end suppliers, 260 global African specialist buyers and 25 senior editors from the national and international press. We'd like to take the opportunity to thank all our dedicated partners and tribe members who have made this journey possible – together, we are shaping the future of African travel.

Because we are Not One Story. We Are Africa.



**SARAH BALL**  
COO & CO FOUNDER



**SERGE DIVE**  
CEO & CO FOUNDER



## DISCOVER OUR WORLD

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## WELCOME TO CAPE TOWN

The City of Cape Town is once again pleased to host We Are Africa at one of Cape Town's most iconic venues, the Cape Town Stadium.

It is very appropriate for this event to be held here, where our administration is prioritising an Enhanced African Agenda with the intent of making Cape Town a key connector with new markets in Africa and forging meaningful links with other cities on the continent.

As one of Africa's premier leisure and events capitals, Cape Town supports the efforts of We Are Africa to highlight the unique and diverse qualities of the African continent as a travel destination.

Tourism has a significant role to play in the economic development of the continent, which is still largely untapped as an international tourist destination.

As the City of Cape Town we are working hard to increase the number of leisure and business visitors to our shores and are encouraged to see that the organisers of We Are Africa share our vision. The event showcases Africa's talent and potential and promotes a new vision of the continent as a dynamic, modern and vibrant place to travel and do business.

The City of Cape Town welcomes all exhibitors, promoters, buyers and the tourism industry at large to our shores. We trust that your stay will be as enjoyable as it is fruitful.



**PATRICIA DE LILLE**  
EXECUTIVE MAYOR OF CAPE TOWN



an inspiring place to discover

photograph courtesy of Platt Tourism

# DISCOVER

cape town and western cape

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## AGENDA

### SUNDAY 3 MAY

12:00 - 18:00 Registration and badge collection at Cape Town Stadium

### MONDAY 4 MAY

08:00 - 18:00 Registration and badge collection at The Bay Hotel, Camps Bay  
09:00 - 13:00 Conservation Lab at The Bay Hotel, Camps Bay  
14:30 - 15:00 Welcome Drinks at The Bay Hotel, Camps Bay  
15:15 - 17:15 We Are Africa Conference: Shaping Stories of Modern Africa at The Bay Hotel, Camps Bay  
17:30 - 22:00 We Are Africa Opening Party at The Bungalow, Camps Bay

### TUESDAY 5 MAY

08:00 Registration open and access to exhibition at Cape Town Stadium  
09:00 - 18:45 Official opening hours  
09:15 Morning appointments start  
10:50 - 11:15 Networking break  
12:50 - 14:15 Networking lunch at MARKET, level 03, Cape Town Stadium  
14:15 Afternoon appointments start  
16:15 - 16:40 Networking break  
18:15 Last appointment of the day finishes  
18:15 - 18:45 Free networking  
20:00 - 02:00 We Are Africa Awards Party, brought to you by South African Tourism, at GOLD, De Waterkant

### WEDNESDAY 6 MAY

08:45 Exhibition doors open  
09:00 - 18:45 Official opening hours  
09:15 Morning appointments start  
10:50 - 11:15 Networking break  
12:50 - 14:15 Networking lunch at MARKET, level 03, Cape Town Stadium  
14:15 Afternoon appointments start  
16:15 - 16:40 Networking break  
18:15 Last appointment of the day finishes  
18:15 - 18:45 Free networking  
18:45 onwards Free evening

### THURSDAY 7 MAY

08:45 Exhibition doors open  
09:00 - 18:45 Official opening hours  
09:15 Morning appointments start  
10:50 - 11:15 Networking break  
12:50 - 14:15 Networking lunch at MARKET, level 03, Cape Town Stadium  
14:15 Afternoon appointments start  
16:15 - 16:40 Networking break  
18:15 Last appointment of the day finishes  
18:15 - 18:45 Free networking  
20:00 - 01:00 We Are Africa Closing Party, hosted by Grand Café & Beach, Granger Bay  
01:00 onwards We Are Africa Afterparty at COCO Nightclub (free access with We Are Africa bracelet)

### FRIDAY 8 MAY

All Day Departures

\* Above agenda is strictly for pre-registered We Are Africa delegates wearing their registration badge and We Are Africa bracelet.



## TRANSFERS

### MONDAY 4 MAY

08:00	Transfers from hotels* to The Bay Hotel, Camps Bay for the Conservation Lab
12:00 - 14:00	Transfers from hotels* to The Bay Hotel, Camps Bay for the We Are Africa Welcome Drinks and Conference
17:15	Transfers from The Bay Hotel to The Bungalow for the We Are Africa Opening Party
21:00 - 22:00	Return transfers to hotels*

### TUESDAY 5 MAY

08:30	Transfers from hotels* to Cape Town Stadium
18:45 onwards	Transfers from Cape Town Stadium to hotels*
20:00	Transfers from hotels* to GOLD for the We Are Africa Awards Party
22:30 - 02:00	Return transfers to hotels*

### WEDNESDAY 6 MAY

08:30	Transfers from hotels* to Cape Town Stadium
18:45 onwards	Transfers from Cape Town Stadium to hotels*

### THURSDAY 7 MAY

08:30	Transfers from hotels* to Cape Town Stadium
18:45 onwards	Transfers from Cape Town Stadium to hotels
20:00	Transfers from hotels* to Grand Café & Beach for the We Are Africa Closing Party
22:30 - 01:00	Return transfers to hotels*
01:00	Transfers to COCO Nightclub for the We Are Africa Afterparty (own taxi home required!)

\* **Pick up points available in front of the following hotels:** Cape Grace, Belmond Mount Nelson Hotel, One&Only Cape Town, Taj Cape Town, The Table Bay, Protea Breakwater Lodge, African Pride 15 On Orange, The Commodore Hotel and The Portwood Hotel (pickup outside The Commodore Hotel)



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## NOT ONE STORY

### *HOW AFRICA BECAME VICTIM TO A SINGLE STORY AND WHY THIS MUST END*

WORDS BY KATIE PALMER

**A**s Chimamanda Ngozi Adichie pointed out in her TED Talk on 'The Danger of a Single Story', Africa is all too often defined by a single story of catastrophe, all too often painted as "a place of beautiful landscapes, beautiful animals, and incomprehensible people."

Adichie suggests that the greater the cultural and economic power

of a nation, the more stories are told about it – through literature, media and popular culture – and thus the more complete people's understanding of that place becomes. Perhaps Africa's changeable past has left it vulnerable to a single story, but with five out of the ten countries named by The Economist as having the largest potential GDP growth in

2015 found in Africa, the continent's cultural and economic influence is on the rise. This cultural and economic maturation presents an opportunity for Africa to reclaim its own narrative.

As We Are Africa Founder Serge Dive observes, "when you talk about Africa there is all of a sudden smells and imagery that

come to mind, that very few other continents can compare with."

Quite rightly, Africa is renowned for its scenic beauty and incredible array of wildlife; but while Africa's hard-earned status as a destination brand is undoubtedly one of its great strengths in the international tourism market, it could also give rise to widespread misunderstanding of the continent's diversity, even among those who live there.

For example, the fact that Africa is home to 54 individual countries is often bypassed by some of the African tourism industry. While other countries across the world are individually characterised by

their languages, culture, cuisine and even landmarks, in contrast Africa is often marketed as simply – as Dive puts it – "the safari place." Despite being a vast, diverse, cultural and economic powerhouse, Africa has in the past often been falsely and unjustly packaged as a single story to be sold outside the continent.

Aside from failing to showcase much of Africa's untapped tourism potential, this overly simplified marketing has other negative ramifications: if potential tourists are led to believe that all African countries are one and the same, then they may understandably assume that social, political or health issues affecting one country will therefore affect them all. These

sorts of ill-informed, generalised perceptions have dire implications not only for the travel industry, but for Africa as a whole: yes, ignorance incites fear and drives tourists away, but with them a crucial lifeline for African commerce, communities and conservation is also lost.

Thus it is imperative that the African tourism industry diversifies its offering and contributes alternative stories to Africa's global narrative. In order for Africa to claim its fair share of tourism arrivals and flourish, we must paint a more complete picture of this enchanting continent – and that means attributing unique personalities to each of its 54 countries. This requires little imagination, for





each individual country is a richly woven narrative of history and heritage; each is made up of its own culture, customs and idiosyncrasies; and each is moving forward to embrace modernity in its own unique way.

Aside from the small fact that there exists 3,000 distinct ethnic groups and as many as 2,000 different languages on the continent, the reality of contemporary Africa is a tale of contradictions: vast, dry deserts that meet lush, green rainforests and snow-capped mountains. Remote tribal communities existing alongside cosmopolitan metros. Rugged nature and untamed wildlife surrounding sleek, urban architecture. Ancient traditions that give rise to alternative music, new-wave artists and Michelin starred cuisine.

For some, Africa's urbanisation is a phenomenon that ought best to be avoided; but the McKinsey Global Institute estimates that by the year 2016 over half a billion Africans will live in cities, with 65 individual metros boasting a population of one million or more. Already, cities across the continent are making waves in the world's dusty perception of Africa: Kuduro, the Angolan dance movement bringing its urban streets to life, is imitated on dancefloors worldwide. In South Africa there is a movement of producers, musicians and vocalists giving themselves to new ideas of African electronic music; while in South Sudan an ex-child soldier turned politically charged rapper named Emmanuel Jal uses his music to promote peace.



**Far Left:** Glimpses of the diversity of the African continent and its 54 countries. From music to fashion, wildlife to architecture.

**Left:** A Taureg man of Algeria, North Africa.

**Below Left:** A Maasai warrior of Kenya, East Africa.

**Below Right:** Ghanaian ex-child soldier turned politically charged rapper Emmanuel Jal.



Meanwhile, Ghanaian fashion designer Akosua Afriyie-Kumi is one of the frontrunners bringing an African aesthetic onto the global fashion scene, inspired by the bold colours and prints worn by the women of Ghana; while in southern Africa events such as Gabrone Fashion Weekend and influencers like Botswana choreographer cum style blogger Tsholo Dikobe are spreading the word of Botswana's home-grown fashion talents. Storytellers like Kenyan-born photographer Cedric Nzaka would argue that the slow but cataclysmic shift that is taking place in Africa's urban areas is a story of positivity: this modern generation are redefining what it means to be African – or, more specifically, Angolan, South African, South Sudanese, Ghanaian and Batswana.

In an increasingly connected society that is fast becoming saturated with information, the emotive tool of storytelling is more relevant and useful than ever – especially in counteracting emotions such as fear, which are not based in fact and therefore cannot be dispelled with information alone. In order to challenge outdated, negative and monotone perceptions of Africa, the African tourism industry must demonstrate the uniqueness of each African country – and in doing so stand united in diversity.

