

AFRICA Travel MAGAZINE

Botswana

Lesotho

Namibia

South Africa

Swaziland

Southern Africa World Edition

Southern Africa World Edition

Botswana

Lesotho

Namibia

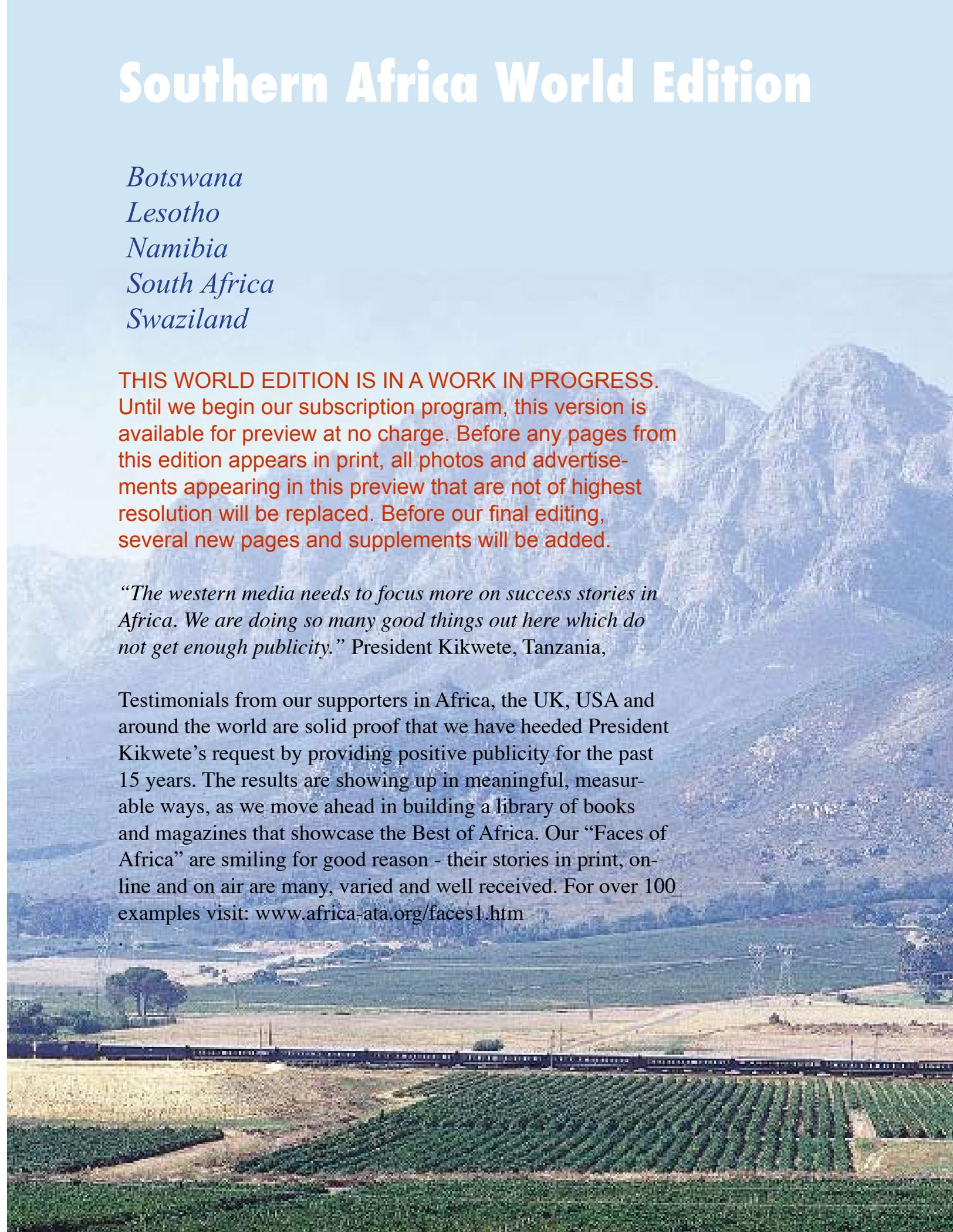
South Africa

Swaziland

THIS WORLD EDITION IS IN A WORK IN PROGRESS. Until we begin our subscription program, this version is available for preview at no charge. Before any pages from this edition appears in print, all photos and advertisements appearing in this preview that are not of highest resolution will be replaced. Before our final editing, several new pages and supplements will be added.

“The western media needs to focus more on success stories in Africa. We are doing so many good things out here which do not get enough publicity.” President Kikwete, Tanzania,

Testimonials from our supporters in Africa, the UK, USA and around the world are solid proof that we have heeded President Kikwete’s request by providing positive publicity for the past 15 years. The results are showing up in meaningful, measurable ways, as we move ahead in building a library of books and magazines that showcase the Best of Africa. Our “Faces of Africa” are smiling for good reason - their stories in print, on-line and on air are many, varied and well received. For over 100 examples visit: www.africa-ata.org/faces1.htm



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Inserts: **Supplement on World Cup 2010**
African Fashion and Designers



OUR BEST OF AFRICA EDITION WILL CATCH THE EXCITEMENT

By Jerry W. Bird

Growing up in Canada's hot-bed of soccer, Vancouver, BC, the world's most popular game became my first team sport. I caught soccer fever overnight and before long was playing for teams in three different leagues in the same season. I just couldn't get enough of it! This passion for soccer continued, yet my experience pales in comparison with that of my oldest son, Ken, who I convinced to try out for the community team in Calgary, Alberta. He didn't fill the nets or set the world on fire the first year, but with good coaching, increased confidence and a sudden growth in size, he gave our family a huge thrill when his team won the Canadian Championship in Toronto. Guess who was the team's captain that year?

World Cup Edition

We have followed the World Cup for decades, but 2010 has a special significance, thanks to our magazine's keen interest in Africa's participation from contending teams, culminating in South Africa's hosting of the FIFA World Cup. We have been planning a World Edition on this topic for several years and will be introducing the issue in digital format following the World Travel Market this November. A Gold Souvenir Edition, with outstanding photos of the games and other activities, will be printed and distributed next summer. Subscriptions and prices will be announced soon.



Fever in Cape Town

We plan to provide timely and useful information about South Africa Tourism plus events leading up to and following the 2010 World Cup to our readers and viewers worldwide. A good example is the impressive Greenpoint Stadium that is becoming part of the skyline of Cape Town with Table Mountain in the background. That was where Associate Editor Muguette Goufrani met Bishop Desmond Tutu, who along with Nelson Mandela is a great booster of the games. We're asking our friend **Daniel Dunn**, an outstanding tour operator, and his colleagues at the Africa Travel Association's Western Cape Chapter, to help with information on the best tours, accommodation, tickets and transportation - for which we will provide links via our two websites - www.africa-ata.org/mag.htm - which features Africa and www.airhighways.com,



with information and views from the world. Cape Town's action plan Green Goal 2010 includes 43 projects relating to energy, waste, water, transport, hospitality and sustainable lifestyles. It is aimed at making the 2010 FIFA World Cup™ event

as environmentally friendly as possible. <http://www.capetown.travel/2010/>

Ambassador Radebe

Our new edition features Lucas Radebe, recently appointed as South African Tourism's 2010 Ambassador to the World, a role Radebe is honored, proud and excited to play. "He has the stature and the global credibility this role demands. He is exceptionally well traveled globally, but his heart lies here in South Africa. He loves our destination and our people. He is a champion of South Africa's ability to successfully host the World Cup." said Didi Moyle, acting CEO at South African Tourism.

About the Games

The 2010 World Cup Soccer series is taking place in South Africa from 11 June to 11 July. Our World Edition will tell you how to buy tickets, location of the World Cup Stadiums and what exciting World Cup tours are available. The entire country is involved in staging this great events,

AS 'WORLD CUP FEVER' IGNITES THE ENTIRE CONTINENT

with the outline as follows:

Johannesburg (15 games), Cape Town (9 games), Port-Elizabeth (8 games), Durban (8 games), Bloemfontein (6 games), Nelsonspruit (4 games), Rustenburg (5 games). Soccer is the most widely played sport in South Africa, which won the African Nations Cup on home turf in 1996.

Over a billion people are expected to follow what will be the world's biggest sporting event

ever, a month long tournament involving the world's top 32 soccer playing nations.

It is organised by FIFA (Federation Internationale de Football Association). Over 160 national teams take part in the regional (Continental Zone) rounds to qualify as one of the 32

teams that will take part in finals. The first world cup soccer match kicked off on July 13th, 1930 with France beating Mexico 4 to 1. The winners since 1982 are as follows - Italy, Argentina, Germany, Brazil, France, Brazil and Italy.

Diski Dance: Appeal to Youth Soccer in the USA

In an announcement appearing on our websites, South African Tourism has partnered with U.S. Youth Soccer (the largest youth sports organization in the United States) and World Cup sponsor Coca-Cola, to spread soccer

awareness via a fun Web video contest and ultimately bring an American youth soccer team to South Africa. The Diski dance is a new dance based on soccer moves that has been specially created by South Africa for the

Minister van Schalkwyk unveils identity of 2010 Ambassador

"We are extremely proud to have a football star of this stature and a human being of his calibre as our partner," the Minister said.

Lucas Radebe was introduced last night by Minister Marthinus van Schalkwyk, the Minister of Tourism, as South African Tourism's 2010 ambassador to the world.

Minister van Schalkwyk made the announcement at an event in Sandton where he also launched a Brand

Messaging Book for Tourism for South Africans.

"We are truly privileged that a footballer of Lucas's stature and a human being of his calibre has agreed to partner with us to grow excitement about our destination. We look forward to working with him as 2010 approaches to spread

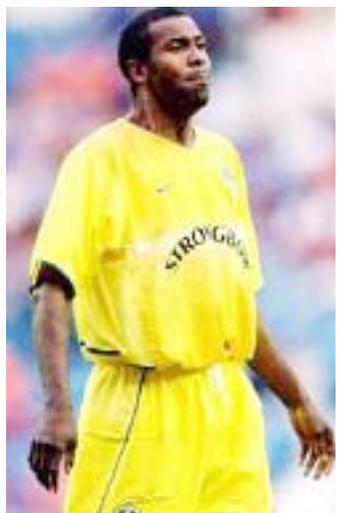
the message of the anticipation and optimism sweeping our country.

"Now, more than ever, it is important to be an optimistic, dedicated South African with a 'can do'-attitude and few people embody this spirit better than Lucas. He possesses all the qualities demanded of an ambassador. He loves South Africa. He loves travelling in South Africa. He knows our destination well, and he is proud of being a South African. He is truly an inspiration," the Minister said.

Radebe will work with South African Tourism between now and the end of the tournament to help deliver destination messages and to help grow interest in South Africa globally, not only as host of the FIFA spectacular, but also as an awesome and amazing holiday destination.

"We are delighted to welcome Lucas on board," said Didi Moyle, acting CEO at South African Tourism. "He has the stature and the global credibility this role demands. He is exceptionally well travelled globally, but his heart lies here in South Africa. He loves our destination and our people. He is a champion of South Africa's ability to successfully host the World Cup."

Radebe is honoured, proud and



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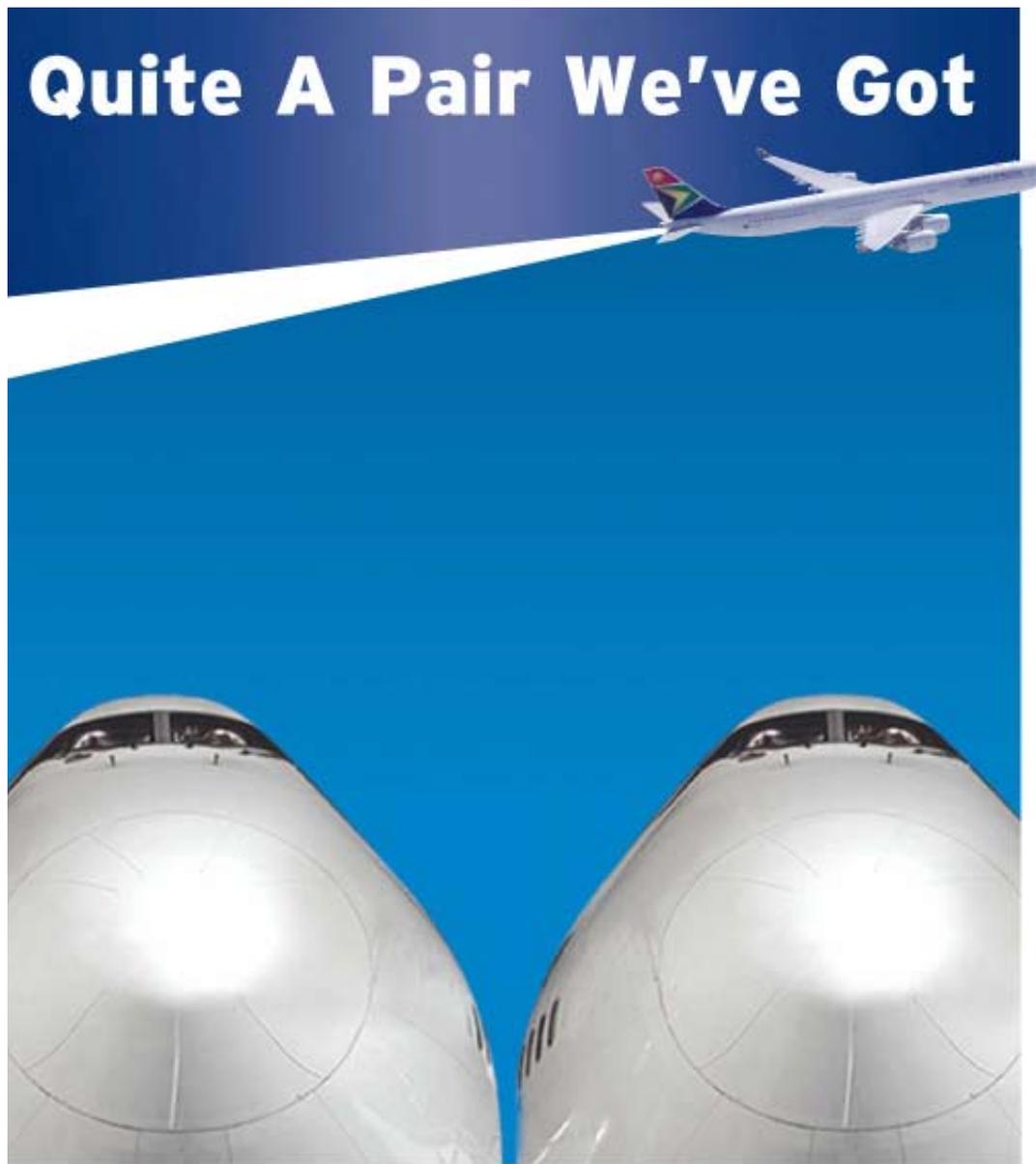
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excited to play this role. "Africa has waited a long, long time for the honour of hosting the world's biggest sporting spectacular. I am excited at the impending reality of welcoming the world's greatest footballers to my homeland. I am proud that South Africa will host hundreds of thousands of fans. I am honoured to be associated with South African Tourism and to be given an opportunity to work with them to raise the profile of my country not only as host of the 2010 FIFA World Cup, but also as the greatest holiday destination in the world."

