
Tourism KwaZulu-Natal



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To: All media

Attention: News Editors and Journalists

KWAZULU-NATAL PROJECTS A R4.1 BILLION TOURISM BOOST THIS SUMMER SEASON

KwaZulu-Natal (KZN) is expecting to add a whopping R4.1 billion to the KZN economy this summer season, as holidaymakers flock to the province for a well-deserved getaway.

Tourism KwaZulu-Natal (TKZN) Acting Chief Executive Officer Mr. Nhlanhla Khumalo noted with enthusiasm that: "KZN is remains a very popular destination for domestic travellers, and this summer season we are projecting an estimated 760 000 domestic trips and an estimated 58 000 international visitors over the summer season which spans from 1 December 2022 to the end of March 2023. The combined spend from both domestic and international tourists is predicted to be about R4.1 billion, which will be a big boost to the recovery of the tourism sector."

According to TKZN research insights the estimated average hotel occupancy rates for KZN are expected to reach 60% at Christmas and the new year. KwaDukuza is expected to peak at 80%, Hibiscus 78%, Umdoni 78%, Okhahlamba 70% and Umgeni 64%.

Khumalo assures holidaymakers that KZN beaches are safe and ready to welcome visitors who will be keen to dip into the ocean and enjoy the plethora of beach activities that are on offer across the 600km KZN coastline.

KZN has several Blue Flag beaches which include three on the north coast - Thompson's Bay, Willard and Blythedale and six on the south coast - Marina Trafalgar, Southport, Umzumbe, Ramsgate and Hibberdene.

Tourism KZN welcomed the opening of the city's beachfront beaches, North beach as well as the Umhlanga and Umdloti beaches.

"KZN is a tourism destination that has it all. Therefore, we are encouraging holidaymakers to explore a mixture of tourism experiences to really create unforgettable memories with their friends and family this summer. For those who have not finalised their holiday plans, do so soon so you don't miss your most unforgettable summer yet," concluded Khumalo with enthusiasm.

KZN will also be hosting a number of events throughout the province and holidaymakers and local citizens alike are encouraged to visit the Tourism KZN website www.zulu.org.za to keep their summer days exciting.

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For media interviews and more information, please contact
Nhlanhla Ngwenya – Communications Coordinator
Tourism KZN – 063 698 7455 (mobile)
Email: Nhlanhla@zulu.org.za