This sample edition features pages from our Southern Africa Yearbook Edition. The latest version is in production and a digital version will be available for download following the Africa Travel Association (ATA) 35th Annual Congress, May 17-20 in Banjul, The Gambia.

For your convenience, we have limited the size of this sample to under 60 pages. Also for your convenience to avoid constant page turning, we have designed this PDF version in double page spreads, except for the covers. Previews of over 24 other editions can be viewed from our website - http://www.africa-ata.org/mag.htm

To turn pages, please scroll, use the return key or forward arrow.
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, online and on air are many, varied and well received. For over 100 examples visit: www.africa-uta.org/faces1.htm
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 proved.

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 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 Muquette Gourfani’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, 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 lo

All Aboard! By Luxury Rail, From Cape Town - Via Kimberley to Pretoria, South Africa
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

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 the South Africa’s travel tourism industry. Many thanks to Mr. and Mrs. Vos for such a wonderful lifetime experience; one we’re Mrs. Vos for such a wonderful lifetime experience; one we’re
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 Goufran 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-atatravel/2010

Ambassador Radebe
Our new edition features Lucas Radebe, recently appointed as South Africa 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 event, with the outline as follows: Johannesburg (15 games), Cape Town (9 games), Port-Elizabeth (8 games), Durban (8 games), Bloemfontein (6 games), Nelspruit (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. The Minister introduced Lucas Radebe as South African Tourism’s 2010 ambassador at an event in Sandton and also launched a Brand Messaging Book for Tourism for South Africans.

“Our footballer of Lucas’s stature and global profile is a unique opportunity to further develop tourism and focuses on the important role tourism plays in attracting visitors to South Africa,” said Minister van Schalkwyk.

Africa 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.
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.

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Low resolution photos and ads will be replaced by high resolution images in this issue prior to publication.
John Dunn of Zululand: The Man, The Legacy
By Charles Ballard with permission of Daniel Dunn (photo below) of the Africa Travel Association, Western Cape Chapter.

Few persons in the history of Natal and Zululand have aroused as much controversy as the legendary “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 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.

Early days in Port Natal
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 Conrall 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 Brioche Colonial Administration. Natal’s African population was territorially politically and socially segregated white society.

A true non-conformist
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 expediency 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 occupational 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, Dunn the Zulu Chief

John Dunn emerged as one of the most powerful chiefs in the Zulu kingdom. He ruled over nearly twenty five square miles of territory land 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 Britian and Zululand drew closer to war, Dunn found that both were intolerant of a “fence sitter.” Dunn was wary of remaining in Zululand. While he could have remained neutral, 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.

Post war activity
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 chieftombs. 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.

Dunn’s Legacy
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 for he founder a distinct new community.

The Amazing Dunn Family: A South Africa Heritage Story - From the Scottish Highlands to the Zulu Kingdom

Africa Travel Magazine
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 to 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 further out migration of Dunns from Zululand.

Daniel Dunn and family

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. Africa Travel Magazine recommends Daniel (Dan) Dunn as an outstanding Tour Conductor. It was he who escorted our editors and their media colleagues in an educational, inspirational tour of the Cape area and gave us an insight that few others in his field of tourism could match.

Contact: Daniel Dunn
Chairman/ President
Western Cape Chapter
Africa Travel Association
E-Mail: dan@dandunntours.co.za, or write the editors of the Africa Travel and Nature Library: airhwy@smartt.com

This advertisement is low resolution and is on this page for position only. A new high resolution advertisement will be provided for our final edition prior to printing or online subscription.
NEW SOUTH AFRICAN TARTAN SPARKS A LOCAL TEXTILE INDUSTRY AND FAR-REACHING BENEFITS

Africa Travel Magazine

In the beginning

Our first batch of about 100 pieces was to Egleton, Kansas, a kilometer away. Egleton, Kansas. The crew's comments were as follows: "We have received your tartan, and made the first four kilo. Out of it, we’ve manufactured four: one on a magnificent woven tartan, one on a magnificent woven tartan, one on a magnificent woven tartan, one on a magnificent woven tartan, one on a magnificent woven tartan, one on a magnificent woven tartan, one on a magnificent woven tartan, one on a magnificent woven tartan."

