

New travel magazine enhances KwaZulu-Natal destination

A new travel magazine, *The Traveller*, has launched to promote the KwaZulu-Natal destinations, often overshadowed by the glamour of the Cape.



Driving tourism towards KwaZulu-Natal

"A cursory glance at the website of SA Tourism will indicate a distinct bias towards Cape Town and TV and print ads for South Africa equally reflect this. After speaking to many industry stakeholders within tourism, we have found that this is indeed the case and that KwaZulu-Natal does not receive the same coverage or attention from SA Tourism in its promotional campaigns for South Africa. This despite the fact that SA Tourism should be promoting South Africa on an equal footing in terms of provincial coverage across the country," explains Zohra M Teke, editor and publisher of the new magazine.

"It has been an on-going battle and one that has caused much frustration amongst tourism operators in KwaZulu-Natal. There was therefore a need to drive the province's attractions nationally and perhaps internationally to ensure it receives the same attention."

Quarterly publication

The publication will be quarterly and the 30,000 copies will be widely available in KwaZulu-Natal, as it is being supported by KwaZulu-Natal Tourism, in such places as the King Shaka Airport, Umhlanga, Durban North, Hillcrest, Oyster Box Hotel, KwaZulu-Natal Tourism and Durban Tourism offices. In Gauteng, it will be available at OR Tambo Airport and in Cape Town at the V&A Waterfront and Cape Town International Airport.

Teke has over 15 years of experience as a journalist and editor both in South Africa and abroad, having worked all over Europe and the Middle East. She was also instrumental in creating a number of winning publications, including Umlazi Magazine, City's Azidle Ekhasya and the Musgrave magazine.

The magazine uses an all-woman freelance team and is supported by the African Women's Empowerment Group (Aweg), a number of women who came together recently established this to form a partnership aimed at increasing the pace of women's role as key decision makers in the boardroom. Teke is one of the partners, together with SANEF co-founder and former KZN Times Media GM, Mary Papayya.