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# CONSERVATION LAB 2015

EXPLORING THE DEBATES AT THE HEART  
OF AFRICAN CONSERVATION

09:00 - 13:00 | 4 MAY 2015 | THE BAY HOTEL, CAMPS BAY

The Conservation Lab 2015 invites six thought leaders and industry influencers to explore the debates at the heart of African conservation. Each will give a 20-minute talk on a powerful initiative or concept that they consider to be an example to follow, with the aim of inspiring further ideas or projects both within our tribe and beyond. This will be followed by a panel discussion between the speakers and a Q&A session with the audience.

The Conservation Lab isn't about deciding on a right or wrong answer to the conservation question; it's about open, intelligent idea sharing. It's about raising awareness and providing a comprehensive overview of the issues and potential solutions, for our tribe to take away and use as they see fit. This is a platform for people (be they speakers or audience members) who care about the future of Africa's natural environment – and who recognise that the very future of our industry relies on us protecting it.

## CONSERVATION LAB SPEAKERS



### DAMIEN MANDER

*Founder & CEO | International Anti-Poaching Foundation*

Founded in 2009 by former Australian military Clearance Diver and Special Operations Sniper Damien, the International Anti-Poaching Foundation has the mission statement, 'Wildlife conservation through direct action'. The IAPF focuses on training and equipping rangers, developing and implementing conservation security strategy and overseeing anti-poaching operations. The IAPF currently undertakes five major campaigns in Southern Africa and has supported 35 other conservation initiatives since 2009.



### PETER FEARNHEAD

*Founder & CEO | African Parks*

African Parks is a non-profit organisation responsible for the rehabilitation and long-term management of national parks, in partnership with governments and local communities. Their approach combines world-class conservation practice with business expertise, focussing on achieving financial sustainability for national parks by combining donor funding with tourism revenue and related business enterprise, all of which serve as a foundation for economic development and poverty alleviation.



### JAN HUTTON

*Managing Director | Social Act*

Jan is a respected strategic marketer who believes in the convergence of modern marketing, technology and media for the purpose of positively impacting brand value and business. Voted as one of the World's Top 50 Travel Marketers by Skift and Top 100 Africa Social Media Travel Experts by Travelstart, she is also an unapologetic conservationist and a vocal responsible tourism advocate.



### IAN MICHLER

*Director | Invent Africa*

Ian is a safari operator, specialist guide, environmental photo-journalist and ecotourism consultant. He writes for a broad range of local and international publications and is the author of seven natural history and travel books on Africa. He is also a member of the International League of Conservation Writers and the Conservation Action Trust, a Director of Eden to Addo and co-owner of Invent Africa Safaris.



### DR. PAULA KAHUMBU

*Executive Director | Wildlife Direct*

WildlifeDirect is a non-profit organisation dedicated to "Changing minds, behaviour and laws to ensure Africa's critical species endure forever." Using the internet to harness the collective energy of conservationists and concerned individuals, it aims to create a movement powerful enough to reverse the catastrophic loss of habitats and species through securing efficient conservation management in parks, reserves and other conservation areas throughout the world.



### ADAM WELZ

*South African Representative | WildAid*

WildAid is an international organisation that focuses on reducing consumer demand for products made from threatened species – such as sharks, elephants, rhinos and even humble pangolins – via high-profile media campaigns, often featuring celebrities. As well as being WildAid's South African Representative, Adam is also an inveterate birder, writer, photographer and filmmaker who has lived and worked on four continents.





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# CONFERENCE 2015

## SHAPING STORIES OF MODERN AFRICA

15:15 - 17:15 | 4 MAY 2015 | THE BAY HOTEL, CAMPS BAY

We Are Africa's annual Conference returns for 2015 to shape the stories of modern Africa via our line-up of inspiring speakers. As part of our ambition to challenge the media and tourism industry's reductive branding of the continent as a single destination, we've sought out speakers who are committed to expressing different facets of contemporary Africa's identity – from branding, to cultural shifts, to personal stories of discovery.

## CONFERENCE SPEAKERS



**ZAMI MAJUQWANA**

*Branding Expert | Strategist, Wolff Olins*

Part British, part South African, part black, and part white, Zami Majuqwana understands the rare mix of connectedness and difference that defines identities in Africa.

Born in London to a white British mother and an exiled Xhosa father, Zami was raised in post-apartheid South Africa. Fascinated by the impact of heritage, history and story on African national and individual identities, Zami read history at Cambridge University. Now a strategist at world-leading brand and innovation consultancy Wolff Olins, Zami is part of a community of thinkers and makers helping organisations to craft stories, cultures and experiences that shift perceptions, change behaviours and empower people for positive impact.



**MARK COETZEE**

*Artist, Art Historian and Writer | Executive Director & Chief Curator, Zeitz MOCAA*

As an acclaimed artist in his own right, as well as a prolific writer and recognised art historian, Mark's career has included distinguished positions as Director of the Rubell Family Collection in Miami and Program Director of PUMAVision. Due to open its doors at the end of 2016, the Zeitz Museum of Contemporary Art Africa (Zeitz MOCAA) – based on the Victoria and Albert Waterfront in Cape Town – will become South Africa's first museum of contemporary art. As Executive Director and Chief Curator, Mark's mission is to tell the many stories of modern Africa through collecting, preserving, researching and exhibiting contemporary art from across the continent.

Read our interview with Mark on page 28.



**LEVISON WOOD**

*Explorer, Writer and Photographer | Maker of 'Walking the Nile'*

Former British military parachuter Levison Wood is an explorer, writer and photographer who has covered conflicts, events and stories around the world for over ten years.

In 2014 he became the first man to attempt to walk the length of the Nile, which saw him spend nine months travelling through rainforests, deserts, cities and even war zones in Rwanda, Tanzania, Uganda, South Sudan, Sudan and Egypt. In the hit documentary that followed – 'Walking the Nile' – he shared with the world his story of modern Africa, including the impact had on him by the "amazing people" he met and the "breathtaking places" he saw along the way.

Read our interview with Levison on page 32.



**ZAIN ASHER**

*News Anchor | CNN Newsroom Co-Ancor, CNN International*

Now an anchor at CNN International, Zain Asher has previously served as a CNN business correspondent, regularly interviewing leading CEOs and entrepreneurs, and as a field reporter, covering stories including the kidnapping of hundreds of schoolgirls by Boko Haram militants in Nigeria in 2014, and the 2013 terrorist attack at the Boston Marathon.

She has also hosted panel discussions at the United Nations, London Business School, UBS and recently gave a TEDx talk in London. Born and raised in London, Asher has lived and worked in Mexico, France and Nigeria and is fluent in French, Spanish and Ibo (her native Nigerian dialect).





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# AFRICA, CURATED

*WE ARE AFRICA CONFERENCE SPEAKER, MARK COETZEE,  
ON THE FUTURE OF CONTEMPORARY ART IN AFRICA*

INTERVIEW BY CRISTINA RUIZ

When Mark Coetzee left South Africa for Europe as a young artist and curator in 1988, he vowed to return to his native country one day only if he could fulfill a lifelong ambition. “I’ve always wanted to build a major contemporary art museum in Africa,” says Coetzee. “I knew that to do this I had to leave the country, to learn the skills required to lead a significant institution and to establish friendships in the international art world that would help support my vision.” Twenty-five years later, following major stints in Paris, London and the United States, Coetzee is finally back in South Africa turning his dream into reality. As executive director and chief curator of the Zeitz Museum of Contemporary Art Africa (Zeitz MOCAA), he will oversee the running of the continent’s first major museum devoted to the display of work by living artists from Africa and its diaspora. It is scheduled to open in 2017.

Housed in a former grain silo on the waterfront in Cape Town – a soaring structure originally constructed in 1921 – the museum will display the collection assembled by Coetzee for Jochen Zeitz, former chairman of the sportswear company PUMA and We Are Africa Innovation Awards nominee. The two first met in Miami, where Coetzee spent a decade running a gallery set up by private collectors Don and Mera Rubell. While working for the Rubells, Coetzee oversaw the building of a state-of-the-art gallery and organised numerous shows. It was there that Zeitz approached Coetzee and asked him what he wanted to do next. “I explained my ambition to build a museum in Africa,” Coetzee recalls. Zeitz had already been engaged with the continent for a long time. “Under his direction, Puma was the first major sportswear brand to sponsor African football teams. When I told him about my museum ambitions, he said: ‘I want to do that too. Can you do in Africa what you’ve done at the Rubells?’”

And so began an extensive search for the right African partners in this bold museum building venture. Coetzee

and Zeitz considered several options, but finally teamed up with the V&A Waterfront, which owns the historic grain silo that will house Zeitz MOCAA and is providing more than R500m for its conversion into a gallery. Once complete, the museum will comprise around 9,500 square metres of display space over nine floors – more than enough to host large exhibitions and a myriad of other displays besides.

The art on show will include major installations, such as a rubber dragon festooned with ribbons made by the South African artist Nicholas Hlobo for the 2011 Venice Biennale – one of the most influential contemporary art exhibitions in the world. When Coetzee visited the biennale and saw this imaginary creature in flight, with its massive wings extended and its long tail curled in huge coils behind it, he immediately made arrangements to buy it. “This will become a seminal piece for the artist and the Jochen Zeitz Collection,” he said at the time. Other major acquisitions include Angolan artist Edson Chagas’s installation for the Venice Biennale in 2013 (which won the exhibition’s top prize), consisting of stacks of photographs taken in the capital Luanda and displayed in a historic Venetian palace. Returning major works such as Hlobo’s dragon and Chagas’s photographs to the continent that made them is one of the defining aims of Zeitz MOCAA. “Artworks like these have been rightly celebrated by the international art world. But we want these works to be permanently housed in an African institution, shown in Africa and to become part of a conversation about contemporary African culture that is written by Africans, not by Europeans or Americans,” explains Coetzee.

Another aim is to acquire work from all 54 countries on the continent. The museum will not, however, be an “encyclopaedic collection with one work by each artist from each country,” says Coetzee. Rather, it will collect thematically by identifying “specific concerns





and interests in each nation or region and then finding artists who best engage with those issues and building in-depth bodies of work by those particular artists.” As an example, Coetzee cites Afro-Futurism: a broad term that encompasses artists, writers, musicians and film-makers who use elements of science fiction, fantasy, and magical realism to explore the contemporary and historical experiences of black people around the world. Zeitz MOCAA will examine Afro-Futurism through the work of artists including Cyrus Kabiru from Kenya, who builds elaborate Futurist spectacles from materials such as speedometers, shoe polish lids, CDs and bottle tops, then takes photographs of himself wearing these fantastical creations.

Zeitz MOCAA also aims to promote African talent on a global stage by organising shows that Coetzee hopes to export around the world. The aim is to position Zeitz MOCAA and the artists it represents on the international circuit of major contemporary

art museums. “Of course, there are particularities to being an artist living and working in Africa, but artists here see themselves first and foremost as artists, not African artists. They refuse to be ghettoised by their geographic location; they want to have conversations with their region, their nation and the world.”