Registration

Any official Tartan registration is on the Scottish Tartan Register of Tartans, which is held by the Scottish Tartan Register in Edinburgh. This has been done for thousands of years at the same time that it is a national and international team.

Inspired by the flag

"We have a lot of things that are normally thought of as "Tartan,"" said McCowan. "The South African national flag, like the Tartan, is for everyone. However, it is created by the flag on the other side - it is national, and this is why we think it’s important to have both in the same place, but also to use both."

One contrast, even in the flag’s design, is the Tartan, which is strong and can be used for various purposes.

Products gallery

"Famous South African fashion designers Cyril Nuki is immersed in the new Tartan," said McCowan. "We make kilts and clothing made in it, luxury scarves, headscarves, and others. The Tartan is an excellent way for us to make a statement."

Through our Tartan, we can produce a series of products for dressing. Out of the largest High Street shops in the country, we can produce dresses, scarves, and accessories for dressing. Our first batch is now in South Africa, and we have manufactured four: one on a magnificent woven tartan, one on a magnificent woven tartan, one on a magnificent woven tartan, one on a magnificent woven tartan.

Marketing

According to McCowan, "Tartan and clothing will be a big part of the new business, and our ideas and concepts will be tested in Africa."

The design and crafting of clothing will be tested in Africa, and the new business has been designed with the experience of Africa in mind. The clothing will be produced in South Africa, and the business has been designed with the experience of Africa in mind. The clothing will be produced in South Africa, and the business has been designed with the experience of Africa in mind. The clothing will be produced in South Africa, and the business has been designed with the experience of Africa in mind. The clothing will be produced in South Africa, and the business has been designed with the experience of Africa in mind.

"We have received a lot of feedback from our vision of Africa. The United Kingdom, New Zealand, and the United States are currently looking at our designs, and we are starting to produce in those countries."

Key to success

"Our vision is a passion for Tartan, and we are looking at ways to make it a success," said McCowan. "We can produce a series of products for dressing. Out of the largest High Street shops in the country, we can produce dresses, scarves, and accessories for dressing. Our first batch is now in South Africa, and we have manufactured four: one on a magnificent woven tartan, one on a magnificent woven tartan, one on a magnificent woven tartan, one on a magnificent woven tartan."

About Tartan4Africa

"South Africa’s fashion designers, including Cyril Nuki, have been involved in the design of our Tartan," said McCowan. "We are looking at ways to make it a success, and we are confident that we can make a difference in the fashion industry."

The story of South Africa’s Tartan will be continued in our next issue.
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 round 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/](http://www.fifa.com/)

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Mudumu National Park: An Undiscovered Paradise on the Edge of the Kwando River in the Caprivi Strip, Namibia, Southwest Africa

Images from the Interior
Gill Staden
gill@livingstonian.com

Mudumu National Park is a little-known park on the edge of the Kwando River in the Caprivi Strip, Namibia. It was raining off and on when I visited in November. The bush was very green; some roads were muddy. Mudumu, of 1,000 sq km, was proclaimed a park in 1990, so it is quite young. Two villages were moved out of the park so that the animals could have the whole place to themselves. There weren’t many animals left then, of course, but Mudumu is a migratory route for elephants and other animals so they are gradually coming back. Over the Kwando River into Botswana, the region is Game Reserve, with privately-run concessions. The Namibian government also brought in a few species to help repopulate the park. Now, in 2009, the animals are still a bit thin on the ground, but are visible and, even though the bush was thick, we did see a variety of birds and animals.

A river runs through it

The Park borders the Kwando River for about 15 km. The Kwando meanders through the floodplain and is edged with tall reeds and papyrus. Nestling in between the reeds, the waterlilies find a roothold, their stems leaning out into the mainstream. The guide at Lianshulu, the only lodge in the Park, told me that he had seen a great improvement in game numbers during the three years he had been there. There is a pride of seven lion; wild dog come and go; elephants, this year, have been too many to count; leopards are often seen around the lodge. Also present are herds of sable, roan, eland, giraffe, zebra, buffalo. There are, of course, the ubiquitous impala and warthog. Other animals include sitatunga, tsessebe, red lechwe, reedbuck and oribi.

