

SA Tourism's new campaign to inspire travellers to do summer differently

For most of this year, South Africans' movements have been restricted and now through its new campaign, South African Tourism aims to inspire them to go out and enjoy their country and summer, differently.



Image via [123RF](#)

Starting in the Northern Cape, the *Summer Different* road trip campaign will commence its journey through each one of South Africa's nine provinces to shine a spotlight on some of the most spectacular parts of the country and unearth the hidden gems in every province.

The campaign is in an effort to encourage people to go out and discover their country and join a nationwide journey to celebrate South Africa's rich and diverse landscapes this summer.

"After an incredibly challenging and uncertain year, everything is different, so shouldn't we all holiday differently, too? We need to refresh travel experiences for people in South Africa, explore the hidden gems, take the road less travelled and go off the beaten track.

"Nothing is what it used to be. We need to show them a better and different way to experience tourism in the long-term, but most importantly, show them how to do summer differently in the short-term," says Sisa Ntshona, CEO of South African Tourism.



How domestic travellers can support SA's tourism sector

Bianca Delpont 21 Oct 2020



Since the easing of lockdown restrictions, South Africans have been craving quick getaways to celebrate, and as summer draws closer, they need the choice of many small-nyana experiences that are different in every way possible.

A Sho't Left to the next village or town or a few hours' drive to the next province; experiencing the best of the beach or the bush, or visiting fascinating landmarks that are rich with history – people in South Africa are spoilt for choice with the options available to them in their backyard.

Supporting local travel industry

Ntshona notes that in addition to highlighting and encouraging local travel this summer, supporting SMMEs within the travel space who have been hard-hit by the effects of the Covid-19 pandemic is vital. It is for this reason that an SMME Workshop will be hosted in each province the *Summer Different* road trip visits.

"We all know that the tourism sector was one of the hardest hit by the pandemic, so we need to carve an inclusive way forward. It's about expanding in all directions, connecting all corners, and drawing all tourism elements and products together in a cohesive, robust and sustainable way.

"One that leverages every endeavour and enterprise for a singular vision of growth. This includes all players within the sector; particularly the SMMEs, to ensure inclusive and sustainable growth, as well as transformation," adds Ntshona.

SMMEs will also have the opportunity to load their deals and products onto the Sho't Left platform.

The *Summer Different* road trip will run between 23 November 2020 and 15 February 2021, visiting all nine provinces.

For more, visit: <https://www.bizcommunity.com>