

FOR IMMEDIATE RELEASE
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KZN- North Coast participates at the 44th edition of Africa's Travel Indaba (ATI) at Durban's International Convention Centre.

Enterprise iLembe together with trade and local municipality representatives under the umbrella of the KZN- North Coast participated in the 44th edition of the Africa Travel Market (ATI) which is a prime event that provides an opportunity to not only showcase the region through pre and post tours, but also to position the region for leisure and business tourism.

This year's ATI was **Themed "Unlimited Africa,"** and was officially opened by South Africa's Tourism Minister, Patricia de Lille and took place from the 14th-16th of May. It was preceded by a Business Opportunity Networking Day (BONDay) on the 13th of May.

The annual event owned and organised by SA Tourism, is the biggest tourism trade show on the continent. It has expanded into a pan-African event, with 26 African countries exhibiting this year and more than 9000 delegates attended the three-day trade show- a double-digit increase from last year. The number of exhibitors increased by 23% to over 1200, and hosted buyers grew by 9%, according to organisers. It bodes well with increased interest from the international market in SA and the robust growth of the African tourism sector.

Nine (9) establishments from iLembe region specifically from KwaDukuza Municipality were awarded with the basic grading certificates at this years Africa Travel Indaba 2024 as part of the South African Grading Council's Basic Quality Verification Programme. This grading focuses specifically on support for homestays and other emerging tourism products in villages, towns and, small dorpiess (VTSD) to enable tourism accommodation products who do not meet the core requirements of grading to access trade with the support of the tourism sector and provide access to funding opportunities within the sector.

The following nine (09) establishments were awarded their certificates from various wards:

- Avoba B&B - ward 29
- Kearsney Manor B&B - ward 27
- Mzansi B&B - ward 17
- Sea Rendipity Guest House - ward 22
- Sea Cale Villa - ward 22
- Joyous Guest House - ward 26
- Magugwana's Guest house - ward 18
- Qalakahle Guest House - ward 17
- Palmland B&B - ward 11

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