Ten things you may (or may not) know about Lucas Radebe

1. He was born in Diepkloof, Soweto on April 12, 1969, one of a family of 10 children
2. He spent his young adulthood in the former homeland of Bophuthatswana where he started playing football to help him cope with boredom
3. He made his international debut playing for South Africa against Cameroon on July 7, 1992 and went on to earn 70 caps for South Africa
4. Kaizer Chiefs 'sold' Radebe to Leeds United in 1994 for ?250,000
5. His nickname at Leeds, 'The Chief', was given to him by the fans in acknowledgement of his star defense player qualities
6. Radebe captained Leeds United from 1998 to 2002. He retired from football in 2005
7. Last year a local brewery (near



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- Leeds' home ground, Elland Road) asked for public suggestions for a new beer name. 'Radebebeer' was proposed by thousands in his honour
 8. He counts former president Nelson Mandela and Gary Player among his close personal friends
 9. In December 2000, he received the FIFA Fair Play Award .
- For more on our World Cup Edi-

tion write: airhwy@smartt.com

NOTE: Some of the photographs and advertisements in this advance sample issue are low resolution and appear on this page for position only. New, high resolution images will be provided for our final edition prior to printing or online subscription

FOOTBALL STAR LUCAS RADEBE NAMED AS SOUTH AFRICA TOURISM 2010 AMBASSADOR

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Radebe is honoured, proud and excited to play this role. “Africa has waited a long, long time for the honour of hosting the world’s biggest sporting spectacular. I am excited at the impending reality of welcoming the world’s greatest footballers to my homeland. I am proud that South Africa will host hundreds of thousands of fans. I am honoured to be associated with South African Tourism and to be given an opportunity to work

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9. In December 2000, he received the FIFA Fair Play Award for his

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efforts to rid soccer of racism as well as for his work with children in South Africa

10. Kaiser Chiefs, the English indie rock band from Leeds took its name from the iconic South African football team of the same name... because Lucas Radebe played for them once as a defender.

World Cup 2010 Game Locations

Johannesburg will host 15 matches in 2010: Soccer City Stadium will host the opening match and the final as well as four other first rounds matches, a second round match and a quarter-final. Ellis park stadium hosts five first round matches, a second round match and a quarter-final.

Cape Town will host 9 World Cup matches: Six 1st round matches, one second round, one quarter final and a semi final at the 2010 World Cup.

Port-Elizabeth (Nelson Mandela Bay) will host 8 games in 2010 : 5 x 1st round matches, 1 x 2nd round, 1 x quarter-final and the 3rd place play off.

Durban will host 8 World Cup matches: 6 x 1st round matches, 1 x 2nd round and a semi-final.

Bloemfontein will host 6 games in 2010: 5 first round matches and one second round encounter. Pretoria will host 5 football matches: 4 first round matches and one second round matches at the World Cup 2010.

Nelspruit will host 4 first round matches in 2010.

Rustenburg will host 5 matches: Four first round matches and one second round encounter at World Cup 2010.

Polokwane will host 4 first round matches.

Info: <http://www.fifa.com/>

Lucas Radebe		
Personal information		
Full name	Lucas Valeriu Radebe	
Date of birth	April 12, 1969 (age 40)	
Place of birth	Soweto, South Africa	
Playing position	Defender	
Youth career		
	ICL Birds	
	Kaizer Chiefs	
Senior career ¹		
Years	Club	App (Gls)*
1990–1994	Kaizer Chiefs	113 (5)
1994–2005	Leeds United	200 (0)
National team ²		
1992–2003	South Africa	70 (2)

¹ Senior club appearances and goals counted for the domestic league only and correct as of 30/08/2006.

² National team caps and goals correct as of 30/08/2006.

* Appearances (Goals)



More World Cup 2010 features to be added to this section prior to publication. Low resolution photos and ads will be replaced by high resolution images.

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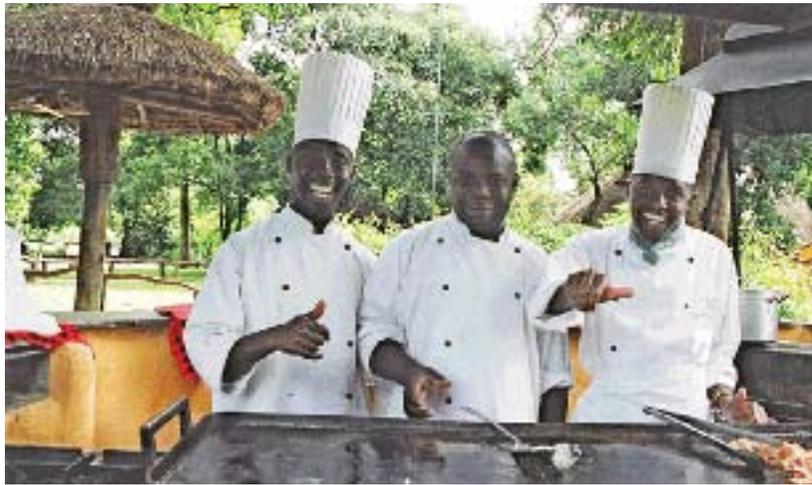
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AFRICA'S VENUES EDITION SALUTES THE WORLD CULINARY

The above photos are a small taste of our editors' culinary experiences, from 14 years of travel throughout Africa. From above left (1) The Kempinski Djibouti Palace Hotel, our home for a pleasant two weeks. (2) Governor's Camp, a luxury tented village in the Masai Mara, Kenya. (3) Food shopping at a souk in Morocco, home of our African office. Photos on the opposite page from South Africa, include Cape Town to Pretoria on Rovos Rail, with vintage 1930s dining cars, the finest foods and South African wines. We were served prime rib at the exclusive Kimberley Club, a favorite haunt of Cecil Rhodes and the barons of an earlier era. Cape Town's Conservatory at Table Bay, The Emperor, Johannesburg and other top restaurants would fill this entire edition with taste-tempting images.

Africa and the World Culinary Travel Expo

Our residence, when we are not in Africa, is Vancouver, Canada, host city for the 2010 Olympic Winter Games and voted top city in the Americas by Conde Nast. For the 4th consecutive year, this Pacific Coast city (Canada's banana belt,) will host the World Culinary Travel Expo, May 28th - 30th, 2010. From Vancouver, it's a short drive to Seattle, home of the Boeing Aircraft Company and Bill Gates' Microsoft Empire. Our marketers encourage African Tourism Ministries and many other friends in travel and tourism to attend this event. The exhibit rates are reasonable compared to many others. You will discover why Culinary Tourism should be a key part of your marketing mix for 2010 and beyond. This is an ideal place to market and sell to over 30,000 target culinary visitors face to face, to network and develop

new business for your destination. According to the event's organizers you can demonstrate, launch and test market new products and services, generate news coverage by getting on the "media radar" and enhance brand building by creating or raising market awareness and demand for your products and services.

Beehive of activities

This comprehensive 3 day trade and consumer expo has a proven track record of attracting a targeted captive audience that is passionate about food and travel. What's more, there will be opportunities to explore metro Vancouver and rich agricultural area of BC's Fraser Valley and Lower Mainland: Activities can include gourmet food shopping; visits to farmers markets, wineries, orchards and food museums; sampling locally made specialty food and beverages; engaging in Agritourism; attending food,



TRAVEL EXPO, MAY 28-30, 2010 IN VANCOUVER, CANADA

wine, beer and harvest festivals.

What is Culinary Tourism?

Culinary tourism represents an exciting new niche market that involves traveling to experience a destination through a variety of gastronomic activities. As you may be aware, a country's culinary style reveals its history and culture, of which Africa is well bestowed. Food and travel go together naturally because everyone needs to eat. The culinary experience is a subset of Cultural Tourism, a leisure travel niche market that is capturing a fast-growing segment of the world's travel industry. It is an economic vehicle to drive trade, create sustainable development and add social and cultural value to a community.



It is an innovative approach that can position your products and services, and establish a competitive edge. Culinary can be an important revenue generator for your company and country. Since everyone eats when they travel, experiencing a destination's food is essential to understanding its social structure.

Market Surveys

- Culinary Tourism is emerging as an important component of the rapidly growing cultural tourism market. Canadian Tourism Commission report (2001).
- Culinary tourism today is where Ecotourism was 20 years ago. People are starting to take an interest. World

Travel Market (2006)

- 27 million travelers, or 17% of American leisure travelers, involved in culinary or wine in the near future (60%) is significantly larger than those currently engaged. Tourism Industry Association (TIA) in partnership with Gourmet Magazine and International Culinary Tourism Association. Even though, the surveys were done in Canada, UK and US, the results represent a new and developing trend within the international travel industry. Globe-trotting gourmets are invited to take their taste buds on a world culinary tour.

To book space or learn more, contact Agnes Chung, World Culinary Travel Expo

*Box 233, 101-1184 Denman Street, Vancouver, BC, Canada, V6G 2M9
Tel: 1 604 676-8878 ext. 1
E-mail: culinarytravel@gmail.com*



Africa Travel Magazine **World Editions** Showcase Tourism in Africa's Five Regions

ITB BERLIN 2009: We are proud to introduce our World Editions and Travel Library at the world's largest travel industry exposition. After 14 years, covering every ATA event in Africa, plus dozens of venues across the USA and Canada, Europe and Asia, our editorial team is opening new doors. Circulation in print is closely targeted to reach and influence travel buyers, planners and decision makers in print, online and on air. Current statistics reflect widespread reader response to the magazine's editorial content. Both Google and Yahoo rate us #1 on many Africa related searches, and monthly hits are over one million. Our positive news coverage is extended and enhanced by the World Editions, which feature each of Africa's five Sub Regions

REGIONAL EDITIONS

- Northern Africa** www.africa-ata.org.northaf.pdf
- Southern Africa** www.africa-ata.org.southaf.pdf
- Eastern Africa** www.africa-ata.org.eastaf.pdf
- Western Africa** www.africa-ata.org.westaf.pdf
- Central Africa** www.africa-ata.org.centraf.pdf
- Ethiopia** www.africa-ata.org.preview.htm

EVENT EDITIONS

- Venues** www.africa-ata.org/venues.pdf
- ATA 34th Congress** www.africa-ata.org/mag.htm
- ATA Ecotourism** www.africa-ata.org/mag.htm



Jerry W. Bird, Managing Editor

President of the Africa Travel Association Canada Chapter and Past President of Trans Canada Advertising Agency Network. Mr. Bird has managed the marketing communications portfolios of major clients in government, tourism, aviation, agriculture, foods and beverages, oil and gas, insurance and transportation. He has won awards for Tourism and Creative Excellence in Print Media and Audio Visual Production. Based in Vancouver, Mr. Bird is Publisher of Africa Travel Magazine and Air Highways Journal (www.airhighways.com) both established in 1995.



Karen B. Hoffman, Associate Editor

Member of the Africa Travel Association (ATA) Board of Directors and Public Relations Director for the American Tourism Society (ATS). Karen has been responsible for developing marketing strategies for a diverse range of clients, many in the tourism and hospitality fields, and created and initiated the "World Tourism Award" on behalf of Reed Travel Exhibitions. Karen Hoffman is based in New York City.



Muguette Goufrani, Associate Editor

Vice President of the ATA Canada Chapter, Muguette has travel experience on 3 continents and the Caribbean. Born in Casablanca, she has worked for airlines, cruise lines, automotive firms, hotels and tour operators. She directs Africa Travel Magazine's French language program, and thanks to her efforts we are consistently #1 for Africa Travel Fashion on Google. Muguette has lived in Morocco, Algeria, Cote d'Ivoire, Senegal, Madagascar and Gabon.