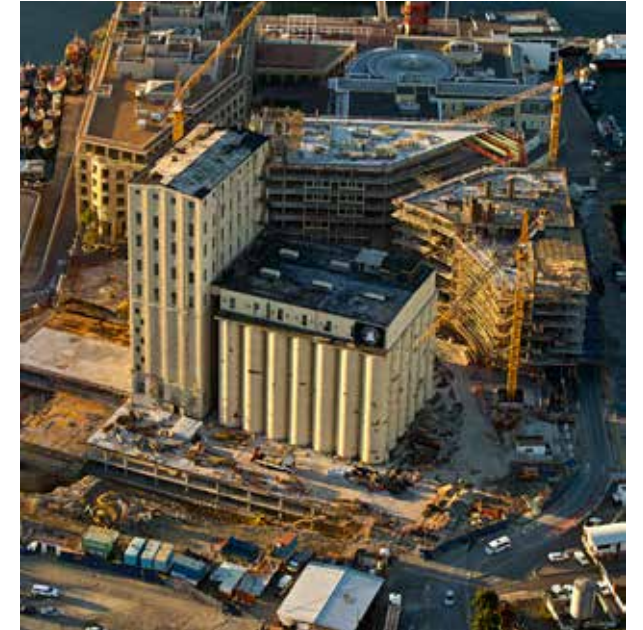
And it is not just art that Coetzee intends to showcase. Zeitz MOCAA will also host exhibitions of clothes by African designers as part of a recently announced Costume Institute. Its first four fashion shows will be devoted to the South Africans Gavin Rajah, Marianne Fossler, the young talent Thula Sindi, and the veteran designer Chris Levin – whose clients included the South African first lady Markie de Klerk and Elizabeth Taylor.

The galvanising effect Zeitz MOCAA will have on the worlds of African art, fashion and contemporary culture is likely to be immense, and the excitement among the art community in Cape Town and further afield in South

Africa and Africa at large is palpable. “As the first major museum of contemporary art in Africa, the institution is enjoying the extraordinary support of a community who’ve been waiting for an institution of this scale and global significance for a long time,” says Coetzee. And the influence of the new institution could extend even further if private collectors around the continent follow the lead of Jochen Zeitz. Coetzee hints at initiatives to extend the museum’s reach into other countries by establishing outposts in collaboration with individuals elsewhere. “Other African nations have already approached us; we are in talks with some of them,” he says.

But Coetzee hopes it won’t just be the artists and designers who benefit from Zeitz MOCAA. “South Africa does not have a museum-going culture. We aspire to make the cultural artefacts of our time accessible to all.” To encourage people to visit, Coetzee will make the museum free at least one day a week. He will also employ strategies common in the restaurant and hospitality industry to make people feel at ease in a potentially alien environment – for example, by training staff to welcome people and engage with them, and providing wall text in multiple languages, among other things. But, above all, Zeitz MOCAA will make itself indispensable by hosting “exhibitions which celebrate the diversity of what Africa is and are relevant to all communities and cultures who identify themselves as African.” If the museum had a catchphrase, says Coetzee, it would be “In Africa, by Africa, for Africa”.

*Cristina Ruiz is Editor at large of The Art Newspaper and a regular contributor to numerous publications, including The Sunday Times magazine, The Times and Vanity Fair UK.*





## NILE WALKER

*WE ARE AFRICA CONFERENCE SPEAKER, LEVISON WOOD, ON HIS SEVEN-MILLION-STEP TREK ALONG THE WORLD'S LONGEST RIVER*

INTERVIEW BY WILL HIDE

**H**ow do you spot an explorer in a North London pub? Someone who's just spent nine months trekking 6,000km along the River Nile, from its source in the hills of a dense, tropical Rwandan forest, to the sandy coastline of the Mediterranean Sea in Egypt?

Well, as it turns out, quite easily. Among all the beanie-hatted hipsters glued to their mobile phones and clutching bottles of designer Scandinavian lager, the down-to-earth bloke quietly sitting in a corner enjoying a pint of India Pale Ale indeed turns out to be the man I'm here to meet: Levison Wood.

The 32-year-old writer and former British Army soldier has always had a passion for exploring – on holiday in Greece as a four-year-old, for example, when his parents would send him off shopping alone in the local village – and that has now extended into a passion for Africa.

"The continent, and the Nile in particular, have always fascinated me. It's not just that it's the longest river in the world, I'd say it's the most important. It's where civilisation began, and it's the lifeblood for millions of people.

"For me, the Nile embodies diversity" he continues. "People have this stereotype about the river, that it's all sand dunes, palm trees, pyramids and feluccas. The reality is it's incredibly long and varied and for me, my seven-million-step trek along the river was a journey of discovery in its truest sense: a journey that was all about breaking those stereotypes, about seeing every type of culture, terrain and people that Africa has to offer, and all very different to the pictures we imagine. All of the countries I visited – Rwanda, Tanzania, Uganda, South Sudan, Sudan and Egypt – had their own character, but each managed to challenge prejudices that I'd held.

"In Rwanda, you only have to hear the name and you think genocide. Everyone over the age of twenty you meet is either a victim or a perpetrator. So I was employing porters who were mass murderers, which is a massively strange thing to get your head around. But you have to deal with it, and it's a country where there is genuine reconciliation, which is difficult for us to fathom in Europe. The scars are still there but it's intriguing to see how they are pushing forward.

"In Tanzania I found a level of suspicion that was probably a legacy of former times, but then in Uganda everyone was very warm and welcoming. In South Sudan I had 80,000 refugees coming towards me as the country erupted into civil war. I saw mass graves, bodies in the street and burnt out tanks – some of the stories were extremely harrowing.

"Egypt, where the journey ended, well I always knew it was going to be problematic. I don't think I've ever been there and not got into trouble and this time I was under house arrest for three weeks because of problems with permits and visas. I was trailed by the secret police for two months, which got a bit boring after a while.

"A favourite? I'd say Sudan, where there's such a deep, ingrained culture of hospitality, and as a traveller I was very well looked after.

"For example, every single house has a huge pottery urn outside, full of water that they may have had to walk five or ten miles to fill up, but the water's not for them, it's for passing strangers. And one guy threatened to divorce his wife unless I stayed for lunch. But then maybe he just didn't like his wife very much in the first place.





What surprised him most about Africa, I wonder? “Again, it probably comes back to the genuine kindness people showed me. There are lots of places you go in the world and someone will come up and appear helpful, but the reality is, they probably want something at the end of it. But there were many times along my route where people were so kind and helpful just for the sake of it.

“My journey challenged my perceptions of Africa. There’s a lot of general misinformation that often comes through the media, but there’s so much more to the continent than Bob Geldof and Ebola. Every country I went to is very different, so it’s certainly not one story.

“In Uganda for example, people’s entrepreneurial spirit is incredible. You go through tiny villages and there are these little businesses, whether it’s charging people’s phones from an old car battery or making bicycles from wood, including the wheels.

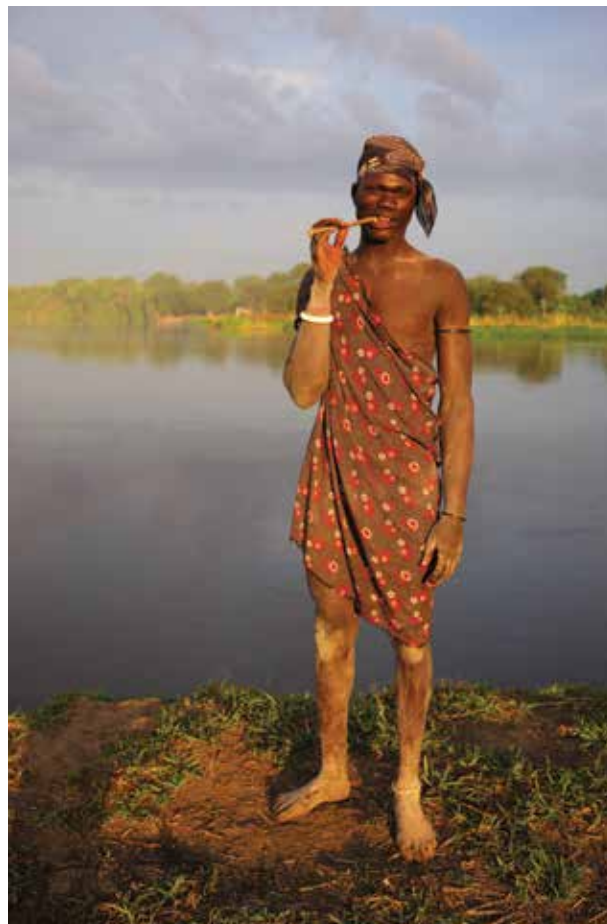
“There are challenges for Africa, that we all know about, but this is also a massively exciting time. There are billionaires in Uganda; there are billionaires in Nigeria. You can get 4G in Africa, but you can barely get 4G in parts of England! And look at mobile money: they are way ahead of us in Africa with that than in Europe. In

the middle of nowhere, people will pay for their kids’ school fees, or a goat carcass, with a mobile phone and that’s way more advanced than anything we have.

How will Africa evolve, I ask Levison? He’s optimistic, but with an air of caution. “There is still going to be a lot of wealth inequality, but as in India and Brazil, a middle class will continue to emerge. Africa will change beyond recognition: I think a lot of the stereotypical, tourist wilderness might disappear, which is obviously a huge shame from an aesthetic point of view.

“Social media is changing how people view the continent. Africans have never really had a say in how things are reported, it’s always been the western media portraying them in a certain, often very specific light. But now on Twitter or YouTube you can see African comedians making fun of things that happen in Europe or America.

“In South Sudan I met a former refugee who’d escaped to London during the 1980s and had a British upbringing, whose family are still in the UK, but he’s come back to Africa as a translator, and he’s now sending money home every month to England! Things will change and perceptions will change.



“What’s the one most inspirational story I came across while doing the trip? It was probably in South Sudan again, among the Mundari tribe. The country was in civil war, and to escape the conflict they swim their cattle across the Nile to islands, and their cows are everything to them. I arrived on one of the islands, and a man was showing me around.

One of his cattle started to pee and he stuck his head underneath it and started having a shower, which surprised me to say the least. He explained it was partly because it made their hair go red, which the women liked, but also it was considered too dangerous to wash in the river because of all the crocodiles.

