

SPEAKING NOTES

**MEC FOR ECONOMIC DEVELOPMENT, TOURISM AND ENVIRONMENTAL
AFFAIRS, MR. MIKE MABUYAKHULU**

**KWAZULU-NATAL INDABA BREAKFAST
HILTON HOTEL, DURBAN
09 MAY 2015**

Path to Greater Growth

- As KwaZulu-Natal, our ambitions of what we want to achieve in the tourism sector are very clear, and in 2014 the KwaZulu-Natal Cabinet approved the Provincial Tourism Master Plan which sets out a clear plan of action and targets over 30 years.
- We want to be globally renowned as Africa's top beach destination with a unique blend of wildlife and experiences for our visitors by 2030.
- As guided by the Tourism Master Plan, KwaZulu-Natal is developing seven key iconic projects that will make a significant impact in building a thriving tourism sector and enhancing the product offering and experiences on offer in the province:

The Drakensberg Cable Car

- The Drakensberg Cable Car is a 7km long cable car route that will take people to the top of one of our most valuable treasures, the Drakensberg Mountains, over a journey of 22 minutes each way.
- This project is estimated to cost around R500 million and it promises to significantly boost business opportunities for both small and big businesses and subsequently create almost 1 200 jobs.
- Furthermore, it will explore opportunities to open a tourism gateway between KwaZulu-Natal, Lesotho and the Free State.

The King Shaka Statue

- The King Shaka Statue will be an iconic 106m statue of one of the most influential kings of the Zulu Kingdom, whose reign continues to fascinate the international community to this day. The statue will be majestic with visitor facilities and experiences, restaurants and retail outlets. This will be part of our efforts to promote the strong Zulu heritage in the province.

Isandlwana Development Precinct

- Isandlwana Development Precinct is envisioned to encompass a variety of visitor facilities like the museum with an interpretation center, art and curio shops promoting the Zulu experience that KwaZulu-Natal is well known for.

Beach Resorts

- A world-class beach resort will enhance the beach experience that is already on offer in the province, increase job opportunities, enhance KZN's competitiveness with other beach destinations, and position KZN as a unique and must-visit destination.
- As indicated by Mr Deighton earlier, work has begun in earnest in lobbying hotel developers to invest in a beach resort along KZN's North Coast.

- ***Nonoti Beach Resort***

The Province is currently working on this project that is located at the North Coast of KwaZulu-Natal, occupying 750m of the coastline. The project is owned by the community of Nonoti from 300 households.

The resort will have 600 beds all with sea views ranging from a four star hotel, four star self-catering units, three star self-catering units, swimming pools, six restaurants, 200 seater conference facility, a wellness centre, curio shops.

Guests will have access to four courses within a 20km radius and day excursions to Big 5 game reserves.

An International Convention Centre on the North Coast

- As we continue to successfully bid and host a number of world conferences, there is a need to have another convention Centre on the North Coast for us to continue to grow our stake in the business tourism sector.

Breakwater Monument

- The breakwater monument will be an offshore monument that will be visible from land and air.

Bluff Bridge

- The Bluff bridge will connect the Bluff with the Point Development. It will be a worldwide statement to position the city as a global destination and progressive city.

Some of the other major tourism developments that are in the pipeline are:

The Nelson Mandela Capture Site

- Local on the Natal Midlands, The Nelson Mandela Capture Site has become a major tourist attraction.
- We have therefore seen the need to enhance the visitor experience.
- The site currently has a temporary museum, curio shops, coffee shop and of course the iconic steel Nelson Mandela sculpture which is a mere meters from where he was captured in 1945, an incident that triggered the Rivinjo trial and his subsequent 27 years on Robben Island.
- Following the revamp, visitors will be treated to a state-of-the-art interactive museum and Visitor Centre, which we believe will put the Capture Site into an entirely new league worthy of its importance and its new iconic status.
- Today, immediately after this breakfast session, we will launch a model of the new Nelson Mandela Museum which is due to open its doors at the end of August this year.

Rhino Ridge Safari Lodge

- Earlier this year, we launched a **R23 million** community owned and managed tourism business enterprise, the Rhino Ridge Safari Lodge.
- The lodge has 8 bush villas, two honeymoon Villas, four Safari rooms, two safari family rooms, a boma, infinity pool, day Spa and conference facility
- Guest will enjoy the game 5 experience right on their doorstep

Projects on the South Coast

- The private sector has come on board in a big way. Just over the past year, we have seen almost **R110 million** invested into refurbishments and growth of new products, ranging between three and five star establishments in the South Coast alone.
- The **Blue Marlin Hotel** re-launched in April following the completion of a **R35 million** renovation programme.
- **Umthunzi Hotel**, a well sought-after business, leisure and wedding venue has grown from 19 to 49 rooms in two years.
- A four-star hotel and conference centre opened its doors earlier this year, where a fun world facility has been turned into a sought after establishment with private dining rooms, rooftop Sky Bar and a spa.

- **Ingeli Forest Lodge**, which was built in the 1960's, had extensive renovation that have turned this property into a little piece of heaven below the Ingelo Mountain range near Kokstad. Guests here can experience the best of the outdoors with mountain biking and hiking trails.
- Lastly, the five-star **Gorge Private Lodge** and Game Spa recently added a wine cellar, conference room and additional rooms.

Events Tourism

- We continue to successfully bid for major conferences and events to come to KZN.
- In just two weeks, we will host the Association for South African Travel Agents (ASATA) Conference. This event will present the city and the province with an ideal opportunity to promote the tourism services and experiences to the membership base of this important tourism association and to encourage them to package KwaZulu-Natal as a domestic tourism destination.
- In July, we will host the 21st Baptist World Congress. The conference attracts over 10 000 delegates from all over the world.
- In August, Durban will host the Loerie Awards which will bring over 2000 delegates from the creative and brand communication sector of South Africa. The awards are estimated to bring over R100 million into the local economy.
- In September, we will host the 14th World Forestry Congress in Durban; this is the largest gathering of the world's forestry sector.
- Later in September we play host to World Routes, the world's biggest gathering of airlines, airports and tourism bodies.