Contributors: To cover Africa's 57 countries and diverse cultures, our magazine relies on professionals, such as Habeeb Saloum, Prof. Wolfgang Thome, Ogo Sow, Vanessa Ngango, Dr. Beryl Dorsett, Rick Antonson, Dr. Gaynelle Henderson, Dan Dunn, Angela Fairbank, Sandy Dhuyvetter, Patrick Peartree, Nickolas Gosling, Helen Broadus, Abigail Lubliner, Jonathan Meigs, David Saunders, Yves Stranger, Robert Eilets, Jean Pierre Crozet, Ed Anderson and Paul Kisoni. ATA Executive Directors,

Hagos Legesse, Mira Berman and Edward Bergman, have provided articles, as have several African Tourism Ministers, who serve on the ATA Board of Directors.

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Global Action from our Magazine's Website

United States	75566	Finland	343
Unknown	11844	Malaysia	337
Great Britain	11125	Ivory Coast	324
Canada	5082	Cameroon	318
South Africa	3625	Senegal	308
Sweden	3101	Egypt	307
France	2514	New Zealand	290
Germany	2213	Russian Federation	275
Spain	1979	Denmark	271
Netherlands	1857	Jamaica	259
Nigeria	1554	Israel	259
Australia	1515	Turkey	257
Italy	1512	Mexico	253
Kenya	1438	Hungary	247
Tanzania	1231	South Korea	208
Tunisia	1093	Botswana	206
Ireland	1065	Zambia	204
China	1050	Singapore	202
India	087	Lebanon	150
Switzerland	915	Saudi Arabia	149
Ghana	857	Thailand	149
Portugal	803	Sudan	147
Ethiopia	700	Dominican Republic	142
Poland	754	Djibouti	139
Belgium	712	Pakistan	134
Morocco	704	Czech Republic	129
United Arab Emirates	612	Taiwan	129
Norway	609	Trinidad and Tobago	111
Satellite access host	511	Angola	106
Romania	525	Zimbabwe	105
Uganda	502	Mauritius	102
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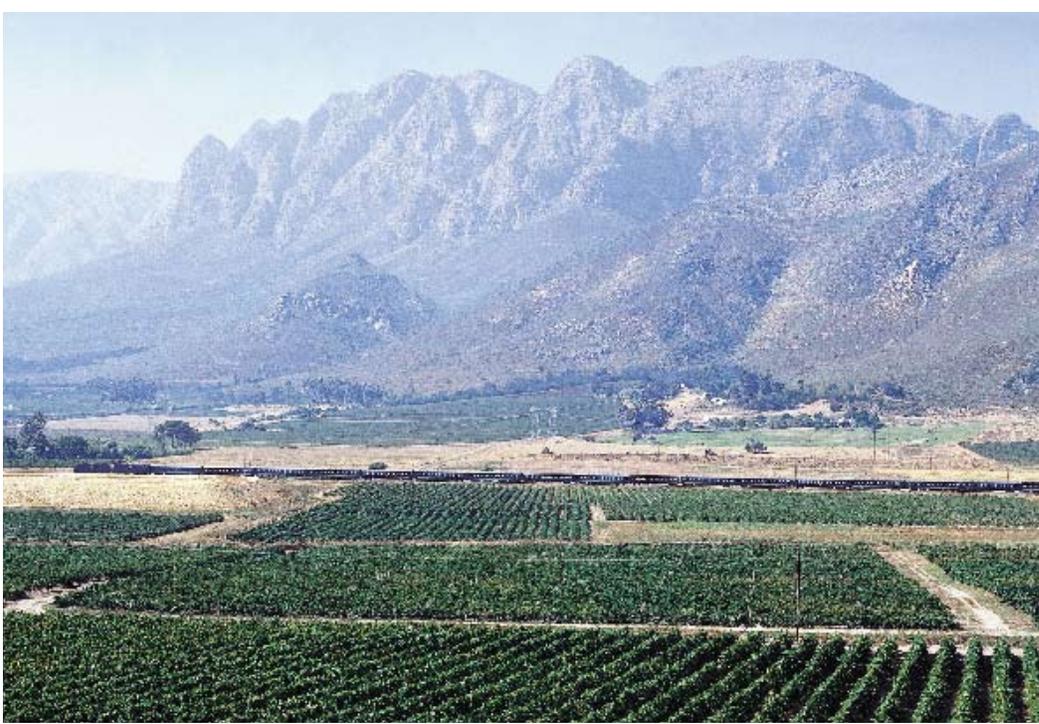
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Downloads: www.africa-ata.org/preview.htm

Exclusive self-cover editions are underway for several countries and various topics, such as Culinary Tours, Air Highways, Africa Fashions, Cultural Ecotourism and Adventure Travel. In addition to our own websites, one can download World Editions from the world's largest magazine and newspaper kiosk.

Advertiser support includes links, profiles and news in print, online and on air



ALL ABOARD! BY LUXURY RAIL, FROM CAPE TOWN - V

by Jerry W. Bird

“The design of the train has given us suites considerably larger than the world’s famous trains such as the Orient Express, the Blue Train, Royal Scotsman in England and El Andalus in Spain.” Rohan Vos

One of the first lessons one learns on entering the wonderful world of Rovos Rail is that this “tour of a lifetime” is not just a South African experience -- its routes extend to five countries on a network of steel rails. On this cool January morning, our destination is Pretoria, South Africa’s capital city. Our two and half day trip north through the country’s heartland, allows time to relax, lay back, sip the wine, smell the roses, think lofty thoughts and get to know some interesting people. At Cape Town station, owner Rohan Vos and Sales Manager David Patrick greeted us, and our baggage was whisked away in a flash



Celebrating the New Year in style!

As we joined the other passengers assembled on the red-carpeted platform, a traditional toast of champagne and orange juice set the mood, while a trio of violinists provided soothing classical music for a memorable send off. Mr. Vos gave a hearty “bon voyage,” announcing each guest’s name in turn as we boarded the train. Many nations were represented that morning - the UK, Norway, Italy, Australia, USA, Switzerland, Spain, Germany, France, South Africa and Canada. These vintage coaches have

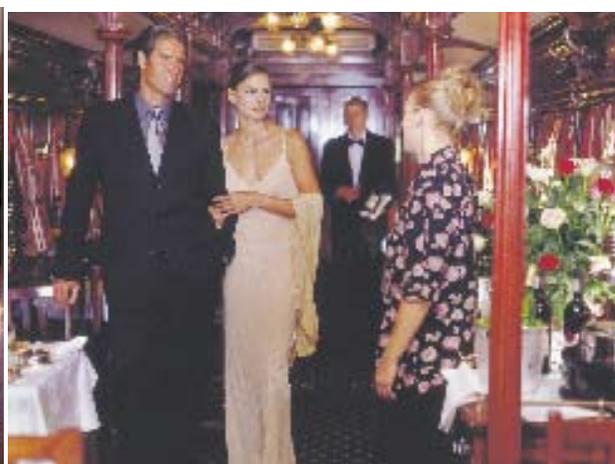
carried royalty on past tours, and we soon discovered there was a European countess among us, which reflects the company’s claim “the most luxurious train in the world. A mild thunderstorm was brewing above Table Mountain, and as rain began to beat on the windows, the train pulled away from Cape Town station. Have no fear, I had a feeling that the trip would be even more enjoyable, looking out from our cozy cocoon on wheels. My intuition proved to be quite true.

Five Star Hotel on Wheels

Talk about individualized service from Rovos’ team of young, attractive hostesses. Our baggage was waiting in the cabins, plus champagne, a fruit bowl, chocolates and terry cloth robes. Private suites on Rovos Rail are spacious, elegant, fully equipped and finished in highly polished wood panels, with amazing attention to detail. Some of these vintage coaches date back to 1911, and all are beautifully restored. Full sized beds face three large picture windows that open easily, bathing the room with fresh air and daylight as you view the changing landscape, or allow perfect privacy as needed. The writing desk was ideal for my lap top computer, and the in-suite telephone came in handy. Outside Muguette Goufrani’s suite, a brass plaque bore the title “The Cullinan,” after the world’s largest gem diamond, discovered in 1905, and named for mine owner Sir Thomas Cullinan. My private suite was titled “The Etosha,” in honor of Namibia’s national park.

Order of Good Cheer

As Mr. Vos says, “It is an atmosphere of good food, good wine and good conversation that we are striving to create. “ Like Pavlov’s dog, and personal memories of cruises on the Alaska coast, a soft gong in the passageway signaled that dinner was being served. Naturally, on Rovos Rail, semi formal dress was the order of the day, and as we took our seats, a red roses was pinned on each lapel. After all, this was a glorious land cruise - and the superb menu featured such local game dishes as Springbok with lemon honey sauce, plus others



like South African Botobie and Kingclip in Pernod cream. It goes without saying that the wine list was extensive, and drinks were complimentary for the entire trip, throughout the train.

The Road Ahead: The vistas were spellbinding. Having read *Covenant* by James Michener, several Wilbur Smith sagas and various other books on South Africa, I was aware that the 900-mile rail journey follows the old pioneer trail from Cape Town north, via Paarl, Worcester and South Africa's bountiful Winelands, wending its way through the Hex River Valley to the interior's higher, drier Karoo country. What I did not expect was the fact that there were some exceptionally long tunnels en route. Just imagine the engineering challenges and effort that was involved in early railroad-building in this area.

History comes Alive: A pleasant surprise was our brief stop at the historic village of Matjiesfontein, which resembles a romantic movie set, with its street of carefully restored buildings, such as the Victorian Lord Milner Hotel, with lush gardens and a friendly pub nearby. I couldn't help imagining that Miss Kitty of *Gunsmoke* would come through the red velvet curtains and descend the ornate staircase. Several of us could have spent all day at the nearby museum, checking out relics of pioneer days, before, during and following the Anglo Boer War and the frantic gold and diamond rushes. It was hard to imagine that the rich and famous of the world came here 100 years ago, when it was a thriving health resort. Well, we've been told a renaissance is underway.

Kimberley's Diamond Legacy: Speaking of journeys into history, our next major stop was at Modder River station, a lonely spot where the Boers and British once clashed in a major battle. Disembarking from the train, we boarded a bus for Kimberley, and received a history lesson, which set the stage for our visit to this provincial capital and luncheon at the exclusive Kimberley Club, once male only and frequented by Cecil Rhodes, De Beers and colleagues. Well-fed and ready for action, we were off to the famous

Kimberley diamond mine. A restored village surrounded what they call the "greatest hole in the world," a huge excavation that was once a gentle hill. Our final lesson included mining practices and replicas of world famous diamonds from South Africa.

Pretoria Capital Park Station

The following morning our train passed slowly through the suburbs of Johannesburg, city of gold and South Africa's thriving metropolis. Beyond was Pretoria, our final destination. I will elaborate on these two great cities later, but it's important to mention the Capital Park Station complex, heart of Rovos Empire. While there, we explored the rail yards, workshops, museum and training area, which is like looking backstage at a major Broadway production. Mr. Vos sums it up in the following statement, "All our rolling stock, consisting of 60 carriages and 5 operating locomotives, our administrative operation and workshops are now based at Capital Park. We could indeed not have wished for a better location, especially as Capital Park has played such an important part in South African Railways History, and thus provides the perfect home for our trains. The site covers 25 acres and boasts 15 lines, totally a distance of 12 km of which 100 m section is under roof. It is our aim, not only to rebuild the site to world-beating standards, but also to transform it into a working railway museum. Our new Headquarters will cater to steam enthusiasts, tourists and local visitors alike.

"

It goes without saying that the Rovos team won our hearts and earned our respect as true professionals. A well earned credit to South Africa's travel tourism industry. Many thanks to Mr. and Mrs. Vos for such a wonderful lifetime experience; one we're proud to tell the world all about. Our Rovos Rail story continues online at http://www.africa-ata.org/sa_rovos.htm, e-mail: africa@dowco.

Discovering the diversity of South Africa

By Helen C. Broadus

Discover the immense diversity of South Africa, a land full of rich cultural heritage, friendly people, spectacular wildlife and stunning landscapes. South Africa is truly famous for its mixture of cultures, heritages and traditions that are blended together through its festivals, music and foods. You will also find that there is much more than a traditional safari experience to see the “Big Five” in South Africa. You can also enjoy first-class hotel accommodations, pristine beaches, luxurious train rides, or even a walking safari in South Africa. Coming back to South Africa brings back fond memories and a yearning to see even more of South Africa’s tourism treasures! South Africa is a land of breathtaking scenery - from the amazing mixture of bustling cities to the rural village life, to the cascading waterfalls to the colorful fields of wildflowers, to the majestic mountains to the awesome coastline, it is simply awesome. South Africa has perhaps the African continent’s most sophisticated tourism infrastructure which, combined with first world technology, creates tremendous comfort and convenience for American tourists. The following is a sample of what you can expect to discover as you attempt to experience the many venues of South Africa:

Culture

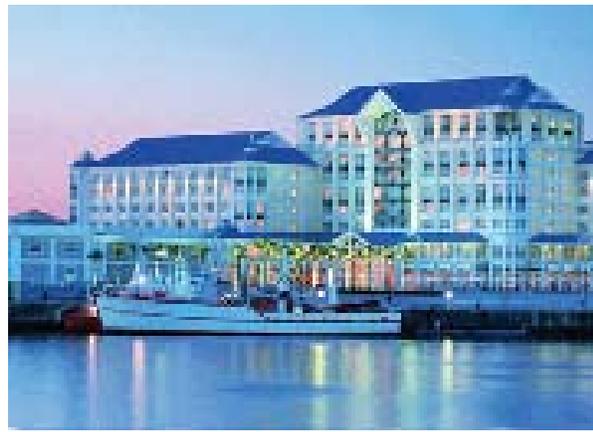
South Africa’s greatest treasure is the cultural diversity of its people. The contrasting influences of the African, European and Asian heritages create a mosaic of influences throughout the arts, crafts, dance, music, food and sports of South Africa. There are many indigenous people who have lived in South Africa for thousands of years. Three quarters of South Africa’s 49 million people are Blacks whose ancestors ñ many of them farmers and herders ñ began arriving from Central Africa some 1,500 years ago.