Park Campsites

Our camp in the park was not in the prettiest site – it was with the game scouts and next to the broken-down grader. There are three ‘campsites’ at Nakatwa – these campsites consist of a patch of flat grass … nothing else. The campsites were full, so we were allowed to camp with the grader. But we had a toilet and a tap … so, I suppose we should count ourselves as lucky … It was fine.

The roads in the park have not been graded for a while because of the sad state of the grader. With the rains, too, some had become waterlogged. We took a drive around the park, but it was heavy going in places. Also, because of the thickness of the bush, it was difficult to see for any distance. Mudumu Park is a park to be seen in during the dry season – July to October. I decided that Mudumu will be on my list of trips for next year. It is certainly worth another visit. Bird species in Mudumu, it says, are over 400.

We were told that, because of the heavy rains in the past few years, the banks of the river have subsided. Carmine bee-eaters usually nest in holes in the river bank, but have now resorted to nesting on the ground.

Elephant Migration

We found two large herds of elephant coming down to the water to drink, swim and play. The elephants move between Namibia, Botswana, Zambia and Angola, following their migratory routes in search of food and water. This Wahlberg’s (?) eagle had just caught a land monitor – it is under its talons. After a few minutes he flew up into a tree carrying his meal. Vervet monkeys were our constant companions at the campsite watching from above and then diving down as soon as we left a bit of food untouched. Sunrise over the Kwando River During the night we heard all those wonderful night noises that are so special when camping. We heard lion, baboons, hippos. We didn’t hear hyena but were told that the park has some of the spotted variety.

Gill Staden lives in Livingston, Zambia and is a contributor to Africa Travel Magazine. The Mudumu National Park will be featured in our Africa Travel Library.

Africa Travel Magazine
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, luxury train rides, or even a walking safari in South Africa. Coming back to South Africa brings back fond memories of the best ways to experience the local cultures.

**Cultural Traditions and Customs**

South Africa’s cuisine influenced by many different cultures, combines tasty traditional spiced 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 bark 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 and Randburg. 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 accommodations 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. It 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 Pilanesberg 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 most 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 tourist.

The Cape Peninsula is also packed with memorable sites, starting with the spectacular Table Mountain. You can take a cable ride or
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 nature lovers 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 360 trails arranged 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.

Watching whales is also a very exciting leisure activity. 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 ‘apertures’ are a fascinating tradition where they spirit people through these rock channels link to the local Shaman, could commune with the spirit people. One of our guide gave us an interesting story on how the Bushmen did note that our destination for day two of the Cape Country Tour was a private game reserve. They called it “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, after many of the odd rock shapes near the camp cast weird shadows, taking the form of wild animals or strange spirit creatures.

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

by Magouette Gourfair

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 it “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, after 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 dwellings in a timeless land that looks like Jurassic Park.”

**Sound Investment in EcoTourism**

South Africa 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.

**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 north 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 opportunities.

* 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...
Background on South Africa

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, Setswana, Xitsonga, Seiswana, IsiXhosa, and IsiZulu.

A few phrases and words in three of the languages:

- English
- Zulu
- Xhosa

**Good morning** Sawubona
**Yes** Yebo
**Thank you** Ngiyabonga
**Goodbye** Hamba kahle
**My name is** I am lam ngu
**What is your name?** Ubanzi I am lam ngako?
**English** Zulu
**Good morning** Sowubona
**English** Zulu

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 Tsonga are known for their traditional clay pots and large clay granaries.

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 Afrikaans. English speakers are descendants of English, Irish, Scot, Welsh, Australian, American and Canadians they contributed to the establishment of exclusive clubs, Afrikaner paintings by artists such as Baines and Bowler, Victorian and Edwardian architecture, Scottish music and Welsh singing. The Afrikaner 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-Khoi-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.

The Sotho language is spoken in the Northern, Central, and Eastern regions of the country by about 10 million people. The language is characterized by a rich vocabulary and an elaborate system of inflection. The Sotho people are known for their music, dance, and traditional dress. They also have a rich oral tradition, including stories and songs that are passed down from generation to generation.

The Ndebele language is spoken in the northern part of the country and is closely related to the Zulu language. The Ndebele people are known for their traditional architecture, including their large, ornately decorated houses. They are also known for their beadwork, which is often used to decorate their clothing and other items.

