



in the footsteps ...

NELSON MANDELA MUSEUM

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Africa's Travel Indaba

The Nelson Mandela Museum participated in the Africa's Travel Indaba from the 13th until the 14th of May 2024 at the Albert Luthuli Convention Centre in Durban from the 13- 16 May 2024. The Africa's Travel Indaba, an expo with a resounding success, showcasing the diverse tourism offerings of Africa. The event connected over one thousand and four hundred (1400) delegates from seventy seven (77) countries. The Indaba featured six hundred (600) exhibitors showcasing their products and services.

The participation of the Nelson Mandela Museum was a strategy to promote the museum and to communicate its products and offerings. And through its participation was to achieve greater social and economic impact and to showcase the museum offerings, its footprints, and tour packages offered by the museum. The Indaba served as a research tool to acquire visitor perceptions and their comments on its current offerings, future expectations, and areas where it needs to improve. The Indaba became a platform to promote Nelson Mandela Museum brand, sell its products and offering to this platform attracting tourists locally and abroad.

The outcomes of the participation were to identify and attract new tour operators for our offerings and packages, to retain and get new Tour Operators in order to improve the museum's service to our existing tour operators. The museum also focused on visitor retentions and museum programmes and offerings with the intention of attracting potential partners. The museum exhibition stand featured the footprints of Nelson Mandela – Mvezo where he was born, Qunu where he grew up as a small boy, the statues of Nelson Mandela, Nelson Mandela's gifts and artefacts.

The space was located at a strategic position next to the Robben Island Museum stand which created a storyline on Nelson Mandela on his humble beginnings and during his incarceration

and his resting place in Qunu. The strategic position of the stand also created a flow of visitors to the museum's exhibition stand and to the Robben Island Museum. The museum stand was abuzz of visitors and meetings were held in the stand. The meetings between the museum and some exhibitors and tour operators were arranged prior the start of the Indaba. The museum also formed part of speed marketing where there were presentations made on its products and offerings and new link sites that include OR Tambo Garden of Remembrance in Bizana and Ingquza Hill in Flagstaff.

The museum included the cultural activation as one of the programmes to be hosted by the museum. The cultural activation which took place on the 14th May 2024 included the traditional dance, showcasing of the African Regalia and African Cuisine. There were promotional material and giveaways for those who won the competition that took place during the cultural activation.

The museum further sponsored the Africa's Travel Indaba Fun Run and Secret Sunrise Yoga:

<https://we.tl/t-lilM6RnsiK>