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## Tourism KwaZulu-Natal

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# Media Release

**08 March 2017**

**For Immediate Release**

**To : All Media**

**Attention : News Editors/ Journalists**

## **TOURISM KWAZULU-NATAL AIMS FOR A BIGGER SLICE OF THE GERMAN MARKET AT THE BERLIN ITB TRADE SHOW**

KwaZulu-Natal (KZN) is set to entice and attract more international tourists from the German speaking markets at this year's International Tourismus Börse (ITB Berlin), in Germany which starts from today till 12 March 2017.

ITB Berlin is one of the two top international travel exhibitions in the world, where international destinations and products come to meet German buyers.

The province, represented by Tourism KwaZulu-Natal (TKZN), will exhibit side by side with South African Tourism and a number of tourism trade partners at this ostentatious exhibition attended by over 10 000 delegates from over 185 countries. The German market is currently the third biggest international key source market for South Africa and the second biggest international market for KZN.

According to South African Tourism, this market contributed a total of 39 267 arrivals for KZN in 2015. International travellers spend an average of R6 338 per trip compared to R960 spent by domestic travellers, which makes international travellers very beneficial for the province's economic growth.

“International travel exhibitions are an important part of international tourism marketing. They enable tourism destinations to engage directly with international buyers and tour operators who are responsible for bringing tourists to each destination. The show is attended by over 1 000 international buyers, and in order to position KZN as a global player, it is vital for us to be where key decisions are made,” said Ndabo Khoza, Chief Executive Officer of TKZN.

TKZN will use this platform to establish new contacts, meet with key partners within this market, negotiate new destination listings, showcase new products and developments and source new joint marketing opportunities.

“Relationships are critical in the tourism sector and it is important to stay on top of the game and constantly engage with partners with any new developments and changes that are happening in your destination. We now have a number of international airlines flying directly to Durban. ITB is a great platform to update our partners on such developments in order to build their confidence in our destination. Durban is a long haul destination, and if buyers see that we are making major inroads in bringing international airlines to KZN, they will be more confident to sell and package KZN as well,” concluded Mr Khoza

TKZN will also use this as an opportunity to identify potential hosted buyers to be part of the pre- and post-event educational programmes in the province during the 2017 Tourism Indaba which will be hosted between the 16<sup>th</sup> and 18<sup>th</sup> of May, 2017.

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### **About Tourism KwaZulu-Natal**

Tourism KwaZulu-Natal was established in 1996 and is responsible for the development, promotion and marketing of tourism into and within the province, both domestically and internationally. The organisation is an entity that reports to the provincial Department of Economic Development, Tourism and Environmental Affairs.

### **Social links to Tourism KwaZulu-Natal:**

Website: <https://www.zulu.org.za>

Facebook: Tourism KwaZulu-Natal

Instagram: Tourismkzn\_offical

Twitter: [@TourismKZN](https://twitter.com/TourismKZN)

Pinterest: KZN Tourism

**Hashtags: #GottaLuvKZN**

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