Most fall into two major ethnic groups: the Nguni, which consist of Zulu, Xhosa, Ndebele and Swazi peoples, and the Sotho, which includes the Northern Sotho, Southern Sotho or Basotho and Venda peoples. Blacks often speak several languages, including that of their own ethnic group and English. Many Blacks reside in cities and townships living a more modern western lifestyle, while rural dwellers often wear unique costumes and maintain their ancestors traditions and customs. In addition ceremonies play a very important part in the lives of Black South Africans.

The European influence of South Africa is primarily rooted in the Afrikaners, who were descendants of Dutch settlers. They developed their own language ‘Afrikaans’ which is based on Dutch, but also has Malay, French, German and Black influences. About 6 million people, or roughly 15% of South Africa’s population are of European descent. The British and Germans also played an important part in the country’s development. The Coloureds, a mixed-race people, are descendants of Europeans, Blacks and former slaves from Dutch colonies in Africa and Indonesia. Indians came to South Africa initially as indentured servants and today make up the largest community of Indians outside of India.

Outstanding Variety

South Africa’s cuisine influenced by many different cultures, combines tasty African traditions with spices and cooking techniques from around the world. All of South Africa’s cuisine is built around the country’s abundant supply of fresh seafood, meats, vegetables and fruits. It also harvests its own internationally celebrated wines. Festivals are one of the best ways to experience the local cultures of South Africa. It is at these events where



locals are most dazzling, open, artistic and musical. In addition, the tribal art of South Africans displays great fashion objects of beauty made from simple materials using age-old techniques. You can purchase in

both the cities and villages a wide variety of colorful beadwork, brightly painted pottery, intricately woven baskets, fashionable jewelry made of metals and beads, striking batik dresses and fabulous carved wooden animals and bowls.

Major Cities and Sightseeing Interests.

Johannesburg, located in the Gauteng Province, fondly referred to as Jo’burg or the “City of Gold” from the 19th century gold rush era is South Africa’s commercial center. When taking an educational tour of Jo’burg you can see the storied past of a gold rush town at Gold Reef City as well as visit the Johannesburg Art Gallery, Museum of Africa and National Museum of Military History to learn about the history and culture of the people of South Africa. If you are interested in a great shopping excursion don’t miss the inexpensive treasures at the flea markets of Bruma Lake and Randburg Waterfront. And most importantly, make a pilgrimage to Soweto (which is short for South Western Township). It is one of the 33 townships originally established as temporary dormitories for workers. Soweto became famous during the Apartheid struggle in South Africa.

Pretoria, also located in the Gauteng Province, is just one hour’s drive north of Johannesburg and is the administrative capital of South Africa. It was also the capital of the former Boer Republic and has many monuments in honor of the country’s Afrikaner past. In Pretoria you will find the Union Buildings,



the country's architectural masterpiece and site of Mandela's inauguration. Also you can visit the Kruger House Museum, which was the 19th century home of former president Paul Kruger. You can also visit Pretoria's Art Museum and see some of South Africa's finest art. Pretoria is a city known for its beautiful gardens and Jacaranda Tree-lined streets. It is also famous for its modern State Theatre complex which offers a host of performing arts to include opera, ballet, drama, choral and symphony performances.

Durban is the colorful capital city of the KwaZulu-Natal Province located on the eastern coast of South Africa. Indians, Zulus, British and Afrikaners have all influenced this cosmopolitan port city. Almost one million Indians live in Durban and you can truly experience the thriving culture of India here in South Africa. Following the beach for more than three miles is Durban's "Golden Mile", with shops, restaurants, parks, gardens and other attractions. Another 'must stop' is to the bustling Victoria Street Indian Market for craft curios, saris stalls and fragrant spice counters. Lively shopping arcades line the city's streets and lanes and local flea markets are all over the town. After dark, the city's many restaurants, discos, jazz venues and pubs cater to every known taste.

Sun City Resort, located in the Northwest Province, is known as the glittering 'Las Vegas' of South Africa. In the valley below Sun City is the 'Palace at the Lost City', a man-made fantasy world supposedly based on the myths and legends of South Africa. Sun City has its own 'water world' and 'jungle' theme park experience that can be great family fun. Adults will definitely enjoy the casino and exciting night-life in Sun City. Also, for the avid golfer there is the Lost City Golf Course, designed by Gary Player. Just next door to Sun City is Pilanesburg National Park, South Africa's fifth largest park. It has an extensive wildlife population and more than 300 species of birds.

The Historic Cape

Cape Town, known as the 'Mother City' of South Africa, is perched on a lush peninsula that juts out into the Atlantic Ocean, which reminds me of the coastline of San Francisco in the United States. It is located in the Western Cape Province and has been rated as "one of the best places to live, and one of the more culturally interesting and dynamic places in the world to visit." With its dramatic Table Mountain backdrop and inspiring ocean views, Cape Town is unquestionably one of the world's most beautiful cities. It is also South Africa's oldest city. One of the highpoints of a city tour of Cape Town will be a visit to the renovated Victoria & Alfred Waterfront. Packed with pubs, restaurants, crafts markets, theaters, museums and movie houses it is very popular with both the locals and tourists.

The Cape Peninsula is also packed with memorable sites, starting with the spectacular Table Mountain. You can take a cable ride or



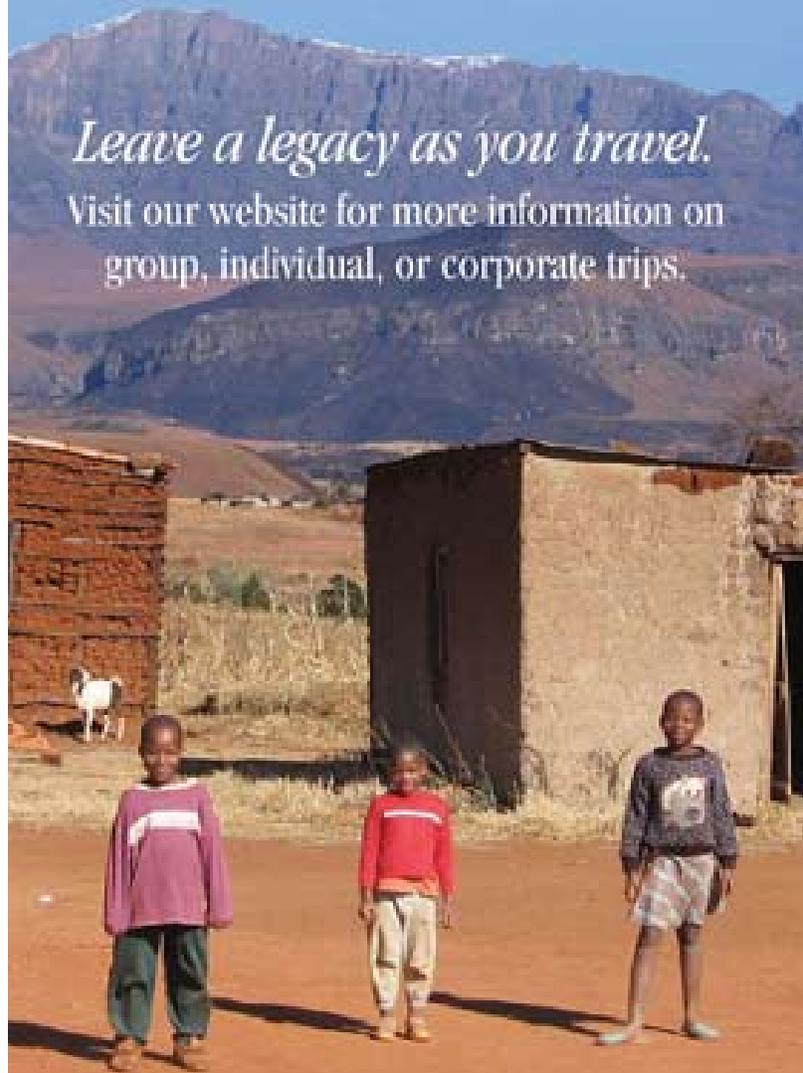
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hike to the top for fantastic views. High on its slopes you can visit the Kirstenbosch National Botanical Gardens, with some 6,000 species of plants. Near Cape Town are excellent vineyards featuring world-class wines. Again, your trip to South Africa would not be complete without a pilgrimage to Robben Island, the prison that housed President Nelson Mandela for 18 years. Interestingly, Robben Island is now a historical museum and was recently named a World Heritage Site by UNESCO. Also, along the southern Cape Coast is the area known as the ‘Garden Route’, which showcases breathtaking coastline views and lush vegetation.

Adventure and Wildlife

South Africa offers a tremendous variety of recreational activities to please the adventure seeker in each of us! In addition to fantastic safaris, you can enjoy hiking, snorkeling, horseback riding, canoeing, ballooning, bicycling, sailing, wind surfing and so much more. South Africa is a virtual paradise for viewing rare and exotic animals in their natural habitat and is one of the best places in Africa for viewing the “Big Five” – elephants, lions, leopards, rhinos and buffaloes. You will also see plenty of cheetahs, zebras, giraffes, hippopotami, wildebeests and antelopes in their natural habitats. South Africa is also one of the best bird-watching destinations in the

world. South Africa is a pioneer in wildlife conservation and an innovator in Ecotourism. The mission of South Africa’s national parks is to conserve and manage parks for the benefits of the country and its people. Because of South Africa’s commitment to protecting its wildlife, endangered species continue to flourish in their natural environment.

Within a few miles of South Africa’s major cities are incredible national parks and private reserves. A national park will have a more developed recreational infrastructure while a private reserve is set up to protect and conduct research on specific habitats. Generally, private reserves are more suitable for international tourists because of the dense concentration of wildlife, personalized service and top-notch accommodations.

For many visitors to South Africa, a ‘must see’ is Kruger National Park (KNP). It is the crown jewel of South Africa and one of the top ten national parks in the world. Situated in the eastern corner of the country above Johannesburg, it is the oldest national park on the African continent. South Africa has a total of twenty-five national parks and private reserves and its wildlife is amazingly accessible.

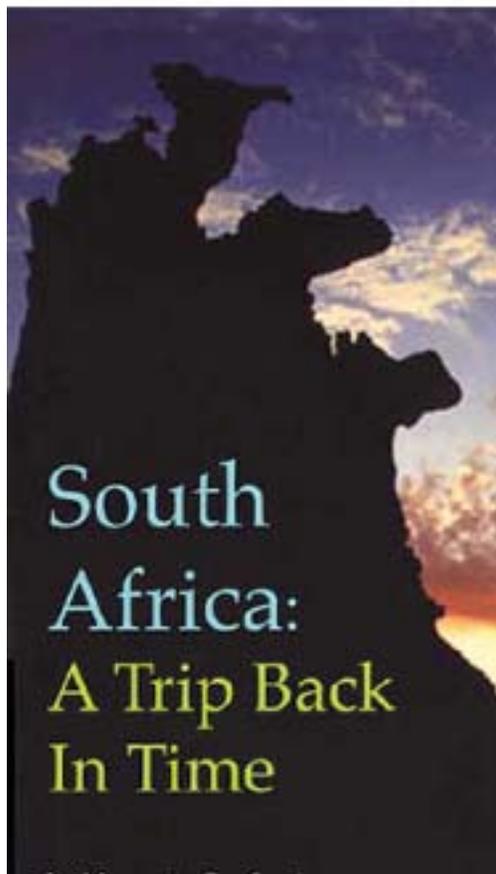
You can also enjoy many outdoor recreational activities while hiking and backpacking on



more than 300 trails arranging from easy to challenging including nature walks and wilderness mountain camping. Horseback riding and hot air ballooning are adventurous ways to either experience a different type of safari or simply enjoy the scenery. South Africa’s beaches offer fantastic surfing and water sport activities including big game fishing. South Africa’s many fresh water streams also provide great fly-fishing and leisurely canoeing treks. You can also scuba dive off the coast of South Africa and explore the abundant variety of tropical fish, sea turtles and dolphins. Whale watching is also a very exciting leisure sport and you can even take a shark safari if you are brave enough!

In conclusion, you are invited to join us in South Africa. This will be a great opportunity for you to discover the wonderful diversity of South Africa.





