

Minister of Tourism backs Africa's growing attractions management industry

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More than 100 of the African continent's attractions management industry professionals gathered at the Radisson Red Hotel in Cape Town for this year's African Association for Visitor Experience and Attractions conference, which took place on 21 and 22 August 2019. The two-day programme included an address by Mmamoloko Kubayi-Ngubane, the South African Minister of Tourism, on the importance of attractions to the country.



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"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."

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

