



*Inspiring new ways*

27 April, 2018

## South Africa Celebrates 'Freedom Day' Honouring 'The Father of the Nation' Nelson Mandela

*April 27 2018 'Freedom Day' also celebrates the centenary of Mandela's birth*

Today, South Africa is celebrating this year's 'Freedom Day' from apartheid. Commemorated every April 27 since the first democratic election in 1994, 'Freedom Day' is especially significant this year - the centenary of Mandela's birth.





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*The Embassy of the Republic of South Africa Celebrates 24 Years of Freedom in Beijing*

Paying tribute to the 100th anniversary, South African Tourism and the Nelson Mandela Foundation have partnered in a unique initiative that will allow for all South Africans and visitors from outside the country to experience some of Madiba's favourite travel spots and the places he enjoyed visiting.

The campaign is themed '100 Ways to Find the Madiba in You' - named after the revered, affectionate nickname for Mandela - with a year-long tourism campaign honouring 'the Father of the Nation' Nelson Mandela.

As part of the Nelson Mandela Centenary celebrations, South African Tourism has identified 100 experiences, attractions and destinations around South Africa that have strong historical and social ties to his life. This tourism-focused initiative will be launched at this year's Africa's Travel Indaba, Africa's largest travel trade show which will take place from 8 to 10 May.



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This showcase of South Africa and Nelson Mandela's memory can be found on the Madiba's Journey App, which allows users to view the attractions on a map, build their itineraries and share their own journeys on social media. Visitors can also experience the emotion and relevance of each location through audio, text and image galleries. The app also offers real-time weather information, distances and details of nearby attractions.

Among key sites along Madiba's Journey are Constitution Hill where South Africa's democracy was restored; his birthplace in the Eastern Cape; haunting Robben Island, where he was political prisoner for 18 years; a towering monument at the site of his capture in 1962 in Kkwazulu-Natal Midlands; his home in Vilakazi Street, Soweto; and Nelson Mandela Square in Johannesburg.

"April 27 is a memorable day for all South Africans, and this year's Freedom Day marks a special time in honoring Nelson Mandela's Centennial. Madiba, a global icon who was adored all around the world as intensely as he was at home, spent much time travelling to, and living in various parts of our beautiful country, creating memories and inspiring hope for those around him," said South African Tourism's Asia Pacific President, Mr. Bradley Brouwer

"The '100 Ways to Find the Madiba in You' campaign will further guide visitors on a unique and incomparable journey of excitement, surprise, joy and awe awaiting in the 'Rainbow Nation' - with compelling and authentic experiences and jaw-dropping moments encountered nowhere else on the planet in 1 destination."

"Visitors can discover the spirit of Nelson Mandela with warm and friendly South Africans on travel experiences from off-the-beaten track adventures under a blanket of stars, to outback and ocean safaris, wine tours or wellness holidays."

As South Africa also celebrates the 20th anniversary of Diplomatic relations with China, a concerted tourism drive has made South Africa one of the top 15 most popular destinations for Chinese tourists.

South Africa's appeal to visitors extends to a favourable exchange rate, making the country a surprisingly affordable destination.

Direct Beijing-Johannesburg flights, as well as many more via Hong Kong, Singapore and the Middle East, have established closer air links than ever before - with new, non-stop seasonal flights are also being launched between Hong Kong and Cape Town this year by Hong Kong airline Cathay Pacific, from November 13, 2018.



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Visa facilitation centres have also extended to 9 Chinese cities - Beijing, Shanghai, Guangzhou, Chengdu, Xian, Shenyang, Wuhan, Jinan and Hangzhou - making travel more seamless from China.

Credit card partnerships with the Bank of China and the Industrial and Commercial Bank of China also bring ease of spending and withdrawing cash, with a host of benefits to Chinese cardholders.

“There are a lot of reasons why WITrip recently voted South Africa Best International MICE Destination and Most Satisfied Travel Destination,” added Mr. Brouwer.

For further information, please visit South African Tourism’s Chinese official website:

[www.southafricantourism.cn](http://www.southafricantourism.cn)

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**Issued by GHC Asia on behalf of South African Tourism**

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South African Tourism is the national tourism agency responsible for the marketing of South Africa as a preferred tourist destination. It is headed up by Chief Executive Officer Mr. Sisa Ntshona.



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