Where Springbok and Bushmen Roam. Our visit to Kagga Kamma, in Cape Country

by Muguette Goufrani

With the hectic, round the clock activities of another ATA International Congress occupying every spare moment, we had very little time to scan South African Tourism’s travel itinerary prior to our 3 day trip around the historic Cape of Good Hope. However, I did note that our destination for day two of the Cape Country Tour was a private game reserve they call “Kagga Kamma. Not expecting anything too far beyond the ordinary, after a rugged 3 hour motor trip from Cape Town, our group of five was little prepared for the amazing ‘moonscape’ of this spectacular hideout in the rugged Cedarburg Mountains. It was a site (and sight) that could easily be the movie set for “Jurassic Park” or “Planet of the Apes.” As twilight approached, many of the odd rock shapes near the camp cast weird shadows, taking the form of wild animals or strange spirit creatures.

“Moonwalking, Midnight Safaris, Rock Paintings and Cave dwelling in a timeless land that looks like Jurassic Park.”

Sound Investment in EcoTourism

: While it was late May, there was a definite chill in the air; so we bundled up and climbed aboard a sturdy Land Rover 4x4 for Kagga

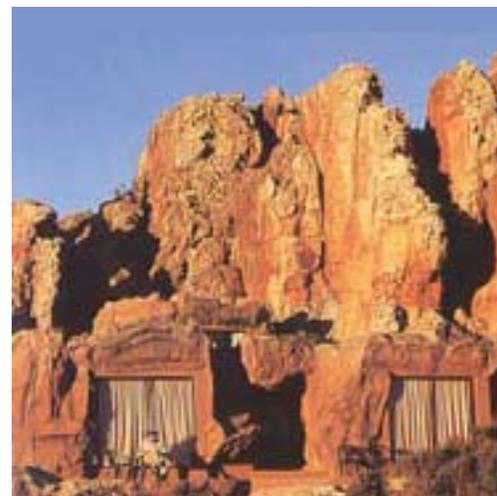
Kamma’s popular Moonlight Safari. No matter how many times we travel below the equator, I am always awed by the Southern Cross, which lit up in the midnight sky that night, in contrast with the eerie moonscape we were crossing; each one perched like Sabu atop our rubber-tired camel. What was the group searching for? What was the name of the game? Springbok are the most common game species in these parts, although one may encounter Eland, Gemsbok, Black and Blue Wildebeest, Rheebuck, Steenbuck, Duiker, Grysbok, Zebra, Bontebok, Cape Baboon and Ostrich. The area’s predators are mainly Caracal, Jackal, Lynx, and the occasional Leopard.

According to the map provided by South African Tourism, Kagga Kamma is located near the Swartruggens Range that separates the Koue Bokkeveld from the endless stretches of Karoo (outback). While there’s some similarity to parts of New Mexico or Arizona’s Grand Canyon, Kagga Kamma is worlds apart from anything I’ve yet to encounter. For countless centuries this seemingly barren land was home to the nomadic San (Bushmen), who roamed over a wide area, hunting animals and small reptiles and gathering a wide assortment of roots, berries, insects, medicinal herbs and grasses.

One of the Bushmen’s favorite snacks is a ‘land tortoise,’ which they hold in one hand and munch like a Big Mac. The bushmen’s amazing rock art, which we saw decorating various caves and crevices nearby, bears witness to their way of life and spiritual paths. Our guide gave us an interesting story on how the local Shaman, could commune with the spirit people through these rock channels linking the center of the earth with the furthest reaches of heaven.

Media Team Discovers another of South Africa’s Secrets

Our tour party consisted of ATA photographer Robert Eilets of New York, broadcaster Ogo Sow, Africa Travel Magazine editor Jerry W. Bird and myself. During our overnight visit, Ogo Sow interviewed Kagga Kamma’s operating staff several times on the air, with a live feed to the USA. Mr. Sow is with Afric Vision, which broadcasts via radio from its New York studios, targeting listeners interested in the African continent. His program is aired weekly over the



Cable Vision Network. Our tour conductor/driver was Dan Dunn of Southern Tip Tours, Cape Town. Dan’s colorful heritage and family tree (part Zulu, part Scot) is another story.

Getting to Kagga Kamma

While there’s a strip for light aircraft near the “Bushmen Lodge,” we drove 250 km from Cape Town, winding our way northeast through the famous Cape Wine Country and fruit growing region. Thanks to brothers Sellwyn and Robert Davidowitz, Tour Operators with “I Love Cape Town” and “Beautiful Cape Town,” we had already tasted the wines at Franschoek and Stellenbosch. Earlier in the day, we stopped at New Beginnings winery.(another story I must tell) so there was no need to stop for another grape break.

The paved highway surface was excellent and the communities enroute, such as Paarl, Worcester and Ceres were all clean, prosperous looking and bustling with activity on this bright Saturday afternoon. The final segment of the trip to Kagga Kamma led us through some rugged country with canyons, waterfalls and scenic vistas that proved to be ideal photo ops.

* Some Caves? Our private guest room at Kagga Kamma may have been built into the side of a rugged rock cliff, but it was fur-



nished and equipped in the modern mode. You and your clients will be impressed. At the “Bushmen Lodge” there are also “Bushman huts, “ with twin beds and ensuite bathrooms. To cool off in the summer heat, there is an outdoor swimming pool that’s built around a rocky outcrop. We enjoyed relaxing in the cozy main lodge, with its fully stocked bar, superb wine selection and hearty ‘communal style’ meals from the Rotskombuis (Rock Kitchen) restaurant. While it was winter in South Africa during our visit, I hope to return with some tour guests during the spring or summer to experience the open-air lapa (dining area) under the eternal Southern Cross, amidst Kappa Kamma’s stunning rock formations and moonlight shadows. More will be available on our web site: www.africa-ata.org

More. Here’s an excerpt from the company’s brochure.

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 E-mail: info@kaggakamma.co.za
 Web Site: www.kaggakamma.co.za

Daniel Dunn Western Cape Chapter
 Africa Travel Association
 E-Mail: dddunn@mweb.co.za



Background on South Africa

(Official Information courtesy of the South African Consulate)

Throughout its history, South Africa has been a geographic designation rather than a reflection of a national reality. The result is that today the Republic of South Africa has one of the most complex and diversified population mixes in the world, a rich mosaic of distinctive minorities. This is underscored by the fact that not one of South Africa’s major languages is spoken by a majority of all the people. Languages:

There are 11 official languages : Afrikaans, English, IsiNdebele, Sepedi, Sesotho, SiSwati, Xitsonga, Setswana, Tshivenda, IsiXhosa, and IsiZulu. A few phrases and words in three of the languages:

EnglishZuluXhosa

Good morningSawubonaMolo

YesYeboEwe

Thank youNgiyabongaEnkosi

GoodbyeHamba kahleHamba kakuhle

My name is..Igama lam ngu..... Igama lam ngu...

What is your name? ..Ubani Igama lakho? ...Ungubani igama lakho?

The four major ethnic divisions among black people are the Nguni, Sotho, Shangaan-Tsonga and Venda. Together the Nguni and Sotho account for the largest percentage of the total Black population.

The Nguni language group comprises three sub-groups within which a number of ramifications and a large number of subramifications can be distinguished:

The Zulus people comprise about 300 tribes who live in Kwazulu/Natal and in some urban areas. According to traditional Zulu religion, Umvelinqangi is the creator of life. His daughter, uNomkubulwana, is, however, closer to man. She is associated with rain and thus economic prosperity depends on her. Regular feasts are held in her honor and beer is poured as a sacrifice. In times of drought a field has to be planted specially for her. There is also a belief that girls can persuade her to send rain by donning their brother’s clothes and taking over their jobs as herdsmen.

Tribal Ancestry and Customs

Ancestral spirits are very important to the Zulu traditional religion. They are believed to control everyday life and must be appeased with sacrifices. Cattle are a link with the ancestral spirits, while the medicine man has an important ritual role.

The Xhosa speaking tribes comprise of the Xhosa, Pondo, Pandomise, Hlangwini, Xesibe, Bomvana, Hlubi, Mfengu and Bhaca . Within the context of the Xhosa the “amagqirha” or traditional healers and “amaxhwele” or herbalist are regarded as chosen by the ancestors and they play an important role in the treatment of disease and misfortune. Misfortune is regarded as the work of witches and sorcerers.

Traditional or Tribal Xhosa dress reflects unique customs, the uncovered breasts of young maidens indicate that they are nubile. Men, women and older boys wear tanned skins or blankets which are dyed with red ochre. Long stemmed pipes - only for women whose children have reached adulthood - and tobacco pouches decorated with beads, are also characteristics of the Xhosa. The South Ndebele is a smaller group who comprise of Manala and Ndundza peoples and are commonly known as the Mapoch. The Ndebele are well-known for their decorative murals and beadwork. Beadwork is used on women’s clothing, each garment reflecting a certain status. A well dressed Ndebele girl can wear up to 25 kg of copper, leather and beads.

Like the Nguni the Sotho group comprises of three subgroups. The North Sotho includes the Pedi, Pulana, Pai, Kutswe, Kgaga-Kone, Phalaborwa, Nareng, Tlou, Gananwa, Hlaloga and the Kolobe. The South Sotho comprise of the Fokeng, Tlokwa, Kwena, Phetla, Phuti, and Pulana. The Tswana include tribes such as the Thlaping and Koni. Characteristic of the North



Sotho tribes is veneration of Modjadji, the Rain Queen. According to tradition she can create rain and was formerly greatly feared and respected. The identity of the respective tribes is indicated by totems or emblems. The totems bear the emblem of an animal and within each tribe that animal is sacred and may not be killed. The South Sotho, mainly a mountain people are known as excellent horsemen. They are easily identified by their ponies as well as brightly-colored blankets and cone shaped hats. The Tswana are known for their traditional clay pots and large clay granaries.

The Tsonga are related to the Tsonga of Mozambique and are also known as the hangaan-Tsonga. As a language Tsonga is divided into related dialects and it is the Nkuna dialect which is primarily used as a written language. Overhanging roofs forming a cool porch are characteristic of Tsonga architecture. Women traditionally wear a short skirt, completely covered with beads. The Tsonga are well known for their mine dances, carried out to the beat of drums and horns and wide variety of musical instruments such as the mbila.

The Venda are a largely homogenous peo-

ple, although they include the distinguishable Lemba, who evidently have a semitic origin and regard themselves as nobility. The Venda are known for their extensive use of stone walls, textured leather and beadwork, for their grain vessels which are actually "sculptures" for decorating their huts with charcoal, white clay and ochre, for brightly colored dolls and kudu-horn music.

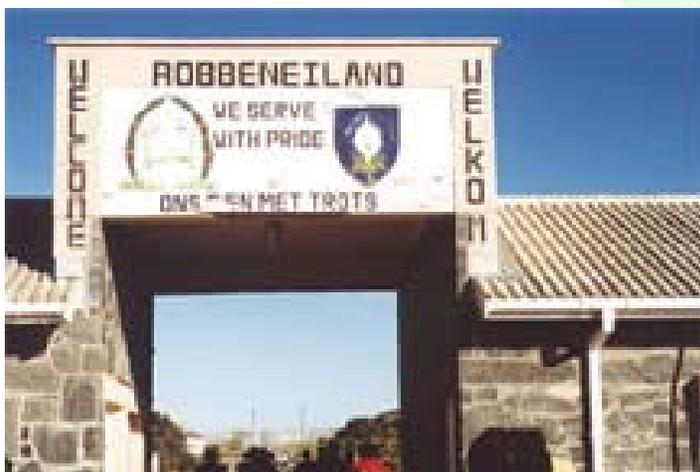
White people trace their origins to the Dutch East India Company settlement at the Cape in 1652 and the British settlement of the 1700's. The main language groups are English and Afrikaans. English speakers are defendants of English, Irish, Scot, Welsh, Australian, American and Canadians they contributed to the establishment of exclusive clubs, African paintings by artists such as Baines and Bowler, Victorian and Edwardian architecture, Scottish music and Welsh singing. The Afrikaans language was developed locally and its speakers are known for their pioneering spirit, desire for independence, adaptability and hospitality. The Afrikaner community is unity-conscious, strongly bound to its culture, nation, country, language, religion, institutions and organizations.

The Griquas,

largely of the Khoi-Khoin-European ancestry, have developed a culture of their own, characterised linguistically by a broken form of Dutch-Afrikaans with a peculiar yet dignified power of expression. Their religion, love of sacred song and choirs are their chief cultural features.

The Cape Malays are descendants of the early Muslim people brought to the Cape by the Dutch East India Company. Despite bondage and isolation they remained faithful to Islam. This is manifest in all their traditional ceremonies at feasts, weddings, funerals and pilgrimages to Mecca.

The first Indians came to South Africa in 1860 as indentured laborers of the Natal colonial government for Natal's sugar plantations. For many decades the idea was that the Indians should eventually be repatriated. It was only in 1961, after South Africa became a republic, that this notion was abandoned and the Indian community was allowed to stay as a permanent part of the South African population.



John Dunn of Zululand: The Man, The Legacy

By Charles Ballard

Few personalities in the history of Natal and Zululand have aroused as much controversy as the legendary “hie chiefs” John Dunn. He is mostly remembered for his taking of nearly fifty Zulu wives and the siring of over one hundred children.

