

Tourism Indaba 2014



INDABA is one of the largest tourism marketing events on the African calendar and one of the top three 'must visit' events of its kind on the global calendar.

It showcases the widest variety of Southern Africa's best tourism products, and attracts international buyers and media from across the world. INDABA is owned by South African Tourism and organised by Pure Grit Project and Exhibitions Management (Pty) Ltd.

For two years in a row, INDABA has won the award for Africa's best travel and tourism show. This award was presented by the Association of World Travel Awards.

INDABA is a three day trade event that attracts well over 13000 delegates from the travel tourism and related industries.



INDABA brings together a showcase of Southern African tourism products and services for the international travel trade. Exhibitors in the DEC (Durban Exhibition Centre) include provincial authorities and provincial products. In the ICC (International Convention Centre), exhibitor categories include accommodation, tour operators, game lodges, transport, online travel, media publications and industry associations. Outdoor exhibitors include transport, camping and safari companies.

Like the previous years, the Tourism Indaba happened in eThekweni, Durban at the ICC and DEC premises from the 10th – 12th May 2014. Enterprise iLembe under the Tourism brand name "**North Coast – Jewel of the Zulu Kingdom**" was there once again to promote and educate investors, buyers and visitors of the Indaba on what North Coast has to offer.

On the North Coast stand apart from the Marketing and Communications Manager: Cheryl Peters, Valentia Mthembu- Officer: Marketing and Communications and Arts and Craft Officer: Victor Malusi, some of the products offered in the North Coast were also present namely: Luthuli Museum, The Boathouse, Hampshire Hotel, Crocodile Creek, Ballito Microlights and Ocean and Earth.



KwaDukuza Municipality and Mandeni Municipality representatives were also present at this year's Indaba 2014.

The North Coast Stand won a Silver award in the Provincial category for best stand at this year's Tourism Indaba.

The North Coast stand was very busy this year, a lot of business

connections were made and hopefully the returns of this Indaba can be seen soon on our shores.

Thank you to all those that supported Enterprise iLembe by the visits at Indaba such as our board



Chairman: Mr Bongani Linda and Acting CEO of Enterprise iLembe Mr Zakhele Gumede as well as the MEC for Economic Development and Tourism, Mr Mabuyakhulu and all the products that were able to attend. As well as to the team for the endless hours worked during this time to make sure that this activation was a success.