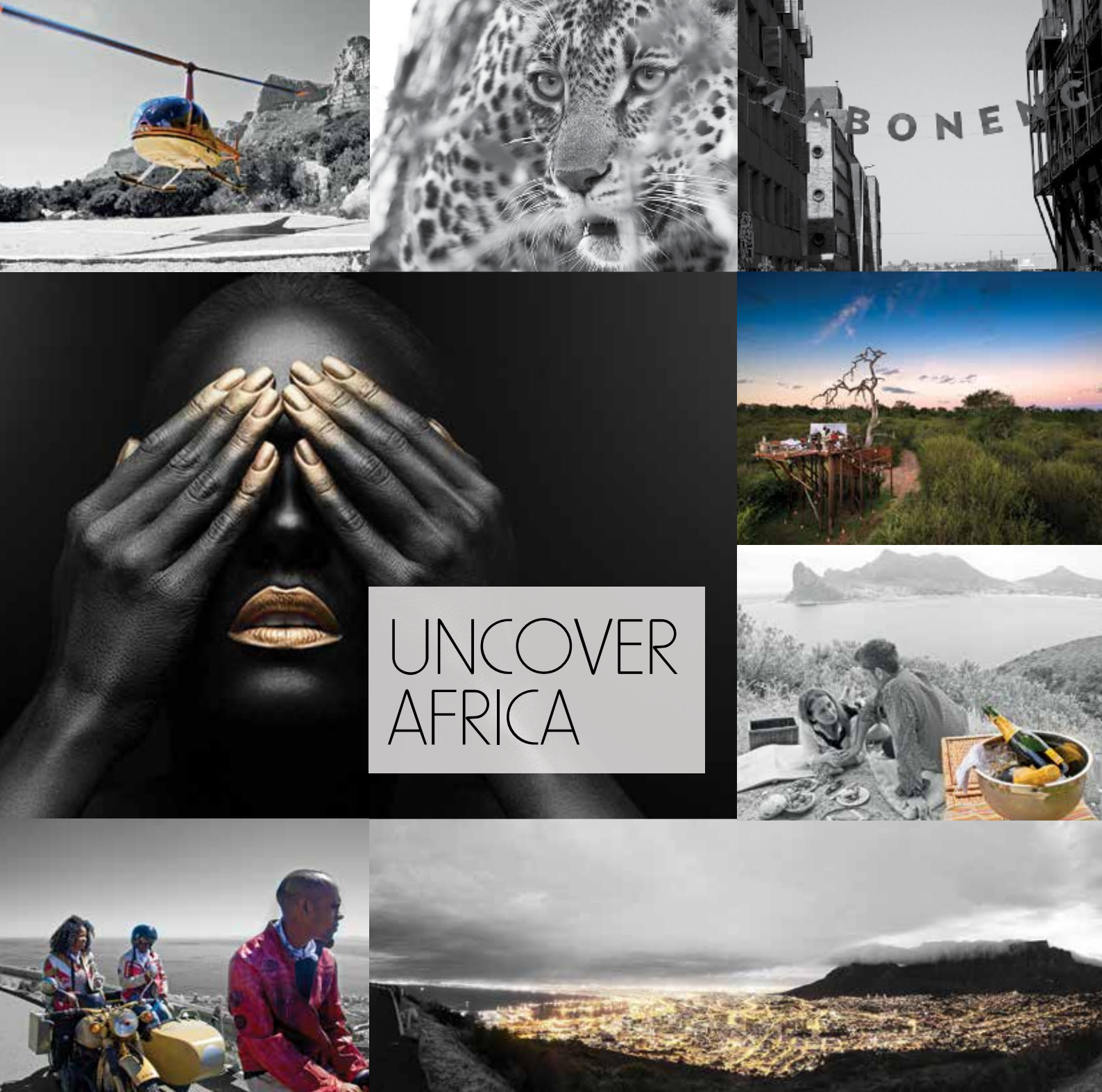
I asked him if people got attacked quite regularly and he said yes, his brother in fact had been killed by a croc just that morning. So there he was, stoic and fatalistic, showing me around this camp with a big welcoming smile on his face, and all the time, he knew his brother had been killed only a few hours beforehand. That’s life.

People just get on with it.

“What’s one thing the world doesn’t know about Africa?” I ask him finally, as we both finish our pints. Levison sits for a moment, thinks deeply, then beams. “There are more Arsenal supporters there than anywhere else in the world.” At least Arsene Wenger will be happy.

*Will Hide (@willhide) worked on the travel desk of The Times for 12 years, but now freelances for the travel pages of numerous newspapers and magazines, including the FT, Wallpaper\*, the Sunday Times and British Airways High Life magazine.*





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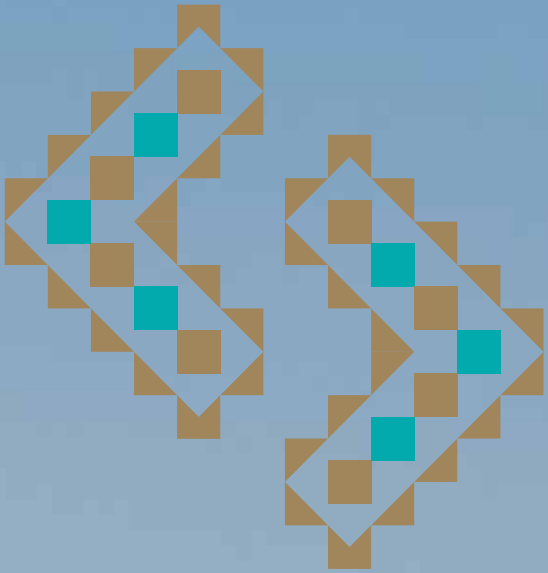
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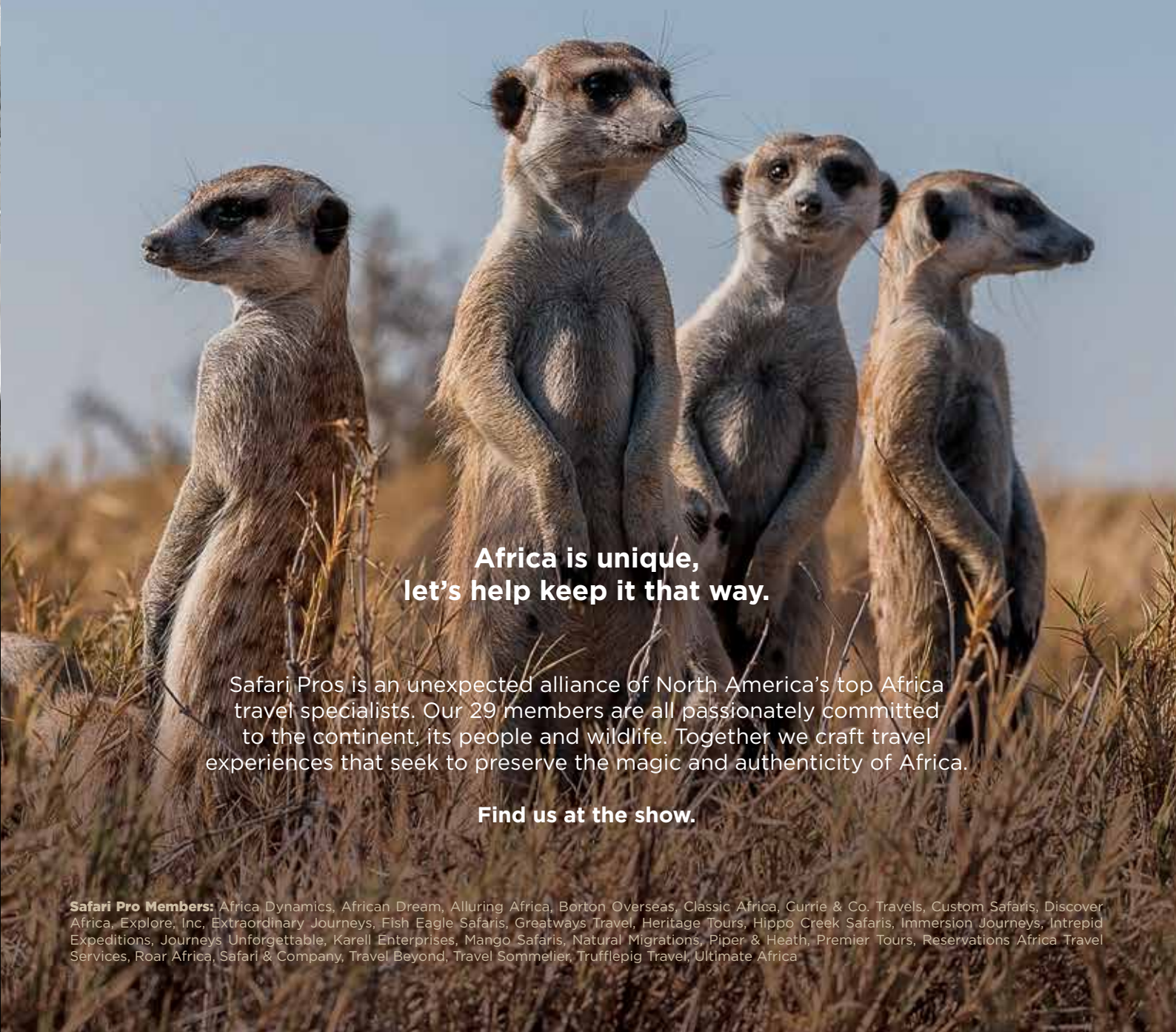
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©Photo by Luis Monteiro, courtesy of Duro Olowu

# AN AFRICAN AESTHETIC

*INTRODUCING THE UP-AND-COMING AFRICAN DESIGNERS  
CREATING A NEW PATTERN FOR GLOBAL FASHION*

WORDS BY CLARE COULSON

About a decade ago, a new designer appeared on the London fashion scene. In contrast to many of his contemporaries (who are renowned worldwide for their cutting-edge cool), Duro Olowu was making something entirely different: elegant, utterly chic silk dresses that were both feminine and highly covetable. Most notably, his bohemian ensembles were all made in the most incredible, colourful combinations, combining Olowu's native Nigerian prints with exotic French silks. His pieces became highly prized fashion trophies, beloved of all the right fashion editors, and were eventually discovered by Michelle Obama. Olowu made his mark – but he made the fashion world rethink African fashion, too.

Fashion forward ten years and he's no longer alone. From London to New York and far beyond, African fashion is being seriously rebooted. Take Suno: a New York-based label founded by Max Osterweis, which from the get-go celebrated the African textiles and kangas that Osterweis had been collecting while staying with his mother in Kenya. Suno's bold, eclectic aesthetic has always been inspired by these vivid textiles; but a key part of his ethos is that he also sources producers in Africa.

Similarly, the ethical New York-based brand Maiyet was founded to nurture talents in countries around the world (including Kenya), using artisans to produce clothes and accessories that are shown as part of Paris Fashion Week and sold at stores including Net-A-Porter, Browns and Selfridges. Both brands

produce luxurious clothes while utilising African talents – and both are labels with a conscience, helping to develop skills and prosperity.

LemLem (which means 'to flourish' in Amharic) is another high-profile African export founded by Ethiopian supermodel Liya Kebede, who launched her label in 2007 after discovering that traditional weavers were losing their jobs in her homeland due to lack of demand. Her collections – which are now sold around the world – include scarves, dresses and homewares, all made from her beautiful native linens and cottons. The current collection includes striped tunics and poncho dresses, cute shorts and jumpsuits and breezy striped shirts.

Why are these labels so successful? The answer perhaps lies in the way in which designers have fused African skills and incredible materials with modern business and marketing to produce relevant and influential brands. Stella Jean is the latest name to find success combining all of the above. The Milan-based, half Haitian designer blends African fabrics with super feminine 50s silhouettes – blousy dirndl skirts in vibrant African materials are combined with similarly vivid blouses and wonderful jackets and coats.

