

Media Release

Attention: News Editors / Journalist
For immediate release

Thursday, 4 May 2023

Free State Participation at the Africa's Travel Indaba to Accelerate the Recovery Plan

Bloemfontein. From Tuesday, 9th – 11th May 2023, the Free State Province will be at the Inkosi Albert Luthuli International Convention Centre in Durban participating at the Africa's Travel Indaba, being one of the premier leisure travel trade shows that host buyers and media from across the globe. The trade shows' primary objective is to create a market access for South African and Continent tourism sector to promote their diverse offerings. The host Department of Tourism through South African Tourism will be in full swing to drive the Economic Recovery Plan and the Tourism Recovery Plan as the tourism sector is viewed to be one of the game changers in creating large job creation opportunities in the country.

This year the trade show will be hosted under the theme – “Shaping Africa's Tomorrow, Through Connection Today”. The theme articulates the opportunities that the Travel Indaba brings to the country and directly to the Free State Province. The Free State Province will be taking 15 products to the trade show who will be exposing the diverse opportunities that the province has to offer. The diverse offerings that will be on promotion ranges from iconic **Culture and Heritage** attractions and experience, the **Wildlife Safaris** ranches that are available in the province, **Kasie /City Lifestyle** that the small villages, townships and dorpies have to offer ranging from cuisines, lifestyle events and many more entertainment that these precincts have to offer, the **Action and Adventure** that are water based and on-land throughout the five regions of the province. The **Scenic Beauty** of the high rising and flat landscape that the province has to offer.

There will be 15 exhibitors from the five regions of the province who represents the five Provincial Marketing Pillars who will be marketing and promoting these marketing pillars through attractions, destination, and experiences.

The tourism sector is represented through various sub-sector, ranging from hospitality, travel services, entertainment, arts and craft to mention but few. These subsector's survival depends on tourists who will secure the services and purchasing products from the trade. In turn, the companies will also procure the services and products of those in other sectors who are important to the value chain of the tourism industry. The tourism industry itself will also employ the workers who will enable them to provide services or products needed by travellers.

The Free State Province's participation at this Travel Indaba is to ensure that it rejuvenates supply by providing a good environment for the demand to buy into what the province has to offer in that manner the tourism trade will have high demand of travellers who come to the shores of the province.

“The true test of the tourism recovery plan should be seen by trade at their establishment as visitors flock in numbers and they are oversubscribed then we would have achieved the mandate of the people” emphasised the Honourable MEC, Mr Thabo Meeko for DESTEA. The story that will be told by these exhibitors will be the basis from which the province will connect with the world to forge future partnerships with buyers from the Continent and the world, by purchasing the Free State offerings and increase the demand and the market share of arrivals in the province.

“Not only is the Free State going to be represented by the 15 exhibitors at the DEC Hall there will be other 18 exhibitors who will be reinforcing the story of the province in the ICC where hidden gems will be hosted to further drive demand for the province” - said the CEO Mr Kenny Dichabe. The concerted efforts of the 32 SMME’s from the five regions will be directed to the marketing and promotion of the province.

Issued by FSGLTA Communications Unit.

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