



# TOURISM TUESDAYS

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#TourismTuesdays

MAY 2025 EDITION



*Inspiring new ways*

# NOTE FROM THE EDITOR

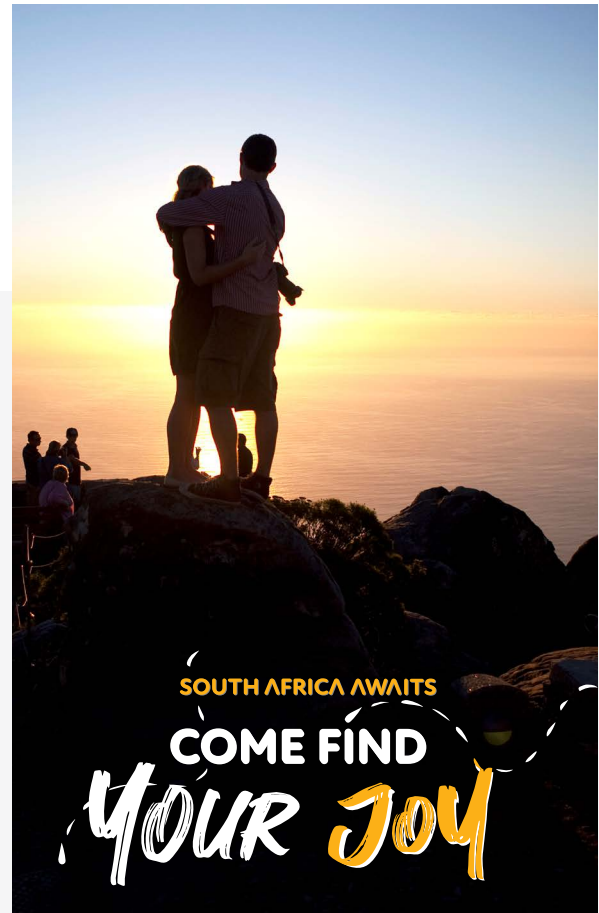
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It's been a month marked by joy, momentum, renewal and an exciting sense of growth!

This edition of **Tourism Tuesdays** captures the energy sparked at Africa's Travel Indaba 2025, which continues to ripple across the South African tourism industry. We also take an opportunity to reflect on the rising voices of young entrepreneurs, creatives, and changemakers that have brought fresh ideas and bold ambition to the fore.

This edition also spotlights key developments that demonstrate the sector's evolving strength: South Africa's top performance in the latest International Congress and Convention Association's (ICCA) global rankings; two new niche expos that signal bold thinking in the business events space; diverse new tourism products across provinces; and the continued regional collaboration across borders through initiatives like TRILAND™.

June is Youth Month in South Africa, so let's be intentional about unlocking space for young people



– not only to participate in tourism, but also to lead it. Their stories are already shaping the sector, and their ideas hold the promise of a more inclusive, responsive, and regenerative future.

We also honour the legacy of the late Honourable Lungi Mnganga-Gcabashe, Chairperson of the Tourism Portfolio Committee, who passed away recently. We are reminded of the importance of leadership rooted in integrity, service, and vision – all qualities that must continue to shape the path forward.

Thank you to all our industry partners, contributors and readers. May this edition inspire renewed purpose as we build a thriving, proudly African tourism sector – together!

**Warm regards,  
The Tourism Tuesdays Team**



# A Successful Africa's Travel Indaba 2025 Showcases An 'Unlimited Africa'

From exhibiting tourism and hospitality entrepreneurs, to celebrating fashion, arts and crafts, music, film, food and other cultural experiences, ATI 2025 was a vibrant expression of South Africa's joy.



**H**eld from 12-15 May 2025 at the Durban ICC in KwaZulu-Natal, this year's Africa's Travel Indaba (ATI) delivered on the continent's bold promise of an 'Unlimited Africa', with 10 000 attendees, over 1 300 exhibitors, and over 1 000 buyers in attendance. About 27 African countries were represented and 24 500 meetings were held.

ATI 2025 was opened by His Excellency Paul Mashatile, South Africa's Deputy President, along with the Honourable Patricia de Lille, South Africa's Minister of Tourism. In separate addresses, the pair shared how tourism contributed 6.8% to Africa's 2023 GDP, with a projected rise to 10.4% by 2030.

The Minister also shared the department's aims to welcome an extra million international air arrivals annually, while growing tourism employment to 2.5-million jobs in the next five years.

## Highlighting South Africa's youth, entrepreneurs and innovators

"Africa's Travel Indaba 2025 was a proudly pan-African event, reflecting the African tourism sector's immense potential," said Thembisile Sehloho, Chief Marketing Officer of South African Tourism.

"This year's event spotlighted township and rural tourism and hospitality enterprises. It also gave students from Durban University of Technology and other local culinary talents access to experience and opportunities," she said.

The KwaZulu-Natal Tourism & Film Authority supported 26 emerging tourism businesses who exhibited at their stand, while the Department of Tourism and other provincial tourism authorities supported about 400 SMMEs at the trade show.

**As for the impact that ATI had on eThekweni, the projected economic benefits – from event infrastructure and logistics to accommodation, restaurants, and local transport services – have been significant.**



## Another Successful G20 Tourism Working Group Meeting in eThekweni

**Between 11 and 13 May, South Africa hosted the second G20 Tourism Working Group (TWG) meeting in KwaZulu-Natal to further discuss their four tourism priorities for 2025.**

**P**atricia de Lille, South Africa's Minister of Tourism, warmly welcomed officials to our country during the opening ceremony on the first day of talks, emphasising the importance South Africa's G20 Presidency as the first African nation to hold this honour.

