
Tourism KwaZulu-Natal

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To: All media

Attention: News Editors and Journalists

KWAZULU-NATAL READY FOR ANOTHER BUMPER FUN-FILLED EASTER HOLIDAY SEASON

KwaZulu-Natal (KZN), which turned up the heat in 2022 to squarely confirm its position as the leading domestic tourism destination of South Africa, according to SA Tourism, is looking forward to welcoming thousands of holiday makers for the Easter break. And indications are that it will be another bumper period for the province.

“The domestic tourism sector is a major economic driver, and holiday periods such as Easter are vital for the provincial economy. Looking at the projected numbers, we are happy that holidaymakers continue to choose KZN as their favourite holiday destination. It is our loyal holidaymakers keep the tourism sector alive.

“By working closely with our tourism trade partners, and encouraging them to offer value for money packages, we have ensured that KZN remains a firm favourite for both domestic and international travellers,” said Economic Development, Tourism and Environmental Affairs MEC Siboniso Duma.

Research insights conducted by Tourism KZN, based on preliminary hotel and non-hotel booking percentages and historical data, show that some 512 000 local visitors and some 49 000 international visitors are expected to visit the province for the Easter weekend. The anticipated spend is in the region of R724 million for domestic tourists, who spent a lot last year, and R380 million for international tourists.

According to FEDHASA Eastern Region Chairman Brett Tungay, hotel bookings are between 65% and 70% and hoteliers are expecting that this will improve closer to the Easter weekend.

Anew Hotels Operations Director Kevin Burley says they are looking at strong booking figures averaging between 70% - 75% occupancy for the period across the province. Advance bookings show that people are heading north for beach and safari holidays.

Early non-hotel booking figures show that the uMkhanyakude District in northern KZN is the top spot for holiday makers, followed by Harry Gwala district in the southern Drakensberg and uThukela District in the northern Drakensberg. These are followed by uMgungundlovu in the Midlands, iLembe on the north coast and Ugu on the south coast.

“I want to also assure holidaymakers that KZN is a safe destination, and that we are working around the clock with law enforcement agencies to ensure of their safety, whilst they take their much-deserved holiday. As we prepare for out-of-province visitors, I would also like to encourage the citizens of KZN to also use this time to explore their own province and enjoy the plethora of tourism attractions that we have on offer,” said MEC Duma.

KZN has 600km of coastline with several Blue Flag beaches on which to soak up the sun and play in the waves. There are three on the north coast - Thompson’s Bay, Willard and Blythedale and six on the south coast - Marina Trafalgar, Southport, Umzumbe, Ramsgate and Hibberdene.

The province will echo with the sound of music this holiday and visitors will be spoilt for choice of activities during their holiday in KZN

- South Coast Tourism will be holding its free Easter Festival at their blue flag beaches and hinterland locations, from 24 March to 10 April, with great outdoor family fun for everyone. Many south coast tourism establishments are also holding several specials and holiday events throughout the Easter period.
- In Durban, the ICC is the venue for a 3-day run of the Joyous Celebration extravaganza *Joyous Easter Megafest* from 7-9 April.
- On the beachfront the *Chariots of Fire* festival returns with music, dance, drama, plenty of vegan food and family fun on 7 April.
- *Ukhozi Magic Music Session* on 8 April at the Moses Mabida Stadium features Dumi Mkokstad, Hlengiwe Mhlaba, Thinah Zungu and Sbu Noah among other.
- The Southern Drakensberg is once again host to the annual *Splashy Fen Music Festival* which takes place in Himeville from 6-10 April.

For those living in Gauteng and planning their Winter holiday, Tourism KZN will be showcasing some of KZN’s tourism offerings at the Rand Easter Show at Nascrec from 06 to 09 April 2023.

Those who have not yet finalised their Easter travel plans can visit www.zulu.org.za to take advantage of specials and packages that have been put together by TKZN’s tourism trade partners.

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