

South African Tourism announces 4th 'InCountry Famil' 2008 Hyderabad to witness heightened India - South Africa activities

South African Tourism is hosting its 4th InCountry Famil from August 25 to 28, 2008 in the City of Nizams - Hyderabad. An annual initiative, the InCountry Famil aims at bringing together key members of the South African and Indian travel trade under one roof to work on matters of strategic importance and enhance maximum interaction in preparation for the oncoming outbound season. The list of registered delegates from South Africa include provincial representatives, tourism boards, hotel chains, game lodges and safari parks, tour operators, travel agents, airlines, wineries among others. Potential tour operators from all across India are Flown into [Hyderabad](#) to network and meet with the South African Suppliers.

This unique event includes specially designed activities to give trade partners insights into their Indian customers to better plan their business. Sessions have been structured in a manner such that they include elements of work interspersed with leisure activities, both considered equally important in understanding a country's culture and mindset. Special emphasis has been given to highlight the key role played by Bollywood in showcasing South Africa to audiences in India with an overview of many of the recent box office blockbusters such as *Race*, *Jannat*, *Welcome* to name just a few. Following feedback from the previous editions of the InCountry Famil, the trade interactions this year will follow a 'by-appointment-only' format to help every participating trade partner get sufficient time to discuss suitable new opportunities for enhanced business growth.

Speaking about the event, **Medha Sampat, Country Head (Acting), South African Tourism - India**, said "Our annual InCountry Famil has met with much success over the years. We are pleased that it has grown from strength to strength each year, resulting in increased participation from our trade partners in both, South Africa and India. This event provides trade partners with a stimulating environment to look at fresh approaches to product development, innovative pricing models, dealing with barriers and to build stronger relationships. It's a great opportunity to discover and explore the cultures of both countries, which are similar yet unique in their own ways.'

The activities are designed with an aim to learn various facets of the Indian culture such as food, hospitality, traditional clothes and accessories, lifestyle, wellness, dance and music. Visiting partners from South Africa will also be given a guided tour of the 'City of Pearls' with an opportunity to soak in its royal glory and experience its inherent style and age-old culture.

Schedule for the event will include a therapeutic session on yoga and wellness aimed at mental relaxation and also help bring alive the centuries old Ayurvedic traditions so synonymous with India; a session on basic Indian cooking and appreciation when pairing it with other traditional food items too help hospitality partners enhance their culinary knowledge when serving their Indian guests; a traditional 'braai' (barbecue) evening brimming with beats of the African drum will be followed by a Bollywood night resplendent in all its glory.

Ms. Sampat added, 'In destination marketing, it's important for both parties to understand the cultural mindset of people, those who are traveling and the place to which they are traveling. At such trade events, we put a special emphasis on this aspect, which we strongly believe has been a key element in the successful growth of Indian tourist arrivals to South Africa.'

More than hundred Indian travel agents from cities across India such as Mumbai, Delhi,

Ahmedabad, Chennai, Hyderabad, Pune, [Kolkata](#) and [Bangalore](#) will be invited to participate and interact with approximately 70 South African trade partners who have registered for the event.

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