

SA Tourism, Future Group partner to give locals more access to exploring their own country

South African Tourism has partnered with expo organisers, Future Group, to provide Thompson's Holidays, Kulula Holidays, STA Travel and SANParks a platform to showcase their affordable Sho't Left getaway deals during this year's Holiday Expo, which takes place from 24-25 August 2019 at Monte Casino, Johannesburg.



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The expo will bring together the tourism industry's major players in both inbound and outbound tourism. Among the almost 50 exhibitors are tour operators, tourism boards and airlines, all of which are working on exclusive deals for the show that will be available to book and purchase on the spot.

According to South African Tourism acting CEO, Sthembiso Dlamini, the unique deals at the Sho't Left stand is enough to get any South African off the couch and onto the road. "We want to give access to as many South Africans so that they travel and enjoy their country. South Africans have said that travelling is not always affordable for them and they do not always have access to information about the best deals and best places that they can take advantage of. The packages at the Sho't Left stand will make travel more accessible to those who previously did not have the means to tour their own country.

Dlamini says that the Sho't Left deals at the expo are a direct response to the barriers to travel for South Africans. "Domestic tourism is the cornerstone of our tourism industry and Sho't Left is our flagship domestic travel initiative that encourages South Africans to travel and explore their own backyard. The deals that our four trade partners are promoting will get South Africans to experience the length and breadth of this country's tourism offerings."

Domestic tourism revenue grew by 19.6% to R26.4-billion in 2018. An even greater sign of progress is that the first five months of 2019 has seen a steady increase in local travel when compared to last year.

"We recognise that domestic tourism makes a substantial impact to the industry's overall financial resilience, sustainability and functionality. So it is imperative to South African Tourism that we keep the momentum going at platforms such as the Holiday Expo. The verdict is clear: Exploring one's own heritage is not only good for the soul but it can also help boost the economy and create jobs," concludes Dlamini

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