But, this fact alone does not make Dunn singularly unusual, for many white men took wives and concubines from the indigenous black populace. Rather, John Dunn’s exceptional place in history rests on his prominent role in events that were crucially important in the shaping of modern South Africa. In a sense, John Dunn’s history is “living” history of his numerous descendants have formed a distinct and vital community in southern Zululand. John Dunn father was Robert Newton Dunn who was born in 1795 in Scotland. In 1820 he emigrated to South Africa and settled on the eastern Cape frontier near Port Elisabeth. Few settlers packed their belongings and struck out for Natal, among them Robert Dunn and his family. It was during that time that John Dunn was born at Port Natal and he would have been one of the first white settlers to have been born in the frontier settlement.

It is important to remember that Dunn grew up in a white settlement that did not become a colony until 1843. Port Natal was a semi-independent white enclave beyond British imperial Control and it was much more vital for the traders to maintain friendly economic and political relations with the Zulus Kingdom and the local African populace.

The white traders readily adapted to African social and cultural norms. The scarcity of white women prompted nearly two thirds of the white traders to take black wives and concubines. The British traders also found it



convenient to become petty chieftains and govern Port Natal. When Natal became a British colony in 1843 European culture and social customs replaced the way of the African. The rule of hunter trader chiefs was replaced by a British Colonial Administration. Natal’s African population was territorially politically and socially segregated white society. Against his background of ever tightening colonial rule and the insistence that white colonists conform to white standards of conduct. John Dunn became alienated from Natal changing society. Personal tragedy and financial setbacks soured his attitude even more.

His amazing skill with a rifle, his fluency in Zulu and his extensive knowledge of the physical and human environment of Natal and Zululand earned him a modest living as a guide for hunting parties. He then turned to transport riding, Dunn stated in his autobiography that he renounced civilization and left of the haunts of wild game in Zululand.

The King Cetshwayo saw the end of a quest for a “white chief” to serve as his adviser when dealing with the Natal government. The Zulu heir apparent felt an acute political need for white assistant and Dunn possessed qualities that Cetshwayo found attractive.

Cetshwayo’s attachment to Dunn came to be based on more than mere expedience and the two became close friends and confidants. Dunn readily accepted Cetshwayo’s invitation to settle permanently in Zululand. Indeed, Cetshwayo had offered Dunn an ideal situation. He gave Dunn occupa-

tional rights to lands along the southern Zululand coast from Ngoya in the north to the Lower Tugela in the South. Status in the Zulu kingdom was measured by the number of wives and cattle in an individual’s possession

And Dunn acquired an abundance of both. Between 1858 and 1878 John Dunn emerged as one of the most powerful chiefs in the Zulu kingdom. He ruled over nearly twenty five square miles of territory and six or seven thousand black subjects. Natal sugar industry owes much to Dunn. The coming of the Anglo Zulu War of 1879 was a time of supreme crisis for John Dunn. He at first tried to remain neutral, but as Britain and Zulu drew closer to war Dunn found that both were intolerant of a “fence sitter”. Dunn was wary of remaining in Zululand. Dunn could have remained neutral but he had not only his own material well being to safeguard but that of his very large family and several thousand black subjects as well,

Dunn served Lord Chelmsford well and was named Military Intelligence Officer and awarded the local rank of commandant. After the war Dunn was made one of the thirteen chiefs as a result of the Ulundi Treaty of 1 September 1879. Not only was he made a chief but he received the largest and wealthiest of the thirteen chiefdoms. Dunn controlled nearly one fifth of Zululand and controlled a number of lucrative trade monopolies.

Ironically the post war settlement in Zululand which had given Dunn his wealth and power contained the seeds of its own destruction. After a short three month illness John Dunn aged 65, died of dropsy and heart disease at his Emoyeni home on 5 August 1895. John Dunn is unique in South Africa’s historical annals for he founded a distinct new community. The product of Dunn’s union with forty-nine

wives was an estimated one hundred and fifteen children the overwhelming majority of whom were classified as “colored”. Yet, John Dunn unknowingly bequeathed a bitter sweet legacy to his descendants. The distribution of John Dunn’s property was immediately cloned with dispute. The chiefs beneficiaries of John Dunn’s fortune did not have long to enjoy it before natural calamities of catastrophic magnitude erased the accumulated wealth of half a century in less than two years. The Dunn’s were reduced from a position of comparative to one of poverty and ever destitution

Dominic Dun said of this calamity that what had been a land of plenty became a land of desolation and moaning of bitter complaints of lean stomachs and downright starvation. From 1898 onwards many of John Dunn’s descendants were forced to leave Dunn’s land and seek employment in Natal, the Transvaal and the Cape. The Diaspora has continued to the present day of Dunn’s descendants having settled as far afield as the United Kingdom, Canada Australia and the United States of America. In the 1950s Gladstone Dunn a grandson of John Dunn, became the spokesman for the Dunn community. He and his relatives had of wrestle with the interrelated problems

of insecurity of land tenure. Gladstone Dunn’s energies were devoted to promoting sugar cane production. This would make the Dunn community more prosperous and check he further out migration of Dunns from Zululand.

In 1974 Daniel (Dan) Dunn son of Gladstone Dunn, was elected as Chairman of the John Dunn’s Descendants Association. He has proven

to be one of the most dynamic and effective leaders that the Dunn clan has ever produced. Daniel Dunn set out to achieve three goals for his people. The Dunns have succeeded in a large measure because they identify strongly with their remarkable ancestor – whose qualities of individualism and single-minded determination have inspired a sense of pride and perseverance in his descendants. The spirit of unity displayed by the Dunn community is a testimony to the towering personality of one of South Africa’s legendary figures. We recommend Daniel (Dan) Dunn as a Tour Conductor

Daniel Dunn
Chairman/ President
Western Cape Chapter
Africa Travel Association
E-Mail: dan@dandunntours.co.za



Love notes from Cape Town St. Stephens Church

We have a church in Cape Town which is also reputed to have been the first theater in South Africa, called the St. Stephen’s church. This church stands on Riebeek Square. There are many stories of the past to be told about this church, but one that has always been a delightful one in my opinion is that it is told that the

cellar of the church used to be hired out in days of old. One of the tenants used to be a wine merchant who kept his liquor there. One day somebody painted the following graffiti on the walls of the church:

There’s a spirit above and a spirit below,
The spirit above is the spirit of love,
The spirit below is the spirit of woe,
The spirit above is the spirit divine,
The spirit below is the spirit of wine.
Cape Town and Jan van Riebeek (statue in above fotomation)
It was incredible for me to learn that the title of the founding father of South Africa as well as Cape Town, Jan Van Riebeek, was not the same man that we have come to learn to recognize via his Cape Town statue or as we have come to see him on our local paper currencies in the past. Tom Bulpin was a renowned author

on Cape Town who unfortunately passed away two years ago. According to his research he discovered that the portrait always believed to be that of Jan van Riebeek, on which the face of the founder was modeled in later years, actually was the portrait of a Hollander by name of Bartholomeus Vermuyder.

If this be true then could you just imagine Bartholomeus Vermuyder back in 17th-century Holland living life with absolutely no idea that one day his portrait would grace millions of banknotes, coins, stamps and other national

icons in a far-off African country or that his statue would be seen by virtually every Capetonian or tourist travelling in our main road viz. Ad-derley Street. (-:)

The wife of Jan van Riebeek of Cape Town fame
(The plot thickens)
Jan van Riebeek we are told, was married to a lady whom we have got to

know as Maria de la Quellerie. Firstly, this not 100% correct as he was married to Maria Quevellerius. Furthermore the lady whom we have to know as Maria, via her statue on the Cape Town foreshore as well as her portrait, is just like her make believe husband not actually her. The statue WAS a copy from the relevant portrait that we have all got to know, however the portrait is of a lady by name of Catharina Kettingh who could well have been Vermuyden's mistress.. It is also interesting to note that according to the Dutch portrait specialist FGLO van Kretschman there is no known authentic portrait of Jan van Riebeeck and his wife and that the portrait of Vermuyder and Kettingh are in the Ryks Museum in Amsterdam.

The first Jewish marriage in Cape Town

The great synagogue in Cape Town was the city's first synagogue and it was erected in 1862. It is however recorded that the first Jewish marriage in Cape Town took place in 1848. The interesting fact about this marriage is that it took place in the St. George's cathedral. The above is the type of hidden secret of my city that I just love telling my visitors to Cape Town as a tour guide. If you ever are in need of the services of a top class Cape Town tour guide, then please visit my website at: <http://www.ilovecapetown.com>

Hansom Cabs in Cape Town

Cape Town's main street, namely Adderley street, used to have many Hansom cabs lining its central pathway right up to the mid 1950's. These Hansom cabs came to Cape Town in 1849 after being imported by Sir Robert Stanford. The cab was drawn by a single horse and the original patent on these taxis of the 19th century was registered to Joseph Aloysius Hansom and was named "Mr. Hansom's patent safety cab" They were originally introduced onto the streets of London in 1834.

Both the fare as well as the driver used to sit on the back axle. The question could be asked as to why the driver of the cab had to sit at the back of the cab and not in the front so as to have better control over the horse. Hansom cabs had their door on the rear. This led to large scale hitching onto the cab for a free ride and the cab was designed in such a way that the driver could see his passengers get in & out thus preventing this thievery from taking place. To prevent this from happening the driver always stood at the back of the cab.

It is also told that the passengers would always complain if the drivers posterior could be seen during the journey. This was summarized by a line in a local newspaper which read "The superior in the interior should not see the posterior of the inferior on the exterior." Sadly the Hansom cab is no more to be seen in Cape Town.

Cape Town rules of the road

In 1906, the now demolished Baptist Church in Wale Street Cape Town was used as a law-court. Somebody who would not have cared to remember this was a certain Mr. Rorich. The reason for this was because he was the first person to be found speeding in a city street in Cape Town. He was travelling at a speed of 12 miles per hour in an 8 mile per hour zone. For the offence he was fine 2 Pounds which was a heck of a lot of money in those days. This case is clearly documented however in my opinion the question remains as to how the speed of 12 mph was correctly determined.

Cape Town IWelcome

In 1947 The British Royal family visited Cape Town, South Africa. The joint school board in Cape Town decided that it wanted to do something special to commemorate the event and the idea of a "living welcome" was decided on. The pupils or Ellerslie, Sea Point Boys High and

Junior, Ellerton, Kings Road Primary and Camps Bay Primary were all put through their paces for the living welcome.

Rehearsals took place on the Sea Point Junior School lawns. A piper cub airplane was flown by a local enthusiast during rehearsals so as to check that all looked right for the event. A site on Signal Hill was chosen. Footpaths were cut into the bushes of Signal Hill spelling the word WELCOME. The letters were 100ft long.

On 17 February 1947 2000 school children, all dressed in white, lined out the marked letters with the girls forming the letters W E L and the boys forming the balance C O M E. The family arrived in the battleship by name of Vanguard. On sighting the "living WELCOME" a signal was given from the ship that it had seen the WELCOME sign from far and this caused all the children to thunderously cheer. The first contact by the people of Cape Town had been made with the Royal family. Up until the late 50's the carved paths of the words WELCOME could still be seen on Signal Hill, but alas today they are no more to be seen. The people of Cape Town however have never lost the wonderful sense of welcome that they have always had for foreign visitors to their shores.

The Mother City

Cape Town is also known by South African's as the Mother City. At the same time of every one of us constantly using the phrase I wonder how many South Africans actually know where the phrase comes from? Well here is the answer. In the 1930's some unknown party wrote to the local Cape Town newspaper claiming that Cape Town was the only city in South Africa that could justly call itself a metropolis. The public took to this description and because the word metropolis is derived from the Greek derivation of meter or metros meaning mother and polis meaning city, the

nickname of “mother city” was born. Hence today we know our wonderful city as being “the mother city”.

Even more fascinating is the fact that few South Africans or Capetonians know that there was a time when Cape Town was known as “Cape Grab”. This was because of the grabbing practices of certain innkeepers in the old days in charging exorbitantly for board and lodging to sailors who passed by the Cape on their way to the East.

Interesting Table Mountain facts

Our wonderful mountain has many little interesting facts that it holds within its rock base. Here are some of them:

These days we see Table Mountain floodlit by night and simply take the lighting for granted, but do you know when the mountain was lit up for the very first time? The answer to this is in 1947. The occasion was the Royal visit. Another occasion when the mountain was then lit up once more was during the Van Riebeeck Festival in 1952. Most Capetonians who love their city know that the first man to ascend Table Mountain was the Portuguese navigator and soldier Antonio da Saldanha. He accomplished the feat in 1503. This leads to the question of who was the first woman to ascend the mountain and when did this take place? The answer to this is not documented as an individual but as a group of women who were in the company of Govenor Simon van der Stel in 1680. To commemorate the event a pile of stones was heaped up on the top of the mountain.

Did you know that the first man to ascend Table Mountain on horseback was General Sir James Craig who accomplished the feat in 1818. Not to be outdone J. A.P. Cartwright also ascended the mountain in 1930 in a rather novel way to record a first in that he got to the top in a Baby Austin motor vehicle. There are photographs available to prove this feat. Let it however be told that the car had to be

lifted almost bodily over some of the bad terrain.

Selwyn Davidowitz is an accredited SATOUR tourguide/operator who is extremely passionate about the city of Cape Town as well as his country South Africa.

