

TOURISM CITIES @ INDABA Seminar 2014

**Inkosi Albert Luthuli International Convention Centre (Room 21)
10 May 2014
Durban, South Africa
09:30 – 15:00**

“Celebrating 20 years of Tourism in (South) Africa and looking ahead”

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TOURISM
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PARTICIPANTS



Mauritius Tourism
Promotion Authority



Tourism Cities @ Indaba Seminar 2014

(10 May 2014 – Inkosi Albert Luthuli ICC, Room 21)

Purpose of the Seminar

The Seminar aims to create a platform where tourism practitioners can interact and share information with international thought leaders on issues that have an impact on tourism growth in South Africa and in the continent

Who should attend?

- Tourism officials
- Local Authority Mayors and Councillors
- Local Economic Development (LED) Managers
- Non-Governmental organisations (NGO)
- Academics
- Tourism Business Managers
- Tourism Product owners
- Sustainability Managers
- Members of Tourism Associations

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Facilitator:
Maud Masiyiwa
Capstone Training
and Development



Muriithi Ndengwa	Managing Director Kenya Tourism Board
Phelisa Mangcu	Head Joburg Tourism
Enver Duminy	Chief Executive Officer Cape Town Tourism
Lisa-Anne Hosking	General Manager Operations Tourism Enterprise Programme
Jennifer Seif	Chief Executive Officer Fair Trade Tourism South Africa
Dr Nikolaus Eberl	Chief Executive Officer Brand Ovation Company
Lindiwe Sangweni-Siddo	Chief Executive Officer Birchwood Hotel & OR Tambo Conference Centre
Dr Karl Mootoosamy	Director Mauritius Tourism Promotion Authority
Nombulelo Mkefa	Director Tourism City of Cape Town



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Tourism Cities at Indaba 2014 Seminar

10-May-14

Inkosi Albert Luthuli International Convention Centre -
Room 21

“Celebrating 20 years of tourism in South Africa and looking forward to another”

09:30 - 09:35	Ms Nombulelo Mkefa - Director Tourism City of Cape Town	Welcoming Remarks
09:35 - 09:45	Ms Roxanne Hoorn - Chairperson of TEAM Portfolio Committee	Opening Statements
09:45 - 10:00	Mr Anton Groenewald - Executive Director TEAM City of Cape Town	The Tourism story of Cape Town
10:15 - 10:30	TEA BREAK	
10:30 - 10:45	Lead Speaker - Ms Gillian Saunders (Grant Thornton)	Reflecting on the participation of South Africa in the tourism landscape post 1994 and impact on social and economic transformation
SESSION ONE 10:45 -11:15	Facilitator: Maud Masiyiwa - Capstone Training and Development: Understanding the role and impact of tourism in South Africa since returning to the international tourism landscape	Mr Muriithi Ndengwa - Kenya Tourism Board
		Ms Phelisa Mangcu - Joburg Tourism
		Enver Duminy - Cape Town Tourism
		Ms Lisa-Anne Hosking - Tourism Enterprise Programme
		Q & A from the floor
11:15 - 11:50	Panellists closing remarks	
11:50 - 12:00	LUNCH	
12:00 - 13:00	LUNCH	
13:00 - 13:30	Lead Speaker - Ms Elsia Grandcourt (UN World Tourism Organisation)	Introducing the possible major tourism challenges and obstacles South Africa may face in the next 20 years and what opportunities exist
SESSION TWO 13:30 -14:00	Facilitator: Maud Masiyiwa - Capstone Training and Development - Envisioning the future of tourism in South Africa taking into account the current realities and future possibilities	Ms Jennifer Seif - Fair Trade Tourism South Africa
		Dr Nikolaus Eberl - Brand Ovation
		Dr Karl Mootoosamy
		Ms Lindiwe Sangweni-Siddo - Soweto Hotel
		Q & A from the floor
14:00 - 14:35	Panellists closing remarks	
14:35 - 14:45	Final Observations - Ms Nombulelo Mkefa	
14:45 - 14:50	Final Observations - Ms Nombulelo Mkefa	
14:50 - 15:00	NETWORKING	

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SESSION #1

Lead Speaker - Ms Gillian Saunders

Reflecting on the participation of South Africa in the tourism landscape post 1994 and impact on social and economic transformation



Mr Muriithi Ndengwa
Kenya Tourism Board

Tourism as a catalyst in destination brand development

Ms Phelisa Mangcu
Joburg Tourism

Developing a destination - The role of a Tourism Destination Management Organization.

