

## Emirates and SAT sign MoU to boost tourism

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Dubai carrier Emirates and the South African Tourism Board have signed a memorandum of understanding (MoU) to jointly promote tourism. The agreement aims to boost visitor arrivals and inbound traffic to South Africa from key markets across the Emirates network.

Under the MoU, Emirates will look into ways to promote South Africa and encourage travellers to visit the country's many attractions throughout its network of over 130 locations. Meanwhile, the South African Tourism Board will also collaborate closely with Emirates to assist travel trade partners and tour operators across the airline's network in developing and promoting itineraries, introducing special packages and promotional giveaways, and encouraging incentives, among other marketing initiatives.

Adnan Kazim, Emirates' Chief Commercial Officer said: "For more than 25 years we have invested in, and grown our operations to, South Africa. We're working hard to restore our services to pre-pandemic levels to help generate more opportunities for travellers from around the world to experience South Africa's unique natural experiences, world-renowned cuisine, and local culture. Emirates is well-placed to support the recovery of South Africa's tourism sector and help raise the profile of

the destination again, offering convenient connections from over 130 destinations, and providing even more links for travellers who want to explore beyond our three South African gateways through our four airline partners.”

Minister of Tourism in South Africa, Lindiwe Sisulu welcomed the signing of this MoU, citing the benefits it will yield for travel between South Africa and the Middle East. “We want to continue ensuring ease of access into South Africa for Middle Eastern travellers and this collaboration will assist us in elevating our trade efforts; in terms of packaging the destination. We look forward to welcoming more travellers from the Middle East, to experience the various quality assured products and experiences that cater for this market, including; family friendly accommodation establishments and activities, a diverse offering of cuisine as well as wildlife and safari,” says South African Minister of Tourism, Lindiwe Sisulu.

“The Middle East is a critical market for South Africa so this partnership will be very instrumental in ensuring ease of access to and from South Africa for travellers from this region. This will increase direct airlift, making room for more travellers, and as our tourism sector recovers we look forward to welcoming more visitors from the Middle East.,” says South African Tourism Acting CEO, Themba Khumalo.

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