For last summer's collection Jean travelled to Burkina Faso with the International Trade Centre's Ethical Fashion Initiative, which is part of a United Nations project. She sourced local fabrics and found local weavers and embroiderers. The collection was





©Photo by Luis Monteiro Courtesy of Duro Olowu



©Lem Lem



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brimming with vibrant patchworks of those West African prints: kimono jackets and pencil skirts in dazzling abstract patterns, sometimes contrasted with a crisp white shirt or simple tee.

She's said of her multicultural mix: "I want to communicate through clothes a concept of opposite worlds and traditions, fusing together in a sophisticated way and standing side by side with equal importance, not covering the other up." She's certainly achieved her goal. Jean has been fêted by magazines and retailers as one of the brightest new stars – and her uplifting mélange of fabrics perfectly syncs with the current trend for more vibrancy and unique pieces in fashion. What binds all these labels together, though, is a conscience. All work closely with native craftsmen to support local economies and some go further – Maiyet is a not for profit endeavour, while the others consciously promote the African workforce, as well as their native styles.

It's unsurprising, then, that the hunt is now on for up and coming African designers... Africa Fashion Week London, which provides a forum for both established and new designers, is celebrating its fifth anniversary this year. It can only be a matter of time before a new Stella Jean or Suno emerges – and fashion will be all the brighter for it.

*Fashion writer and author Clare Coulson was formally fashion features director at Harper's Bazaar and Fashion Editor of the Daily Telegraph and contributes to numerous titles including Sunday Telegraph, Daily Mail, Marie-Claire, Woman & Home and Stella magazines.*



# Durban – host city of INDABA 2015

TWO SHOWS ONE AFRICA

## TWO SHOWS ONE AFRICA

*UNRIVALLED EXPOSURE TO THE  
VERY BEST AFRICA HAS TO OFFER*

*Initiated in 2014, TWO SHOWS ONE AFRICA gives international buyers the best opportunity to experience the very best of what African travel has to offer.*

TWO SHOWS ONE AFRICA – a collaboration between INDABA, Africa's largest travel trade show, and We Are Africa – has proved to be a groundbreaking approach to marketing African travel. Its rationale is simple: to expose select premier international buyers to the very best that Africa has to offer, by giving them access to world-class travel products and services at both of these must-attend Africa travel events, taking place over the course of one week.

"The bespoke, high-end travel showcase, We Are Africa, which took place for the first time in 2014, was an incredible success and a welcome addition to marketing destination Africa. We are delighted to once again co-brand We Are Africa and INDABA as TWO SHOWS ONE AFRICA. We believe that together the two shows give international buyers the best possible showcase of Africa's excellent travel product offering," says South African Tourism CEO, Mr Thulani Nzima.

There is no doubt that the African travel opportunity is no longer the future, it is the present. Between the years 2000 and 2014, international tourist arrivals to Africa more than doubled from 26 million to 56 million.



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Although 2014 was a challenging year for Africa, the region still grew two percent compared to 2013, and the future outlook is very positive. The UNWTO forecasts 134 million tourist arrivals to Africa by 2030.

This growth in arrivals has far-reaching benefits for Africa. Tourism grows economies and creates jobs. The tourism growth on the continent is bringing sustainable development to countries that need it most.

“To ensure that this growth continues, we have to support the businesses that make travel to Africa a reality. TWO SHOWS ONE AFRICA gives us a means to do this by exposing leading international buyers to the very best travel businesses on the continent, all within one week,” says Nzima.

As part of its commitment to the partnership, South African Tourism will sponsor the We Are Africa Innovation Awards, to be hosted in Cape Town on 5 May 2015. To make it as easy as possible for buyers to attend and plan for both shows, some of We Are Africa’s hosted buyers will be invited to extend their trip to attend INDABA in Durban.

Serge Dive, CEO and Founder of Beyond Luxury Media Ltd, organisers of We Are Africa, says: “We are again thrilled to be collaborating with South African Tourism and Tourism INDABA. Our events share fantastic synergies and provide the global travel industry with comprehensive coverage and access to the very best of the continent. All eyes are on Africa, so it’s the perfect moment to stand together in welcoming the world’s



leading travel buyers to share the immense opportunity the continent offers.”

“Africa is being driven forward through collaborations such as this, giving evidence of how partnerships across various platforms work for the greater good of the destination and its businesses. This is where the value of TWO SHOWS ONE AFRICA lies: in collusion to work together to grow receipts which, in turn, impact positively on the economies of many African nations, their people and their leisure destination status,” says Nzima.

Now in its 35th year, Tourism INDABA follows immediately on from We Are Africa, taking place at the Nkosi Albert Luthuli Convention Centre in Durban from 9 to 11 May. Last year’s INDABA saw almost 1,200 different products, experiences and services being exhibited to a total of more than 10,000 delegates. This year the already useful online diary and matchmaking system has been refreshed to ensure that it offers an optimal number of exhibitor and buyer connections. There will be better matching of exhibitor offerings to the individual business interests of buyers and the system will also incorporate search filters to





help exhibitors easily and quickly identify buyers of most relevance to them.

For the second year in a row, the TECHzone will be in operation, giving delegates access to presentations by well-known companies about how technology can be used to improve travel for both consumers and the tourism trade.

This year's INDABA trade show will also provide better networking opportunities with spaces made available for networking to ensure better interaction between role players in the tourism industry.

"Attending INDABA gives interested buyers the best picture possible as to what South Africa has to offer and the kind of experiences that this country is able to provide for all ages, preferences and budgets. Buyers that are serious about Africa cannot afford to miss out on this opportunity," concludes Nzima.

For more information on INDABA, visit [www.INDABA-southafrica.co.za](http://www.INDABA-southafrica.co.za).



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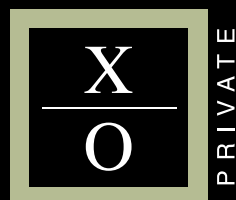
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TWO SHOWS ONE AFRICA

## THULANI TALKS

*WE CAUGHT UP WITH CEO OF SOUTH AFRICAN TOURISM, THULANI NZIMA, TO GET HIS TAKE ON THE TWO SHOWS ONE AFRICA PARTNERSHIP AND THE FUTURE OF AFRICAN TRAVEL*



**What do you consider the continent of Africa's greatest strengths and weaknesses as a destination brand?**

Africa is unrivalled as a destination. This continent has natural beauty that is unmatched, vast tracts of unspoiled wilderness teeming with fauna and flora; superb weather almost all year round; increasingly sophisticated tourism infrastructure; a service excellence ethic that combines the spirit of UBUNTU with a highly skilled and experienced workforce; and big, capable cities with fantastic metropolitan and nightlife offerings.

Moreover, Africa offers tourists unbeatable value for money. South Africa was ranked second on the list (after Tunisia) in the Lonely Planet's Best Budget holiday options for 2015. 'Whether it's wonderful wildlife watching, bargain public transport or free entry to museums, currency fluctuations mean that

South Africa is more affordable for many than it has been for years,' Lonely Planet said. This comes after two South African establishments, The Backpack in Cape Town and Inkosana Lodge in the Drakensberg, were named in the Lonely Planet's Top 10 Best Value Stays for 2014.

Most important of all is the African people, who are this continent's most valuable asset. Africa delivers a warm, welcoming and genuinely friendly experience because of the deeply ingrained and centuries old culture of the people. There is no friendlier and more welcoming place on earth that Africa.

Challenges include accessibility with ongoing concerns about UniVisa issues and airlift that sometimes make it difficult for tourists to access the beauty and hospitality of Africa. We continue in the tourism sector to work to address these challenges to make our continent as accessible as it is

beautiful and friendly.

**What are you seeing as the biggest opportunities for Africa to increase its share of international tourism arrivals and receipts?**

Arrivals to Africa continue to grow, and as more Africans travel regionally, the stature of the continent as a leisure tourist destination grows. Positivity increases as tourist arrivals increase and people experience Africa themselves as tourists.

There are others, too. They include increasingly robust joint marketing agreements with the global travel trade. These agreements and relationships go to work to sell Africa as a destination, ensuring that both tourism businesses around the world and the people of Africa benefit from the economic boost that tourism delivers.



Global travel trade shows, such as INDABA, offer the African industry unsurpassed marketing, sales and business platforms. At the end of February (23 to 25), the annual Meetings Africa business event tradeshow took place in Johannesburg, offering the meetings, conferences, events and exhibitions sector of the industry across Africa an opportunity to meet and do business with premier hosted buyers came from every one of South Africa's key business events markets.

INDABA offers the leisure sector of the industry an unrivalled business platform to showcase the diversity of the African travel industry and provides an opportunity to meet and transact with global buyers. Exhibiting companies are the heroes of INDABA and a critical part of economic growth and prosperity for the African continent. The positive impact of tourism in Africa is widely felt in areas such as economic growth, job creation, an ever stronger middle class and more exposure for the continent to grow Afro-optimism. This in turn leads to wider investment in other sectors, such as infrastructure and skills development.

**South African Tourism is constantly cited as one of the top destination marketing organisations globally. What initiatives and developments over the last 12 months are you most proud of?**

South African Tourism is committed to working hard and smart to achieve maximum results from its resources, both human and material. Every element of the marketing campaign (be those elements country-specific or global) is part of a greater plan that's integrated and that leverages the component parts to reach the maximum number of audiences members with clear and compelling messages about our destination.

The destination marketing organisation is proud of these results, and of the larger campaign and all its parts. However, in the last year, three elements of the marketing campaign may be mentioned by exception. The first is the 'Meet South Africa' brand TVC that went viral on the social media networks within hours of being posted to YouTube. Our research shows that the TVC has a positive impact on destination positivity (as measured in six key markets). The second and third are the launch of the Madiba's Journey and Gandhi Route: two distinct itineraries that celebrate the lives of Nelson Mandela and Gandhi and the impact they had on the South African nation. The two routes make it easy for the global travel trade to package South Africa; they make the lifestyle, culture and history of the destination accessible to millions of people around the world.

**Why has South African Tourism chosen to create the 2 Shows 1 Africa Alliance and partner so strongly with We Are Africa?**

South African Tourism is completely committed to working with the South African and African travel trade to help it flourish.

2 Shows 1 Africa broadens the scope for both INDABA and We are Africa, giving exhibitors the best access to an optimal numbers of quality hosted buyers, and giving buyers the best access to the depth of travel and tourism product on this continent.

Moreover, we are proud of our partnership with We are Africa and proud to be a partner with a brand of this stature.

**What can the industry expect from INDABA 2015 and beyond?**

Africa is on an upward trajectory with regards to tourism arrivals and is burgeoning as a tourism market. This in turn is driving economic growth, job creation, foreign direct spend, investment and a positive global image for Africa - thus impacting on a better life for millions of citizens. INDABA is the best event to gain access to Africa as a growing, exciting, globally competitive destination and the professionals who are committed to its future.