Mr Enver Duminy
Cape Town Tourism

Changing perceptions and developing an internationally acclaimed tourism destination brand

Lisa-Anne Hosking
Tourism Enterprise Programme

Balancing the playing fields by putting together critical tourism support mechanism



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SESSION #2

Lead Speaker - Ms Elsia Grandcourt

Introducing the possible major tourism challenges and obstacles South Africa may face in the next 20 years and what opportunities exist



Ms Jennifer Seif
Fair Trade Tourism South Africa

Positioning (South) Africa as a competitive sustainable tourism destination

Dr Nikolaus Eberl
Brand Ovation

What are the international benchmarks for growing a tourism destination brand

Dr Karl Mootoosamy
Mauritius Tourism Promotion Authority

The road Mauritius has travelled and the lessons for Africa



Ms Lindiwe Sangweni-Siddo
Soweto Hotel

Transforming the tourism landscape through innovative and ground breaking initiatives

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Lead Speaker - Ms Gillian Saunders (Grant Thornton)

Reflecting on the participation of South Africa in the tourism landscape post 1994 and impact on social and economic transformation

Tourism as a catalyst in destination brand development

Developing a destination - The role of a Tourism Destination Management Organization.

Changing perceptions and developing an internationally acclaimed tourism destination brand

Balancing the playing fields by putting together critical tourism support mechanism

FACILITATOR:

Maud Masiyiwa:

Mr Muriithi Ndengwa
Kenya Tourism Board

Ms Phelisa Mangcu
Joburg Tourism

Mr Enver Duminy
Cape Town Tourism

Lisa-Anne Hosking
Tourism Enterprise Programme

Understanding the role and impact of tourism in (South) Africa since returning to the international tourism landscape

Lead Speaker - Ms Elsia Grandcourt (UN World Tourism Organisation)

Introducing the possible major tourism challenges and obstacles South Africa may face in the next 20 years and what opportunities exist

FACILITATOR:

Maud Masiyiwa:

Ms Jennifer Seif
Fair Trade Tourism South Africa

Dr Nikolaus Eberl
Brand Ovation

Dr Karl Mootoosamy
Mauritius Tourism Promotion Authority

Ms Lindiwe Sangweni-Siddo
Soweto Hotel

Positioning (South) Africa as a competitive sustainable tourism destination

What are the international benchmarks for growing a tourism destination brand

The road Mauritius has travelled and the lessons for Africa

Transforming the tourism landscape through innovative and ground breaking initiatives

Envisioning the future of tourism in South Africa taking into account the current realities and future possibilities

Final Observation and Closing Remarks - Nombulelo Mkefa

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**TOURISM CITIES @
Indaba Seminar 2014
10 May 2014**

**Inkosi Albert
Luthuli ICC,
Room 21
(Durban, south
Africa)**

08:30 – 14:00

**Map to Inkosi Albert Luthuli
International Convention Centre (ICC).
PAY Parking is available at the ICC.**



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Promotion Authority



TOURISM CITIES @ Indaba Seminar 2014

10 May 2014, Inkosi Albert Luthuli ICC Durban
(Time: 09:30 – 15:00)

RSVP before 06 MAY 2014
with Sisa Ngondo

Sisa.ngondo@capetown.gov.za Fax: 086 576 2536

Name and Surname	
Title	
Organisation / Company	
Cell phone number (for reminder)	
Email	
Dietary Requirements	

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