<http://www.ilovecapetown.com>

<http://www.abafrica.com>

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The South Africa Story

by Jerry W. Bird

A once in a lifetime opportunity came our way during New Years Week, 2004, when we journeyed on Rovos Rail, the Pride of Africa, from Cape Town to the company's Capital Station complex at Pretoria. It was such a superb experience that we are providing our descriptive travelog of the two-day rail tour to the world's print and broadcast media on request. Travel World News of New York has already run the story nationwide in the USA and an expanded feature will appear in Africa Magazine's Grand Tour of South Africa issue. Here are some opening comments from the Rovos Rail article: “What a way to celebrate the New Year! As we joined the other passengers assembled on the red-carpeted platform, a traditional toast of South African champagne and orange juice set the mood, while a trio of violinists provided soft, soothing classical music -- a fitting background for such a memorable send off. At the microphone Mr. Vos gave a hearty and humorous “bon voyage,” announcing each guest's name in turn as they boarded the train.

Many nations were represented that morning - the UK, Norway, Italy, Australia, USA, Switzerland, Spain, Germany, France, South Africa and Canada. These vintage coaches have carried royalty on past tours, and we soon discovered there was a European countess among us, which reflects the company's claim “the most luxurious train in the world. A mild thunderstorm was brewing above Table Mountain, and as rain began to beat on the windows, the train pulled away from Cape Town station. Have no fear, I had a feeling that the trip would be even more enjoyable, looking out from our cozy cocoon on wheels.

My intuition proved to be quite true”. Continued

The Dunn Family Story

While in Cape Town, we got together with our good friend Daniel Dunn of Cape Town., representing the Africa Travel Association's Western Cape Chapter. As I learned in detail during chats with him in the week following our South Africa hosted congress in 2001, Dan is of both Scottish and Zulu ancestry. Shortly after we returned to Canada, Dan sent us a copy of the Dunn's fascinating family history, which I am proud to make available to our readers (see Zulu). During our week of travels and exploration with Dan in the Cape area, the coast, wine country and the Kagga Kamma reserve in the rugged Cedarburg Mountains, we learned enough to fill a book or two.

One of Africa's most congenial tour professionals, Dan Dunn's continuous commentary on assorted topics as we traveled, was like a course in South African culture, laced with historical anecdotes. We will never forget the true wartime story of South Africa's famous mascot ... a hound dog who was so loved by sailors at the local naval base, he earned the name and rank of “Able Seaman Just Nuisance” which is on his statue overlooking the beach. It was a superb reunion, as I welcome every opportunity to enjoy Dan's positive, upbeat company. “Networking is our industry's life blood, and the opportunity to expand our contacts in the Gauteng area presented itself on our return via Johannesburg.

In 1974 Daniel (Dan) Dunn son of Gladstone Dunn, was elected as Chairman of the John Dunn's Descendants Association. He has proven to be one of the most dynamic and effective leaders that the Dunn clan has ever produced. Daniel Dunn set out to achieve three goals for his people. The Dunns have succeeded in a large measure because they identify strongly with their remarkable ancestor – whose qualities of individualism and single-minded determination have inspired a sense of pride and perseverance in his descendants. The spirit of unity displayed by the Dunn community is a testimony to the towering personality of one of South Africa's legendary figures. E-Mail: <mailto:dddunn@mweb.co.za>

Money Talks: Lest I forget, with the current exchange rate, we found South Africa a shoppers delight, and that also relates to what you save on accommodation. Thanks to this favorable rate, we were able to extend our stay without hurting the travel budget, and to purchase some attractive items in the bargain. Soweto Tour and visit to Gold Drift Theme Park

At the 2003 ATA Congress, the North American and African chapters decided that they

would “twin” for the next year. As a result, our Canadian Chapter in Vancouver was twinned with Gauteng Chapter, South Africa. Territorially, Gauteng includes the city of Johannesburg and metropolitan area. With this objective in mind we changed our airline reservations for the return flight, and stayed for most of a week in South Africa’s major metropolis where we were shown the sights of Johannesburg and area by two highly motivated entrepreneurs, namely Minah Makhoto (above left), who operates Basiea, an attractive bed and breakfast and diner, and her friend Queen Mokgopo (right), who operates a tour company, which provides among other attractions, escorted tours of Soweto. We enjoyed several auto trips to Soweto and were impressed with what we saw in terms of new development, infrastructure, facilities and especially “community spirit” which is truly outstanding. Minah’s Basiea Bed & Breakfast and Diner. basiea_soweto@mail.co.za Queens Tour and Safari . Phone/ fax 27 11 866 1830,. cel. 27 11 828 70746, e-mail queenstours@mweb.co.za

City within a Cty: Caesar’s Emperor is a holiday all by itself.

Arriving at the Johannesburg airport full of jet lag after a long trip from the Pacific Coast of North America (no small feat) when our taxi arrived at the front door of Caesar’s Emperor Hotel and Casino , all of the good things I had heard for months from my colleagues in New York and elsewhere came true. I will comment in more detail in our next printed edition, and will include some photos of our experience.

South African Airways’ new route to Johannesburg from JFK International Airport in New York via Dakar, Senegal, is another winning move that is of prime importance to our ATA member travel agents. Most of them are active in all parts of the African Continent and welcome this connection, which opens up many new options for them and their clients. . Thanks to excellent roads, the most friendly, well informed drivers one could ask for, and sturdy, comfortable vehicles, we managed to visit most of the highlights in the Cape area in a few days. We keep in touch on a regular

basis, since all three have web sites and newsletters. For example,

The Cape Gourmet Festival:

It never ceases to amaze me how much of a gourmet haven South Africa really is. The Cape Gourmet Festival is a shining example. If you ever wanted to combine a tour of the country, with an exciting special event in Cape Town, this is it. Check out our special page.

Jurassic Park in South Africa?

Our destination for day two of the Cape Country Tour was “Kagga Kamma,” a private game reserve. Not expecting anything too far beyond the ordinary, after a rugged 3 hour motor trip from Cape Town, our group of five was little prepared for the amazing ‘moonscape’ of this spectacular hideout in the rugged Cedarburg Mountains. It was a site (and sight) that could easily be the movie set for “Jurassic Park” or “Planet of the Apes.” As twilight approached, many of the odd rock shapes near the camp cast weird shadows. Continued

Khayelitsha Township Tourism succeeds.

Cape Town Tour Guide Dan Dunn helped make our stay in Cape Town one of the most memorable ever. Dan introduced us to Thope Lekau (right) and started off a beautiful friendship. We enjoyed an overnight stay at Kopanong, a charming bed and breakfast which has been featured in a number of hospitality trade magazines in South Africa. Now we know the reason why. Contact Thope at Kopanong B and B, e-mail: kopanong@xsinet.co.za . Contact Dan Dunn at dddun) Follow Africa Travel Magazine’s journeys in and around Cape Town, South Africa. Meet the Cape Doctor: Many positive things have been happening in South Africa that have made our job as the “Worldwide Voice of ATA” even more enjoyable. The most exciting news is the emergence of these thriving ATA Chapters. The photo on the right is of ATA member Rube Khan who we met in Morocco last December. Ruby operates Cape Doctor Health and Tours, based in Cape Town. <http://www.capedoctor.net>, <mailto:info@capedoctor.net>



Penguins at High Noon. Did you know that there were penguins in South Africa? Now you do! I saw my first South African penguin while visiting Robben Island prison in Cape Town's scenic and historic harbor. This little fellow came around the corner from his hiding place behind a clump of bush and we met face to face. It reminded me of a scene from the movie "High Noon" as two strangers eyeballed each other on the main street. Later that week I would encounter dozens more of his gang frolicking on the beach. Visitors to the area will discover an entire colony of Jackass penguins lounging and fraternizing (with each other, not the tourists) at a local community called Boulders, not far from Cape Town. Photo by Muguette Goufrani.

South Africa's Diversity: Helen Broadus, of ATA Mid Atlantic Chapter in the Washington, DC area, invites our readers to discover the immense diversity of South Africa, which she describes as a land full of rich cultural heritage, friendly people, spectacular wildlife and stunning landscapes. South Africa is truly famous for its mixture of cultures, heritage and traditions that are blended together through its festivals, music and foods. You will also find that there is much more than a traditional safari experience to see the "Big Five" in South Africa. Continued

Getting around South Africa: During our weeks in the Cape area, we were very impressed with the highway systems, since we seemed to be touring continuously. For those who want to get an idea of the immense size of this country, there is a South Africa Map on our site. The nine provinces of South Africa are: Gauteng (Capital - Johannesburg, Kwazulu-Natal (Capital -Pietermaritzburg), Northern Province (Capital - Pietersburg), North West (Capital Mmbatho, Mpumalanga (Capital Nelspruit) , Free State (Capital Bloemfontein), Northern Cape (Capital - Kimberley), Western Cape (Capital - Cape Town), Eastern Cape (Capital - King

Blue Train! White Glove Service!

Our Associate Editor Muguette Goufrani comments on this famous South African Railway. "For years I had read that South Africa held many pleasures for those of an adventurous spirit or romantic nature. So one summer, taking a month's vacation from my job as a travel agent in Ivory Coast, West Africa, I headed south. Here at last was my chance to spend some leisurely, laid back weeks getting to know that fascinating country surrounding the Cape. While the sights and delights were many and varied, the epitome was my experience aboard the famous Blue Train. It was like the finest luxury cruise, sailing across a sea of ever-changing landscapes . Yet

there was time and space to savor every waking moment.(photos to come) I managed to read some pamphlets about the line's history, which spans o

Important Links for Information on Booking Travel to South Africa

South African National Department of Environmental Affairs and Tourism - www.deat.gov.za

South African Tourism - www.southafrica.net

South African National Parks - www.san-parks.org

International Marketing Council - www.imc.org.za

Edwin Siphon Rihlamvu

Tourism International Liaison

DEPARTMENT OF ENVIRONMENTAL AFFAIRS AND TOURISM SOUTH AFRICA

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South Africa Story- Continued

Did you know ...?

- South Africa has the oldest wine industry outside of Europe and the Mediterranean, featuring Chardonnays, Pinot Noir, Merlot, Cinsault, Riesling, Shiraz, Sauvignon Blanc, Caberbet Sauvignon and Pinotage varieties.

- South Africa has been called "the Rainbow Nation."

- South Africa ranks amongst the world's top 25 trading nations and largest producers of gold, diamonds and other minerals. The world's largest uncut diamond was found at Kimberley in 1974.

- South Africa's past President Nelson Mandela was imprisoned at Robben Island near Cape Town. His greatest pleasure, his most private moment, is watching the sun set with the music of Handel or Tchaikovsky playing. Locked up in his cell during daylight hours, deprived of music, both these simple pleasures were denied him for decades.

- South Africa has a large population, however it is clustered in a few principal cities, with vast areas having a low population density.

- South Africa's national flower is the protea, which has a spiky bloom that can grow up to 1 foot (30 cm) wide.

- South Africa has a penguin colony, which thrives thanks to the cold Antarctic currents on the west coast near the Cape.

- Culturally, the Zulu, Ndebele and Xhosa belong to the 'Nguni' racial group, with similar languages. However, these 3 groups have been involved in some of South Africa's longest lasting conflicts.

- In 1990, President F.W. De Klerk's history making speech in Parliament repudiating the concept of apartheid, opened the road to freedom, pledging to work towards a truly democratic society.

- Cape Town is called the Mother City.

Framed by the panorama of Table Mountain and the Atlantic Ocean, it is Southern Africa's most visited destination.

- Cape Town's famous Table Mountain was first floodlit in 1947 to make the Royal Visit by Queen Elizabeth and Prince Philip.

- South Africa's famous Cango Caves are in the Karoo. a semi-arid area which means "dry" or "bitter" in the Hottentot language.

- South Africa's Cape of Good Hope is linked historically with trade rivalries, loose alliances and ongoing wars between the the Dutch, Portuguese, French and English seeking a sea route to India.

- When the first Dutch settlers landed at the Cape of Good Hope, (1650s) the resulting settlement and expansion led to far-reaching consequences which affected the entire subcontinent.

Notes:

- The rich diamond mines of Kimberley and gold discoveries on the Witwatersrand, changed South Africa virtually overnight, from a backward area into one of the world's richest countries.

- Archbishop Desmond Tutu's racial harmony message was, " Let us be channels of love, of peace, of reconciliation. Let us declare that we have been made for family, that, yes, now we are free, all of us, black and white together, we, the Rainbow People of God."

- The word Apartheid" stands for segregation of various races and separate development programs. Apartheid's core policy was created by British policies of the early 1900s.

- Much of South Africa's territory, beyond the metropolitan areas, seems almost empty. For example, great stretches of the Kalahari are virtually uninhabitable. Grazing lands and farms in the Karoo and Free State occupy vast areas. Settlements are spread sparsely along the watercourses.



Repositioning the Country's Brand

“South Africa exists in a very competitive global environment. It is competing with provinces in China, cities in England, Eastern Europe, Brazil etc. One clear example of this competition is that 90% of the world's biggest luggage is made in a town in China that is not bigger than Cape Town. As such South Africa will never be able to compete in areas that its competitors are advanced in.” Writes: Edwin Siphon Rihlamvu

What sets South Africa distinctly apart from the rest of the world is arguably the spirit of its people. However, as a developing country South Africa cannot afford to be lax and assume to be sure of the future. It is a given that the country is under the spotlight, particularly because of the 2010 Soccer World Cup and that it needs to do something different - it requires to differentiate itself from its competitors - through sustained tourism.