While our continental tourism industry is not without challenges, the industry is justified in expecting tourist arrivals to grow and the sector to flourish. Tourism, in most African destinations, grows ahead of the economies of those nations, giving the industry every reason to be bullish.

In addition, the African sector attracts a significant level of foreign direct spend, giving every indication of the confidence of the global sector in continental growth.

The continent must invest in dialogue to maximise accessibility. It needs to open up airlift, and it needs to maintain its outstanding value for money status. This will ensure that arrivals to Africa continue growing, and that tourism delivers on its full potential to the African people... And to ever greater numbers of tourists all over the world who yearn for an African holiday.

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# LESSONS LEARNED

## WHAT THE AFRICAN TOURISM INDUSTRY CAN LEARN ABOUT CRISIS MANAGEMENT FROM THE EBOLA OUTBREAK

WORDS BY GRAHAM BOYNTON

**T**he Ebola crisis has, it seems, finally been halted in its tracks, contained and on the decline in the three West African countries that were at the centre of the contagion.

So, does that mean everything returns to normal and that the tourists who cancelled their trips to the Maasai Mara, or the Kruger Park, or Cape Town's Waterfront will suddenly come flooding back? As everybody in the travel business knows, it may not be as simple as that.

Firstly, let us take a quick look at what happened during the crisis. In the middle of last year, as the disease was gathering momentum in Liberia, Sierra Leone and Guinea, the Western media went to town on the subject. An article published by the Daily Mail's massively popular website MailOnline claimed that the Ebola outbreak could hit 15 countries across the continent, "putting the lives of 22 million people at risk." This, apparently, was according to "a groundbreaking study" in which Oxford scientists created a map of places most at risk of an Ebola outbreak.

The Fleet Street Clinic's Dr Richard Dawood – one of Britain's top travel medicine experts – was enraged by the MailOnline's story, accusing it of "very poor reporting, and a very poor explanation of a scientific piece of research that in itself was probably quite valid. They've done a terrible job; they're just whipping up hysteria."

There was more hysteria to come as others picked up the theme; in the USA Fox News led the way with

a stream of alarmist stories. I was in the US late last year and could barely believe what I was seeing on television, as one hysterical Ebola report followed another. Clearly, any potential tourist who may have been thinking of travelling to Africa would have been most forcefully discouraged. By early December I was receiving a blizzard of reports from East Africa, Zimbabwe, Botswana and South Africa that there were "many cancellations" – nobody provided concrete numbers – and that forward bookings into 2015 were not looking good.

Throughout all of this there were very few stories in the media to contradict these waves of negative publicity. I for one barely saw or heard an African politician, a national tourism official, or a senior travel industry player appear on television or in the national media here, in Europe or in America putting the Ebola outbreak in perspective. (The exception was African Travel and Tourism Association's Chief Executive Nigel Vere Nicoll, who made several statements on the BBC and CNN early in the crisis asking for calm, but there was no noticeable big statement to counter the waves of scare mongering.)

The feeling among a great number of African specialists today is that the damage done is serious and possibly long lasting. Southern African Tourism Services Association CEO David Frost says that the Chinese market to South Africa is down 90 per cent, Japan and Korea are down 50 per cent, Brazil and the US down 50 per cent and "European bookings have declined by 20 per cent."

Ebola scare stories have not affected the UK market as much as the US market. Africa Travel's Frances Geoghegan said: "We have had no cancellations from the UK, but I think it may well have dissuaded some from considering a trip to Africa, particularly first-timers. We'll find out when we see the figures later in the year. The US is very different – at this stage it is difficult to get beyond the quote stage with Americans, as they are very reluctant to commit to visiting the 'country' of Africa. You can talk to them about the areas of outbreaks, the distances from any safari areas, but it makes very little difference."

I use the Ebola crisis as an example, albeit the most vivid recent example, of the negative publicity that, from time to time, engulfs Africa and has a profound effect on tourism. Before this crisis the al Shabab terrorist attacks in Kenya negatively impacted international tourism to wilderness areas such as the Maasai Mara; a decade before that attacks on white farmers in Zimbabwe gained negative international publicity and damaged tourism to that country for years; and today Egypt is struggling to lure back tourists in the wake of a period of political instability. So, the question the industry now faces is how to re-establish confidence in tourism to Africa immediately, and, in the long term, how to be better prepared for dealing with such media crises in the future.

Firstly, there is now, at last, a good news story to be told about Ebola. The outbreak has been contained and there have been no known cases in any of the African countries outside the three West African countries at the centre of the crisis. This message needs to be relayed to the international media and followed up... And followed up again, and again. If this sounds self evident, take a look at the case currently going through the New York courts in which a honeymoon couple who cancelled their trip to Mozambique because of their fear of Ebola are suing the tour operator for \$80,000.

Similarly, positive messages need to be sent out regularly. It has been observed by a prominent travel journalist that broadcast and print media journalism knows exactly what it is doing when it writes or broadcasts a story. However, these media outlets are feeding off not only predetermined prejudiced attitudes – e.g. that Africa is predisposed to diseases and violent crime – but also off information and newsfeeds that are out there. It is this latter area that needs to be targeted.

This requires a professional media approach, which would require funding to hire a professional individual or organisation. As ATTA's Vere Nicoll has said recently, the Ebola outbreak needs to be put in perspective:

since it emerged at the end of 2013, 40 times as many Africans have died of hunger and 70 times of malaria than of Ebola. "But," says Vere Nicoll, "the media has no interest in those boring facts as they do not sell media space." Hence why a professional approach is required.

What other actions can the travel industry take in the long term to counter the constant drip feed of negative publicity that the continent attracts? On a micro level there is very little the private sector can do, other than to reassure suppliers, PR companies and the media in their key markets that clients are perfectly safe. The responsibility of broader image-fixing or image-recovery campaigns surely lies with national bodies, such as the various tourist boards and the national tourism authorities. Throughout the Ebola crisis there was no evidence of any of these bodies at work in Asia or North America.

Could it also be their responsibility to set up an Africa-wide network that would swing into action to provide a co-ordinated media response to future "African catastrophes"? Many will be surprised to learn that there actually exists a UNWTO Tourism Emergency Response Network (TERN) – established in 2006 in the wake of SARS – to deal with such crises. Unfortunately, it has been all but invisible during the Ebola crisis – none of the journalists I have spoken to say they received any communiqués from TERN.

It may thus be worth the African tourism industry collectively hiring a media consultancy that would be responsible for constantly lobbying, informing and meeting with international media outlets such as the BBC, CNN, Al Jazeera and international print and online publications; and at the same time forming a relationship with the various African national tourism bodies (also noticeably silent during the Ebola crisis), as well as TERN. This at least would establish an accountable, identifiable line of responsibility.

The Economist called the Ebola crisis "the ignorance epidemic." It is in the African travel industry's hands to make sure such ignorance doesn't damage the industry in the future, before it's too late.

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*Graham Boynton is Consultant Travel and Luxury Editor of Newsweek and writes regularly for a number of international newspapers and magazines, including Vanity Fair, Town and Country, and the Mail on Sunday.*



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# TELL AFRICA'S NEXT CHAPTER

## INSIDE THE WE ARE AFRICA INNOVATION AWARDS 2015

To ensure that the 2015 We Are Africa Innovation Awards crown only the most inventive, inspiring and unexpected achievements defining the next chapter of African travel, this year we called on the expertise of a panel of branding, conservation, design and hospitality gurus to whittle down the nominations.

The winners, as voted for by our tribe, will be revealed at the Awards Party at GOLD Restaurant on 5 May.

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### THE PANEL



**AIMEE HENNING**  
Interior Designer and  
Founder, Malica Design



**COLIN BELL**  
Conservationist



**JONATHAN LIEBERMAN**  
Founder,  
mabonengprecinct.com



**LEW ROOD**  
Hospitality  
Consultant



**LOYISO MDEBUKA**  
(DJ Loyd),  
DJ



**MASINGITA MAZIBUKO**  
Marketing Director,  
Unilever South Africa

### DESIGN AFRICA



*Whether it's a showstopping art installation, interiors overhaul or pace-setting new build, we want to see the designs changing the look of modern Africa.*

Aimee Henning says, "Design or architecture that is not contextually relevant is my pet hate". Our shortlist champions this stance, fashioning properties that honour their natural and cultural heritage whilst refreshing them for the modern traveller.

The ocean colours and Moroccan lines

of Medina Palms are inspired by the nearby Gede Ruins, an ancient 12th-century Swahili town, transmitting a sense of cultural belonging. Morukuru Ocean House turns to the surrounding environment for both style and power, featuring sliding glass walls and entirely solar energy; and &Beyond's Sandibe Okavango Lodge's exteriors and interiors subtly echo weaver birds' nests and the pangolin's scaly body armour.

Aimee also contends that "Greater design helps to restore equilibrium

within the individual and on a larger scale, can have a positive impact on how a society sees itself". This is evident in Segera Retreat's emphasis on African art through its collaboration with Zeitz MOCAA on a sculpture garden, artists-in-residence and art collection. Great Plains Conservation's Zarafa Dhow Suites revive the old world simplicity and exclusivity of the safaris of yesteryear, whilst Leobo Private Reserve adopts the traditional concept of an African village to create a point of view that connects with an enlightened state of being.

### EXPERIENCE AFRICA



*Imaginative itineraries that surprise, amaze and challenge traditional expectations of African travel: show us how you make your country stand out.*

Lew Rood highlights three key qualities that tomorrow's discerning traveller will crave from their travel experiences: simplicity, authenticity and exclusivity. Our finalists exude all three, turning to the unique assets of their individual countries to create inimitable itineraries that connect travellers with the authentic

spirit of the region – or as Lew puts it, "to restore the magic of travel on the continent".

To spur this engagement, David Foot Safaris' Ride Botswana horseback and canoe itinerary follows the route of early explorers; Saruni's Warriors Academy enables local tribespeople to impart their knowledge; and Escape+Explore's paddleboard expedition unleashes a pioneering spirit using top Mokoro guides.

Our nominees consistently eschew ostentation for authenticity, whether through Grootbos Nature Reserve's indigenous tours of its protected landscape or Ultimate Safaris Namibia's use of camps owned by communal conservancies. The desire to target travellers with precision and imagination is at their core, as showcased in The Safari Collection's tailored paleontology, photography and conservation itineraries.



## ENGAGE AFRICA



*Tell us how you're collaborating with the local population to support, train and transform the community in the endeavour to build a more united Africa.*

The panel agreed that the key to long-term sustainable development across Africa is to empower communities to participate in and take ownership of it. Our nominees' initiatives consequently focus on providing durable frameworks for the next generation.

Ultimate Safaris Namibia assists the Grootberg Primary School with

infrastructure and personnel, including the establishment of a fully equipped computer centre and overseas volunteer teacher programme. Segera Retreat uses sport to create an outreach network, with the Laikipia Unity Programme reaching 2,400 young people and 113 community sports teams. Grootbos Nature Reserve runs both the Employability & Enterprise Creation Initiative to support young entrepreneurs, and Food4Sport to train children in nutrition and food production.