The Tsonga language is spoken in the eastern part of the country and is closely related to the Shona language spoken in Zimbabwe. The Tsonga people are known for their agriculture and their traditional ceremonies, which often involve music and dance.

The Xhosa language is spoken in the southern part of the country and is closely related to the Zulu language. The Xhosa people are known for their music, dance, and traditional dress. They are also known for their oral tradition, including stories and songs that are passed down from generation to generation.

The Zulu language is spoken in the southern part of the country and is the largest of all the Bantu languages. The Zulu people are known for their music, dance, and traditional dress. They are also known for their oral tradition, including stories and songs that are passed down from generation to generation.
Khayelitsha Township

South Africa has a penguin colony, which belongs to the ‘Nguni’ racial group, with a maximum body weight of 1 foot (30 cm) wide. South Africa’s national flower is the protea, vast areas having a low population density. It never ceases to amaze me how much of South Africa’s diversity is due to the fact that we have been made for family, that, yes, we are all part of the same family and that we have been made for peace, of reconciliation. Let us declare together, we, the Rainbow People of God.”

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, we are all 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 Karalari are virtually uninhabited. Grazing lands and farms in the Karoo and Free State occupy vast

Blue Train! White Glove Service!

Our Associate Editor Muguette Goufrani comments on this famous South African Rail-

way. “For years I had read that South Africa held many pleasures for those of an adventurist

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 heaved a big sigh and booked a trip to Cape

Town, Eastern Cape - Capital!

The Cape Gourmet Festival

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
tour trip from Cape Town, our group of five was little prepared for the amazing “moonscape” of this spectacular lookout 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

Penguins at High Noon.

Did you know that there were penguins in South Africa? 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 magazines 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.
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.”

— Edwin Sipho Rihlanvu

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 after the 2010 Soccer World Cup and that it needs to do something different - it requires to differentiate itself from its competitors - through its tourism.

Probing the abilities South Africa’s tourism sector has to offer, it was revealed 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 it to 12% by 2014,” says Martinus 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 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 it wants to capitalize on international market opportunities. South Africa tourism seminar that was held in July 2007 in Johannesburg, Guiseppe Boscoso, president of ASTOL (Italian Tour Operators Association) cautioned: “The competition between Italy and South Africa is reinstated, nothing can be done to boost Italian arrivals”. This after the semester break when Italian tourists 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, “It is not due to airfares constraints, but also due to ineffective marketing practices. “Effective marketing needs to be achieved collaboratively in the tourism value chain. It is vital that South Africa needs to find the engine that connects demand with supply”, said Winteler.

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 deterred the image of that country as its economy continues to grow.

“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 engage with the country”, shared Fikile Dilika, Chief Director, Invisiting, at the Department of Arts and Culture.

Black Economic Empowerment

For the South African tourism government 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 Department’s representations, are crucial. To end the Tourism BEE scorecard will be a powerful driver of real BEE transformation in South Africa.

Furthermore, one by one the key 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 and government legislation could potentially have a positive effect on stimulating entrepreneurial 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 to 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 start to place in the country, it is my view that the level of people entering the formal economy – as well as gaining access to banking systems increases, more people will participate in entrepreneurship that was previously impossible,” 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 transformation – May 2007.

While many of these responsibilities focus on an increase in the executive-level participation of the previously disadvantaged, there is a need for the combination of measures that will contribute to improved entrepreneurship, such as requirements for skills development in corporate social responsibility, and notably, the introduction of an initiative to extend bank services to more South Africans.

Sindiswa Nhlumayo, Head of the BEE Charter 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 development. Bringing on an empowerment partner will give businesses new access to markets, which in turn will lead to business growth”.

The 2010 FIFA Soccer World Cup

The 2010 FIFA World Cup will have a greater impact on the South African economy than previously expected, 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 partnership, 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 visit matches. Contributions are based on a stay of 15 days because foreign tourists are not expected to stay for the month-long tournament.

CFO of Alpitour in Italy, Goolam Ballim said that “There will be a big direct injection for the economy. But the indirect impact may be areas that will be a hold steadfast and deliver in the future. T"
South African Airlines (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 accessible by logging on to www.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 flight itineraries, and check 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 pride in being South African.

SAA is always keen to bring sport fans to the action 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

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Direct Flying Times to Johannesburg from World Gateways

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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

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.

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