

---

Tourism KwaZulu-Natal



*Zulu Kingdom. Exceptional*

---

## Media Release

For immediate release

**To:** All media

**Attention:** News Editors and Journalists

---

### **TOURISM KWAZULU-NATAL SEEKS TO BUILD ITS GERMAN SPEAKING TOURIST MARKET AT ITB BERLIN**

KwaZulu-Natal, on the East Coast of South Africa, is currently exhibiting at this year's International Tourismus Börse (ITB Berlin), from today 7 March to 9 March, as it goes all out to attract more German speaking tourists to the province *which has it all*.

"TKZN is making every effort to regain and rebuild the province's international tourism market, decimated by the COVID-19 pandemic. To this end we have been engaging with top operators from various European countries to lock deals that will bring international tourists KwaZulu-Natal, to popular tourist destinations such as the Drakensberg, Isimangaliso Wetland Park, Hluhluwe-iMfolozi Park, Mkuze Game Reserve and the many other game reserves in Northern KZN. We are also engaging with international media as they help us to get the message out there," said Pinky Radebe TKZN Senior PR and Communications Manager.

The German speaking market is the second biggest international tourist market for KwaZulu-Natal after the UK. In 2022 KwaZulu-Natal attracted 14 418 German visitors who spent R232 million in the province. For South Africa, German speaking tourists are the third biggest international traveller source market.

“International tourism is important if we are to rebuild tourism sector in KwaZulu-Natal and the province’s economy because international tourists tend to stay longer and spend more than domestic tourists. Last year (2022) 554 156 international travellers visited KZN, they stayed on average 11 nights each and generated income for the year of 4,2bn.

“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 thousands of international buyers, and for us to position KZN as a global player, it is important that we are where key decisions are made.

“We are here 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 our game, keep constantly engage with partners on new developments and changes that are taking place in the province.

“For instance, we now have a regional flight to Mkuze airport which makes it much easier for international visitors, landing in Johannesburg, to fly directly to their safari destination in northern KZN, which the most game reserves in the country.

“As the provincial marketing body, we care about the safety of tourists and want to ensure they have a memorable holiday for all the right reasons. Therefore, we continue to work collaboratively with security agencies, security providers, the Metro and District Municipalities and communities to ensure the safety of tourists.”

TKZN will also use this as an opportunity to identify potential hosted buyers to be part of their pre- and post-event educational programmes in Kwazulu-Natal prior to this year’s Africa Travel Indaba which takes place at the Durban ICC from 9 to 11 May.

Ends

**Note to editors**

Tourism KwaZulu-Natal 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.

**For media enquiries contact:**

Nhlanhla Ngwenya: Communications Coordinator

Tourism KwaZulu-Natal

+27 31 366 7551 / +27 63 698 7455

[nhlanhla@zulu.org.za](mailto:nhlanhla@zulu.org.za)