Partnering with the Maasai Wilderness Conservation Trust, Campi ya Kanzi makes the local Maasai population central by employing local workers, funding projects like Wildlife Pays and using sustainable practices to protect local land. Imvelo's annual 'mobile dentist safari' safeguards the dental health of the population and has treated over 6,000 individuals in four years. Finally, Uthando (Love) South Africa connects people whilst generating and investing money in more than 40 grassroots projects and charities.

## CONSERVE AFRICA



*For those demonstrating outstanding leadership in the complex area of conservation, embarking on bold initiatives to protect Africa's natural resources.*

Colin Bell is a staunch believer in combating the threat to Africa's natural resources through community collaboration, stating "the hospitality industry needs to invest today for a brighter tomorrow by operating more sustainable facilities that focus on using renewable energies and partnerships that embrace neighbouring communities".

Our nominees share this mindset, with

Grootbos Nature Reserve's afterschool programmes combining sport and nature-based excursions to engage local youth in the conservation battle. LEWA Wilderness provides community support through sustainable grazing and forestry initiatives, adult education for women, affordable healthcare and school sponsorship. Campi ya Kanzi compensates herders for livestock lost to predators and supports community rangers in the ongoing fight against poaching.

Colin remarks, "The cliché says 'conservation without money is merely a conversation' and luxury tourism is far

better at generating the money needed." Both Wilderness Safaris and &Beyond put their money where their mouth is with their respective rhino translocation programmes in Botswana, with the former aiming to have moved nearly 1% of the surviving African population after its forthcoming phase and the latter moving 16 rhino in the first quarter of 2015 alone. Meanwhile, Bom Bom Island Resort's Water & Recycle Project aims to remove all plastic bottles from the island and provide free purified water to locals.

## BRAND AFRICA



*From compelling video to incisive blogging or contagious social media campaigns, we're seeking the most insightful and effective efforts to tell the stories of modern Africa.*

Masingita Mazibuko remarks that the next chapter of branding in modern Africa "needs to imbue its authenticity: a mixture of African soul and modernity as global borders become more porous". Our shortlist recognises this necessity, taking advantage of new media to share the remarkable natural, historical and

social narratives of their region on an international podium.

Desert & Delta Safaris used the conversational angle of Twitter to develop a unique hashtag that presented the wonders of Chobe to the world, while The Cruise Professionals communicate how one person can make a difference through extensive blogging and social media. Londolozi Game Reserve has forged a path in YouTube storytelling, garnering over 17m views to date.

According to Masingita, travel brands need to "capture Africa's expression of the world today without losing the authenticity of its heritage". Both Leobo Private Reserve and Wild Places Safaris filmed stories of natural beauty and conservation in stunning detail before garnering attention through screenings in international urban hubs, whilst Michael Poliza ensures travellers have a sense of the heritage behind his pictures by bringing them to life through expeditions.

## SHAPE AFRICA



*Recognising those individuals whose tireless passion and dedication to changing perceptions of the continent are shaping Africa's future for the better.*

Whilst their achievements and directions may be diverse, between them our shortlist has pushed the sustainability agenda, brought new innovations to life and championed the message that Africa is a modern, vibrant continent and competitor on the global stage.

Iconic hospitality legend Liz McGrath, one of the few women in the world to own three luxury hotels, was

instrumental in her lifetime in bringing the annual Relais & Châteaux Congress to South Africa in both 1996 and 2010. Safari Professionals of the Americas is opening communication channels that tap Africa's unparalleled magic and refute crises, beginning with their first summit with safari CEOs and media leaders in Washington DC last year.

Luca Belpietro translated his thesis on wildlife as a natural resource in Kenya into action by founding Campi Ya Kanzi, a leader in sustainable tourism owned by the local Maasai community, as well as the Maasai Wilderness Conservation Trust. As part of her role at the helm

of Classic Portfolio, Suzanne Bayly-Coupe ensures that its eco-sensitive camps, game reserves, hotels and wine estates are all committed to sustainable practices.

Jochen Zeitz has recently launched the Zeitz Museum of Contemporary African Art in Cape Town to preserve and exhibit cutting-edge contemporary art by the diaspora. Finally, Rohan Vos solved the issue of overpriced locomotive hire in South Africa with Rovos Rail, a luxury private railroad and the only successfully privately owned railroad in the world.





## 10 reasons why

### 1. A premier destination

Cape Town is a city of incredible natural beauty. With a cultural heritage spanning more than 300 years, the city is nestled between the ocean and the mountain, with a national park at its heart. The city claimed the top spot on the prestigious New York Times' list of 52 Places to visit in 2014, ahead of destinations such as Los Angeles, the Vatican and the Seychelles. The NYTimes described Cape Town as the "most poignant place to reflect on the iconic legacy of the late Nelson Mandela"; added to this is the city's rich cultural history, natural beauty and the diversity of people. Cape Town also continues to rake in a number of top travel awards. Recent accolades include being named the number three city in Lonely Planet's Best in Travel 2014 Top Cities list. The World Travel Awards placed Cape Town top of the log as Africa's Leading Destination and also as Africa's Leading Meetings and Conference Destination in October 2013. At the same event, the Taj Hotel in the CBD took the award for Africa's Leading Hotel Residence. In the 2013 Condé Nast Traveller Readers' Choice Awards, Cape Town was first in the category Top 10 Cities in Africa and the Middle East and was ranked 11th in the Top 25 Cities in the World.

### 2. World-class infrastructure

Cape Town International Airport is regularly voted the best Airport in Africa. Cape Town's integrated public transport network, a legacy from the 2010 FIFA World Cup, is a fantastic new resource for organisers as it enables easy access to major sporting venues and tourism attractions. Our network of world-class sports

and events venues create many possibilities. The Cape Town Stadium, a 55 000-seater multi-functional stadium, was host to the 2010 FIFA World Cup and has since then hosted several international sports tournaments, concerts and festivals – among them a memorable Nelson Mandela tribute concert a few days after the former statesman's death. We also have the Cape Town International Convention Centre, one of Africa's top conferencing venues. The City has a host of important supporting infrastructure including four universities, a broadband network, a Sport Science Institute, hospitals and medical facilities and a host of accommodation solutions from hotels to hostels.

### 3. Africa's 'Events Capital'

Cape Town hosts a variety of local and international events every year, from concerts and cultural festivals to business conferences and international sports tournaments. Key events include the J&B Met (horseracing), Mining Indaba, the Cape Town Carnival and Minstrel parades (cultural festivals), Cape Town Cycle Tour, Absa Cape Epic (mountain biking), the Old Mutual Two Oceans Marathon and the world-renowned Cape Town International Jazz Festival. Combined, these events contribute hundreds of millions of Rands to the city's economy. Our success in hosting events of various sizes and types, throughout the year and throughout various parts of the city, has earned Cape Town an enviable reputation as an events destination. Our strategies recognise there are opportunities to build on our firm foundation of success to achieve greater benefits by better leverage of existing events through



alignment of branding and improved marketing and promotion, development of existing events, and through opportunities to attract new events that match the City's goals and image. Events play a pivotal role in generating visitor expenditure and dispersal across the city and are catalysts for new ways of working and thinking about providing outstanding visitor experience in a unique and incredibly beautiful setting.



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### 4. A business, trade & investment destination

While Cape Town is a superb tourist destination, the city has all the attributes that appeal to people who look for a great city to live, work, study, invest and do business in an urban environment surrounded by nature. The city has sound infrastructure across all sectors, commitment to entrepreneurial expansion and visible evidence of investment in its world-class CBD. Cape Town is South Africa's leading city for Business Process Outsourcing (BPO) and has numerous call centres for new international companies. It is also the preferred location for the expansion of various domestic and international operations in recent years. Cape Town hosts a number of leading global brands including Amazon, ASDA, Bloomberg, British Gas, iiNet, Shell, Shop Direct, T-Mobile and Mindpearl, a 24x7 global multi-lingual Airline Contact Centre located in the V&A Waterfront, servicing several international airlines in a variety of languages. The City's investment in broadband infrastructure will build-up extra data capacity which will, in turn, boost Cape Town's competitive advantage.

### 5. A leader in innovation & design

The City's place on Lonely Planet's Best in Travel 2014 Top 10 Cities list is largely due to its status as World Design Capital 2014. The international travel guide writes: "Expect sculpture-lined green spaces, sustainable projects that are more than just a pretty face, and further regeneration of former industrial districts." New innovative city designs include the Centenary Tree Canopy Walkway – also known locally as the "Boomslang" (tree snake) Walkway – in the Enchanted Forest at the Kirstenbosch Botanical Garden, and two new running routes (a gentle 2.2km and a pleasant 5km) at the V&A Waterfront. The tracks take runners past key city

landmarks including the Aquarium, the One & Only Hotel, the yellow frame erected for the World Design Capital programme, which gives you a perfect shot of Table Mountain, and over the Bascule swing bridge. The City used its World Design Capital status to help residents re-imagine their communities by hosting co-design workshops in neighbourhoods across the city. People can use design to change the way they live, the way schools and clinics are built, and how and where new development takes place. The International Council of Societies of Industrial Design (Icsid) actively encourages World Design Capital cities to shape the opportunity and interpret the designation to be relevant within their own contexts. Cape Town brought its own unique vision to the project using World Design Capital 2014 as an opportunity to harness the problem-solving powers of design and designers, and the creativity and resourcefulness of our communities, to transform Cape Town into one of the most inclusive, sustainable and productive cities on the African continent.

### 6. Beautiful spaces

Cape Town is a city of incredible natural beauty and friendly locals. Refreshed Tourism products that include township tours, design tours, cultural tours, new events and new ways to explore the city are all initiatives that the city and its agencies strive to achieve. Infrastructure across sectors is also constantly being improved and upgraded to give visitors a world-class experience and to ensure that they return. There is continued focus on improving safety and security across a challenging landscape that includes a unique National Park with the iconic Table Mountain – one of the 7 wonders of Nature. The city boasts eight Blue flag beaches and two Marinas, more than 12 golf courses within the city limits and more further afield, world class cuisine and shopping districts, four of the best universities in Africa and more.

### 7. Top attractions

Hundreds of thousands of tourists visit Cape Town's top tourist attractions, known as the Big 6, every year. The Big 6 comprises the V&A Waterfront, Africa's premier shopping, dining and leisure destination; the Table Mountain Aerial Cableway; Kirstenbosch Botanical Garden; Groot Constantia; Cape Point and the world-famous Robben Island Museum. Other popular attractions include Boulders beach, where you can swim the penguins and enjoy a private sandy beach;



Chapman's Peak Drive, a scenic route which winds its way between Noordhoek and Hout Bay and is touted as one of the most spectacular marine drives in the world and Intaka Island, a new bird sanctuary in Century City, 10 minutes from Cape Town's CBD.

