



News Alert: Minister of Tourism advocates mobilization of attractions management industry at AAVEA conference in Cape Town

For Immediate Release

More than 100 of the continent's attractions management industry professionals gathered at the Radisson RED V&A Waterfront Cape Town for the 2019 African Association for Visitor Experiences and Attractions (AAVEA) conference on 21 and 22 August 2019.

The event's interactive two-day programme of presentations, panel discussions and more included an address by Mmamoloko Kubayi-Ngubane, the South African Minister of Tourism, on the importance of attractions to the country.

"My role as the Minister of Tourism is to tell the world that South Africa is the world's best tourist attraction. When I speak about South Africa being the best tourist attraction, I am really speaking about the various tourist attractions found within our country. Without these attractions, we would have no tourism sector and by extension, my portfolio as a Minister would be non-existent. Fortunately, our country is not only blessed with magnificent natural tourist attractions, it is also endowed with an incredible diversity of attractions. In this connection, the department of tourism strives to improve the country's competitiveness and attractiveness in offering an authentic tourist experience, and to increase demand. We recognise that diversified product offering enables the country to respond to varying market needs", said Minister Kubayi-Ngubane.

The conference, now in its sixth year, is hosted annually by AAVEA. Sabine Lehmann, president and founder of AAVEA, is thrilled with the support of the national tourism department and the success of this year's event:

"Visitor attractions play an important role in the tourism economy, and it's wonderful that the Minister acknowledges this. We also took the opportunity to raise the issue around staggered school holidays (inland and coastal school holidays starting at different times) which would support tourism businesses and create greater opportunity for domestic travel".

The 2019 conference was hugely successful with delegates confirming that new skills were gained and connections made. This will contribute to more visitor attractions running professional and successful sites.

Dates for the 2020 conference will be announced in January 2020.

For more information about AAVEA, please visit www.aavea.org.za

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