Probing the abilities South Africa's tourism sector

In 2006 almost 8.4 million foreign nationals visited South Africa. This was easily the highest number of arrivals South Africa has ever experienced, and it represented a 13.9% increase over the previous year (2005). The global average growth was 4.5% over this period.

“Tourism has been recognized at the highest possible level for its significant impact on the economy. The industry's contribution to the GDP has increased from 4.6% in 1993 to 8.3% in 2006. We are now looking to increase our GDP contribution to 12% by 2014,” says Marthinus van Schalkwyk, Minister of Environmental Affairs and Tourism. Tourism brings in over R66 billion per annum to the economy and contributes over half a million jobs and the industry just keeps growing.

It is known that for every visitor that comes to a country and has a good experience, three more people are likely to come! For every visitor that comes and has a bad experience, 10 more people are likely not to come. It is also known that 70% of customer brand perception is determined by experiences with people.

Thus South Africa's critical imperative is to constantly improve if not perfect its frontline strategy while packag-

ing products - this will assist in shaping perceptions about the country, whether a visitor is a tourist or an investor coming to trade. Just to paint the picture more vividly, investors look past the clever advertising and look for quality and reliability.

This is not different in terms of product branding as tourists look beyond the brand promise and look for depth of experience. Therefore, as a developing country South Africa has so far succeeded to create something special which, differentiates it from the competition.

Comments Nthato Malope of the International Marketing Council of South Africa: “For tourism to consistently grow before, during and after the 2010 Soccer World Cup, South Africa would have to create the appropriate brand behavior, brand discipline, brand language, brand culture and brand leadership. This is critical in starting to create the depth of experience when people engage with the country”.

The importance of this is evident in other countries' commitment to improving their branding. For example, India has a budget of \$300 million a year to promote tourism and investment to its shores.

It is also known that some parts of India are worse than Alexandra Township in Johannesburg, but this has not dented the image of that country as its economy continues to grow while it enjoys a successful pull-factor for international investment and tourism.

“Our competitors are far more advanced in terms of defining who they are, their size and scale of the economy. What is going to set us apart is the depth of experience when people come to South Africa, feeling very welcomed in the country, with us having a sense of ubuntu” declared Fikile Dilika, Chief Director, Investing in Culture, at the Department of

Arts and Culture.

However, South Africa would have to do more than branding if it hopes to capitalize on international markets. At the Italy – South Africa tourism seminar that was held in July 2007 in Johannesburg, Guisepe Boscoscuro, president of ASTOL (Italian Tour Operators Association) cautioned: “Until a direct flight between Italy and South Africa is reinstated, nothing can be done to boost Italian arrivals”. This after the seminar heard that 680 000 Italians have expressed interest in traveling to South Africa, compared with the 53 600 who actually did in 2006.

Daniel Winteler, Chairman and CEO of Alpitour in Italy, said this is not due to airlift constraints, but also due to ineffective marketing practices. “Effective marketing needs to be achieved collaboratively. Co-marketing is vital as South Africa needs to find the engine that connects demand with supply”, said Winteler.

Black Economic Empowerment

For the South African economy to grow there needs to be in place an active black population. Beyond the obvious grounds, this economic imperative should drive BEE from both a Government and a private sector point of view.

The principles espoused by the Tourism BEE Charter of measuring BEE success beyond equity ownership, and the spread of that ownership, are crucial. To this end the Tourism BEE scorecard will be a powerful driver of real BEE transformation in South Africa. Furthermore, one by one, the different industrial sectors of the country's business landscape are coming to the party, with aggressive “charters” mapping out the route that will be followed over the next five to ten years to put BEE sensibly into effect. There

is no doubt that in a relatively short period of time BEE will be just as much part of the South African business community as watching the exchange rate.

According to Nikki Kearns, director of business banking at Standard Bank, one of the sponsors of the 2005 Global Entrepreneurship Monitor Report (GEM), black economic empowerment legislation could potentially have a positive effect on stimulating entrepre-



neurial activity in South Africa – and with the country’s level of early stage business activity measured to be at a relatively low level in comparison with other developing nations around the world, such an effect could not have come at a better time.

“GEM 2005 indicates that South Africa’s level of entrepreneurial activity has decreased since the 2004 survey. However, as the effects of broad based black economic empowerment legislation take place in this country, it is my view that as the level of people entering the formal economy – as well as gaining access to banking systems increases, more people will be in a position to exercise their business creativity than was previously possible,” says Kearns.

However, with the introduction of the BEE Financial Sector Charter in 2003, certain provisions and responsibilities have been set out for financial institutions to contribute to the redress of past economic imbalances. While many of these responsibilities focus on an increase in the executive-level participation of the previously disadvantaged, there is a believe in the combination of certain measures that will contribute to improved entrepreneurship, such as requirements for skills development, corporate social investment and notably, the introduction of an initiative to extend bank services to more South Africans. Sindiswa Nhlumayo, Head of the BEE Charter Council at the Department of Environmental Affairs and Tourism (DEAT) reflects: “We see BEE as a benefit to the economy and business in South Africa. BEE enables economic growth and by bringing on an empowerment partner will give businesses access to new markets, which in turn will lead to business growth”.

2010 FIFA Soccer World Cup

The 2010 FIFA World Cup will have a greater impact on the South African economy than previously thought, with consulting firm Grant Thornton estimating the event will contribute at least R51.1 billion to the country’s gross domestic product (GDP). This is against the original estimate of R21.3 billion, which was presented in a financial impact report by Grant Thornton’s tourism, hospitality and leisure division for South Africa’s World Cup bid committee in 2004.

Business Report reported that R15.6 billion of this new estimate will be brought in by foreign tourists. The revised estimates of the impact of the World Cup on the economy include direct expenditure of R30.4 billion, up from R12.7 billion initially. According to the paper, this additional GDP contribution will sustain the equivalent of 196 400 annual jobs, some of which already exist.

According to Grant Thornton, the economic impact was based on 289 000 overseas

visitors watching three to four matches each and 48 000 African visitors watching three matches each. About 115 000 domestic tourists will watch two matches each. Calculations are based on a stay of 15 days because foreign tourists are not expected to stay for the month-long tournament.

Standard Bank economist Goolam Ballim said that “There will be a big direct injection for the economy. But the indirect impact may be more meaningful for a sustainable economic lift in subsequent years ... it will help change the perceptions that a large number of foreign investors hold of Africa and South Africa”.

On his visit to South Africa in June 2007, FIFA president Sepp Blatter told local media that “nothing, nothing can be against a World Cup in South Africa, nothing but God.”

At the forty fifth meeting of the United Nations World Tourism Organization’s Commission for Africa in May 2007 in Addis Ababa, Ethiopia South Africa was unanimously elected as the Chair of the UNWTO / FIFA 2010 Soccer World Cup Steering Committee. “This is indeed confirmation of expectations to see South Africa playing a leading role towards the successful hosting of the 2010 Soccer World Cup” said Patience Molokoza, Director, International Tourism Relations at DEAT.

“As a consequence we have been communicating with citizens of the world that the “Win in Africa with Africa” slogan that was presented and adopted in Ethiopia is itself an affirmation that the 2010 Soccer World Cup should be a collaborative project which is to be led by Africans” concluded Molokoza. While leading a delegation to South Africa in June 2007 to strengthen relations that are aimed at promoting the country in the United States of America, Agrippa Ezozo, president of the US-based African Diaspora Foundation pronounced that “special emphasis would be placed on prospects for tourism development and sports related businesses in anticipation of the 2010 FIFA Soccer World Cup”.

“We are confident that the 2010 Soccer World Cup will do the same to consolidate our self-respect and dignity, gained when we attained our freedom and democracy in 1994 and, in a unique way, help our own nation and the continent of Africa, also to bask in the ‘miracle of South Africa’,” said Thabo Mbeki, President of the Republic of South Africa. “Every day we take important steps to unite what was a divided nation,” he concluded.

Conclusion

It is so far convincing that the tourism sector in South Africa is making interesting strides in positioning the country internationally. The pay-off line that the country is “alive with possibilities” holds true in this age than

it never was before. The challenge would be how the country plans to keep alive the momentum. This because the ultimate beneficiaries of these interactions would be ordinary South Africans who should emerge from the poverty trap that afflicts the continent, increase employment and more equitably spread the gains of economic growth. At this stage, more than any other in the history of its democracy and freedom, South Africans must hold steadfast and deliver on the pledge to build a better life for all.

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SOUTH AFRICAN AIRLINES OFFERS TRAVEL ON - THE- GO



South African Airways (SAA) customers can now access comprehensive travel and airline information from just one point of reference, anywhere, anytime, using their cellphone.

The mobile portal, recently launched by SAA, allows travellers to access the following information from a capable cellphone device: airline flight schedules; directions to airline lounges at airports around the world; flight arrival and departure information; and destination information such as weather forecasts for any city in the world and a currency converter.

The new initiative is in partnership with Star Alliance, the international airline network to which SAA belongs. Star Alliance developed the Common IT Mobile Platform, which SAA used to launch its very own portal for customers. SAA is the first airline in Africa to have launched the new service.

The portal is a universal feed able to access information on any airline and destination in the world. "It's a single source of information for the traveller. Forget about making unnecessary phone calls or logging on to countless websites to get the information you need while you are on the go. Anywhere, anytime, information about your travels is at your fingertips," says Mike Re, SAA Chief Information Officer.

Airline customers can also access World Tracer information, which

tracks requests made about baggage, through the mobile portal. "This tool allows you track where your baggage request is with an airline and how close it is in the process to being resolved," says Re.

The portal is accessible by logging on to <http://mobile.flysaa.com> or <http://m.flysaa.com>

The first phase of the initiative is not controlled by usernames and passwords. Once you enter the address, the information needed is readily available with a few clicks and entries.

Once you enter the site, the application automatically scales to the size of the handset being used. "This convenient tool means no more clicking away to find the rest of the page not in your view because of the limited size of your cellphone screen," says Re.

The portal is currently available in 5 languages; English, German, Spanish, French, and Portuguese. SAA plans to increase the functionality of the mobile portal with the launch of phase two later this year, which is more interactive. Customers will have the ability to request frequent flyer mileage status, check notifications on any irregular flight operations e.g. flight delays and

check flight itineraries. In phase three, also scheduled to be introduced towards the end of the year, customers will be able to check-in for a flight and board a flight by scanning their cellphone at a boarding gate using 2D barcode technology to be implemented at airports.

Issued by Group Corporate Affairs SAA celebrates its 75th Anniversary in 2009 and is one of the oldest airlines in the world. The airline was founded on 1 February 1934 after the South African government took over the assets and liabilities of Union Airways, which up until then operated as an air mail service. It was named South African Airways and fell under the administration of the South African Railways and Harbours.

SAA is one of the leading carriers in Africa offering over 20 destinations across the continent, as well as major destinations within South Africa, including its hub, Johannesburg. It is a member of the largest and most recognised international airline network, Star Alliance, and through this is able to offer its passengers a service beyond its own direct operations as well as numerous benefits to customers.

SAA operates one of the most technologically advanced aircraft fleets in the world and offers an exclusive and highly rated product. SAA's priority is to ensure the safety of its passengers and crew and therefore places immense focus on maintenance of its aircraft.



South African Airways catches Soccer fever

South African Airways (SAA) has caught the soccer fever which has gripped many in the country and welcomes participants and spectators to the Confederation Cup soccer tournament.

As the national carrier, SAA is proud to bring soccer fans from across the globe here to our beloved country. Along with the rest of our nation's soccer lovers, we are excited about this tournament which is to be played in sunny South Africa from 14 to 28 June. SAA is always keen to bring sport fans to the action and has previously made special arrangements for cricket lovers to attend the Indian Premier League and for rugby lovers to attend the British and Irish Lions Tour of South Africa. In anticipation of our country hosting the 2010 World Cup, we are now most pleased

to now bring thousands of visitors to our beautiful shores to attend the 2009 Confederations Cup.

SAA sponsors key sporting codes such as rugby, cricket, soccer, tennis and golf as these sporting titles invoke pride in being South African.

SAA offers visitors to our country a wide network across the continent. As a member of the global airline alliance, Star Alliance, SAA offers access to more than 16 500 daily flights to 912 destinations in 159 countries. We also offer you great fares and for these you can access our website at www.flysaa.com.

South African Airways – Above and Beyond

Flysaa.com is the South African Airways travel portal offering everything

one needs to travel to, from and within South Africa. The site provides a comprehensive range of interactive online services and useful information for local and international travellers. Over 1 million people visit the site every month and a high percentage of SAA ticket sales are booked directly on flysaa.com.

Direct Flying Times to Johannesburg from World Gateways

From New York	17 hours, 30 minutes
From Miami	16 hours
From London	11 hours
From Hong Kong	13 hours, 15 minutes
From Singapore	10 hours
From Nairobi	4 hours
From Bombay	8 hours, 40 minutes



South African Airways Receives Tanzania Tourist Board Award at Africa Travel Association 34th Annual Congress in Cairo, Egypt

Photo (opposite page): L- R: Altaf Visram, Sales & Reservations Director, African Mecca Safaris; Gregg Truman, VP in Marketing, South African Airways; Hon. Shamsa Selengia Mwangunga, MP, Minister of Natural Resources & Tourism, the United Republic Of Tanzania; Juliet Kichao, Africa Dream Safaris; and Daniel Yamat, Project Manager for the Enashiva Nature Refuge, Thomson Safaris