### 8. A cultural melting pot

Cape Town is renowned for being a melting-pot of cultures and add to that a status of World Design Capital 2014, makes for extraordinary creativity. From the sophisticated connoisseur to budget-conscious backpacker and all in between, Cape Town offers unique, inspiring and limitless options for a better lifestyle or holiday. Cape Town's rich cultural history and magnificent natural beauty, the diversity of the people that live here, its role in the triumph of democracy over entrenched segregation and the continued effort to make this a truly inclusive city, all contribute to making Cape Town a preferred destination for people from around the world.

### 9. Rich heritage

Cape Town is a cosmopolitan city with a rich heritage that's proudly on display. The city is home to vast array of heritage buildings and urban environments, places of memory, struggle history sites as well as natural, rural and cultural landscapes. This urban heritage includes the beginnings of the city such as the Company's Garden and the Castle of Goodhope, the early houses of the Bo-Kaap as well as distinct suburbs such as Woodstock and Kalk Bay. It also includes, for example, the Table Mountain range, the winelands, vleis and wetlands. Places of memory connected with pre-colonial heritage, slave history and the struggle for democracy are integral to the city's heritage.

### 10. A wine capital

Thousands of tourists from across the world visit the Cape's award-winning wine farms every year. Less than 30-minutes from Cape Town's city centre, three wine routes – Constantia Valley, Durbanville and the Helderberg Route – offer visitors picturesque scenery, friendly hospitality and excellent wines in Cape Town's urban settings. There are also a vast array of wine tasting rooms within city limits – from Signal Hill Wines, Cape Town CBD's only urban winery, to establishments in the Constantia Valley and the Tygerberg Hills.

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## 10 Cape Town activities:

### Table Mountain

One of the New 7 Wonders of Nature, it is an eternal presence. It also offers some of the most majestic views of Cape Town and her surrounds.

[www.tablemountain.net](http://www.tablemountain.net)

### Cape Point

Located at the south-western tip of Africa, this truly feels like lands-end as open oceans and mountainous coastline meet.

<http://capepoint.co.za/>

### Robben Island

A UNESCO World Heritage Site and the infamous former prison where Nelson Mandela spent 18 of his 27 years behind bars.

[www.robben-island.org.za](http://www.robben-island.org.za)

### Boulders

Boulders Beach forms part of the Table Mountain National Park and is home to a breeding colony of more than 2000 endangered African Penguins.

[www.capetown.travel/attractions/entry/Boulders\\_penguin\\_colony](http://www.capetown.travel/attractions/entry/Boulders_penguin_colony)

### Groot Constantia

The first wine farm in South Africa, Groot Constantia is now a National Monument but it is still a working wine farm just half an hours journey from the city centre.

[www.grootconstantia.co.za](http://www.grootconstantia.co.za)

### Museum Mile

The Iziko Museums of Cape Town are an amalgamation of national museums located near the city centre, along what has been dubbed the "Museum Mile".

[www.capetown.travel/attractions/entry/iziko\\_museums](http://www.capetown.travel/attractions/entry/iziko_museums)

### V&A Waterfront

Situated in the heart of a Cape Town's working harbour, the V&A Waterfront showcases some of the city's best restaurants, entertainment and shopping options, with regular live entertainment and people watching.

[www.waterfront.co.za](http://www.waterfront.co.za)

### City Sightseeing Bus Tours

One of the best ways to explore Cape Town at your own pace is by hopping on and off one of City Sightseeing's red busses.

[www.citysightseeing.co.za/capeTown.php](http://www.citysightseeing.co.za/capeTown.php)

### Kirstenbosch Gardens

One of the great botanical gardens of the world, Kirstenbosch is home to more than 22 000 indigenous plants and is an exceptional place to walk, picnic and relax in.

[www.sanbi.org/gardens/kirstenbosch](http://www.sanbi.org/gardens/kirstenbosch)

### Township Experience

The beauty of the city of Cape Town is legendary, but the city's attractions include more than the beach, mountains and winelands. And the outskirts of the city hold many hidden gems yet to be discovered. Township tours are a great way to explore the city's vibrant informal settlements and interact with local residents. With anything from a rundown of the history of the area, city and country, to tasting home-cooked meals, visitors will return home with a broader knowledge of the city and its inhabitants, having experienced a lesser-known side of Cape Town.

[www.capetown.travel/blog/entry/cape-town-township-tour-discover-the-magic](http://www.capetown.travel/blog/entry/cape-town-township-tour-discover-the-magic)

## Top 15 things to do:

### Dinner and a movie at the Twelve Apostles Hotel

Enjoy a gourmet dinner and a movie in a private cinema at the Twelve Apostles Hotel, one of the city's premier hotels, named after the Twelve Apostles mountain range that flanks it.

[www.capetown.travel/accommodation/entry/the\\_twelve\\_apostles\\_hotel\\_and\\_spa](http://www.capetown.travel/accommodation/entry/the_twelve_apostles_hotel_and_spa)

### 'Some Like it Hot' at the Galileo Open Air Cinema

(Thursday, 16th April @ 7:30pm)

Catch the classic comedy "Some like it Hot" at the Galileo Open Air Cinema at the Waterfront for a unique viewing experience under the stars.

[www.capetown.travel/events/entry/galileo-open-air-cinema-2014-2015](http://www.capetown.travel/events/entry/galileo-open-air-cinema-2014-2015)

### The Constantia Food and Wine Festival

(Friday, 17th April)

Experience the magic of the Constantia Valley at The Constantia Food and Wine Festival, where over 40 of the finest wines and delicious food from the area's award winning restaurants will be showcased. Open from 11am to 9pm 17th April.

<http://constantiafoodandwine.co.za>

### The Cape Town Comedy Club

Have Dinner Theatre with a difference at the Cape Town Comedy Club at The Waterfront – home to some of the country best comedic talent and the most promising up-and-comers.

[www.capetowncomedy.com](http://www.capetowncomedy.com)

### Cabaret at the Fugard Theatre

Enjoy a show at the Fugard Theatre, one of the city's best and most popular theatres. The hit show 'Cabaret' will be showing in April.

[www.thefugard.com](http://www.thefugard.com)

### Dinner at the Pot Luck Club:

Located at the top floor of the historic Silo at The Old Biscuit Mill in Woodstock, The Pot Luck Club is one of the city's most popular restaurants. Book ahead to avoid disappointment!

[www.thepotluckclub.co.za/](http://www.thepotluckclub.co.za/)

### Gold Restaurant:

Enjoy upper-class African-themed cuisine at Gold Restaurant.

[www.goldrestaurant.co.za/](http://www.goldrestaurant.co.za/)

### Sunset Cruise

Charter a luxury yacht for a sunset cruise to Clifton 4th Beach or Table Bay. In the heart of the V&A Waterfront you'll find the exclusive Classic Cape Charters, which offers sunset cruises and more.

[www.capetown.travel/activities/entry/boat\\_and\\_yacht\\_charters](http://www.capetown.travel/activities/entry/boat_and_yacht_charters)

### VIP treatment at The Wheel of Excellence

Treat yourself to VIP tickets to the Wheel of Excellence at sunset, which includes a longer ride and some bubbly. Cape Town's answer to the London Eye, you will be blown away by the views of the city below.

[www.capewheel.co.za](http://www.capewheel.co.za)

### Shopping at The Watershed

Go on a shopping expedition at The Watershed. With over 150 trendy stands, selling more than 365 brands, you are destined to get lost in the experience.

[www.waterfront.co.za/Shop/Pages/Watershed-Overview.aspx](http://www.waterfront.co.za/Shop/Pages/Watershed-Overview.aspx)

### Mothers Ruin Gin Bar

Mothers Ruin Gin Bar: Opened in December 2014, and touted as Africa's first-ever gin bar, Mother's Ruin is quickly becoming one of the hippest places in town with more than 82 types of gin in stock.

[www.facebook.com/mothersruinapt](http://www.facebook.com/mothersruinapt)

### Craft Beer Experience

Craft beer is huge in the Mother City and a beer tasting at The Taproom Craft Beer Pub & Restaurant in Cape Town is not to be missed. Open from 8am to 11pm, kitchen closes 10pm.

[www.devilspeakbrewing.co.za/](http://www.devilspeakbrewing.co.za/)

### Sky Bar at the Grand Daddy

A well-known boutique hotel in Long Street, the Grand Daddy is quirky and fun with its airstream rooftop trailer park and Sky Bar. From up here, you get great views of the city skyline while sipping drinks off a varied drinks menu under the protection of a Bedouin tent.

[www.granddaddy.co.za/content/page/bars](http://www.granddaddy.co.za/content/page/bars)

### Sundowners at Grande Café and Beach Café

Enjoy sundowners at Grande Café and Beach Café one of the city's premier venues, which includes a romantic private beach setting and, arguably, the best wood-fired pizzas in Town.

[www.grandafrica.com/GrandCafeandBeachCapeTown.aspx](http://www.grandafrica.com/GrandCafeandBeachCapeTown.aspx)

### The City Bowl Market

(Thursday, 16th April)

The Mother City is known for her fresh and organic food markets and the new City Bowl Market on Hope makes for a wonderful addition to the extensive list. The market is open on Thursday evenings for a unique shopping experience.

[www.capetown.travel/blog/entry/cape\\_town\\_city\\_bowl\\_market](http://www.capetown.travel/blog/entry/cape_town_city_bowl_market)



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# THE CAPE TOWN STADIUM IS OPEN FOR BUSINESS

The Cape Town Stadium is more than just a sporting arena. This multipurpose architectural masterpiece offers the distinct lifestyle destination of choice where fantasies translate into world class events.

## Looking for an exceptional venue?

Whether you plan an intimate board meeting, gut punching product launch or fairy tale wedding the six private function rooms and a fully equipped conference centre is your canvas to conceive and host safe and successful functions.



## Venues to suit every need

The six dedicated rooms are sea, mountain or pitch facing allowing the versatility and flexibility to create functions that only dreams are made of. Set your imagination free with venues ranging from 124m<sup>2</sup> to 1 475m<sup>2</sup>.

Surrounding the stadium bowl is a sophisticated network of passages, stairs and lifts leading to an array of private function rooms that can be configured according to each need.

- VIP Business Lounge
- Crystal-lit Mixing Zone
- Presidential Suite
- Four Business Lounges
- Hardened Zone
- Conference Facilities

The techno chic backdrop of the Stadium is ideal for attention-grabbing photo and film shoots.

## Conference Facilities

Two conference rooms each being 526 m<sup>2</sup> and fitted with automated screens and modern audio-visual equipment are available. In close proximity are four fully equipped 75 m<sup>2</sup> breakaway rooms for smaller group discussions and workshops for up to 28 persons each.

Both rooms are ideal to host plenary conference sessions for up to 320 delegates seated in a banquet style or 300 delegates seated cinema style or 130 delegates seated in class room style set-ups. These rooms are also completely divisible into three to accommodate smaller gatherings, media briefings or press conferences. Wide foyer spaces leading into the conference areas offer ideal spaces for reception, registration and refreshment activities.

## We offer

- Hassle free parking
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- Friendly staff
- A safe and secure location
- Welcoming reception foyers
- Cook and chill kitchen facilities

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