"The G20 summit is more than just an event – it is a statement that Africa is ready to take its rightful place in global economic leadership," Minister De Lille stated. "It demonstrates our proven ability to host safe, world-class events of this scale."

Nkhumeleni Victor Vele, the Director-General of the South African Department of Tourism, chaired the

meeting, which was attended by senior officials and tourism experts from G20 member nations, as well as representatives from invited guest countries and international organisations.

The TWG continued discussions on South Africa's four tourism priorities and deliverables, as agreed during the first virtual meeting on 5 March 2025.

### THESE ARE:

#### Priority 1

**People-centred artificial intelligence (AI) and innovation**

To use AI and technological innovation to enhance



travel and tourism start-ups and micro-, small- and medium-enterprises (MSMES). The deliverable is to create an action plan that finds ways to enhance these businesses through the use of technology.

## Priority 2

### Tourism financing and investment

To enhance equality and promote sustainable development, the deliverable is to host a seminar on how partnerships can be leveraged to obtain tourism financing and investment in a sustainable way that ensures continued growth in the sector.

## Priority 3

### Air connectivity for seamless travel

This priority focuses on facilitating seamless air travel between G20 member nations, with a deliverable that aims to achieve agreement on a G20 Tourism Report that outlines and helps to facilitate seamless connectivity.

## Priority 4

### Enhanced resilience

With the aim of achieving inclusive, sustainable tourism development, G20 member countries are required to deliver an action plan that focuses on building resilience for inclusive, sustainable tourism.

In general, there was a broad expression of support for South Africa's G20 presidency and the proposed priorities, while making a commitment to refine the deliverables. During the second TWG discussion, members also shared their examples of best practice, experiences and recommendations for inclusion in the required action plans and reports.

**The third and last G20 TWG meeting will take place from 9-10 September 2025 in Mpumalanga, South Africa. The outcomes of all these TWG meetings will inform the discussions that will be held at the G20 Tourism Ministers' meeting on 12 September 2025, also being held in Mpumalanga.**



# South Africa Leads the Continent in International Meetings

The latest ICCA data shows that South Africa has once again solidified its position as the leading business events destination in Africa.



According to the 2024 *Country and City Rankings Report* released by the International Congress and Convention Association (ICCA), South Africa hosted 98 international association meetings in the past year; more than any other country on the continent.

Cape Town emerged as Africa's top-performing city, hosting 58 ICCA-qualified meetings in 2024. The city also ranked among the world's top 10 by average delegate attendance, drawing an impressive 717 participants per meeting. This places the city ahead of global destinations like Madrid and Vienna in terms of audience size per event.

"We are proud to see the ICCA data reinforce our leadership in Africa and showcase the powerful economic and reputational value of hosting business events here. We continue our commitment to growing the geographic spread of these events and working with all role players to achieve economic impact for other regions within the country," said Darryl Erasmus, COO of South African Tourism.

The report shared that the global business events sector generated US\$11.6-billion in economic impact

from international association meetings in 2024 alone.

The ICCA report also shows Africa's growing global competitiveness, with the African business events industry valued at US\$13.2-billion in 2022, and projected to grow annually by 6.4% by 2030. That means South Africa is well-positioned as a springboard for flagship events across sectors that are shaping the continent's future, like healthcare, mining, energy, and technology.

Importantly, South Africa's strength lies not only in volume but in impact. The data reveals that destinations drawing larger delegate numbers generate significantly greater returns. Cape Town's high average attendance underscores its appeal for international associations seeking reach and relevance.

With growing emphasis on sustainability, and immersive local experiences, SA is a destination of choice for global associations looking to convene with purpose and create lasting legacies. That's why we remain committed to playing a leading role in shaping this evolving global meeting narrative – connecting people, ideas, and opportunity on African soil.

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“South Africa continues to deliver world-class experiences for international associations, thanks to our well-developed infrastructure, professional event services, and compelling mix of culture, connectivity, and innovation.”

– Darryl Erasmus, COO, South African Tourism





# It's Glam & Making Waves for Tourism!

## SANCB Backs Two Bold Business Events

Two new, first-of-their-kind business events give the sector a fresh direction.

**T**he South Africa National Convention Bureau (SANCB), a business unit of South African Tourism (SAT), is charting bold new territory in 2025 by supporting the country's first ever glamping and surf expos in June and November respectively.

### The Glamping Expo: 20-21 June, Johannesburg Expo Centre

Under the theme 'Reimagining Innovation and Regenerative Tourism', this expo will bring together thought leaders, eco-luxury suppliers, and sustainable travel innovators to explore how glamping is redefining outdoor tourism in Africa.

According to Grand Review Research, the global glamping market was estimated at US\$3.45-billion in 2024 and is expected to reach US\$3.79-billion in 2025, underlining the sector's growth trajectory.

With support from SAT and Gauteng Tourism, this event aims to position South Africa at the forefront of experiential, environmentally conscious travel.

### The Surf Expo Africa: 28-30 November, Cape Town

A celebration of Africa's surf culture, this landmark event is more than just a trade show – it's a cultural showcase and a business platform for the continent's fast-growing ocean lifestyle sector. SAT's partnership is a strategic move to unlock the economic potential of our surf-rich coastline and vibrant beach communities.

From eco-glamping in the bush to surfboards on the Cape's waves, South Africa's business events landscape is expanding in exciting, meaningful ways thanks to these new SANCB initiatives.

**Be part of the showcase!**  
**Glamping Expo**

Register as an exhibitor [here](#).

**Surf Expo Africa**

Get more information [here](#).

# Africa's Travel Indaba 2025 Highlights the Power of Our Youth

June is Youth Month in South Africa and the ideal time to reflect on the energy, innovation, and ambition that young people brought to Africa's Travel Indaba 2025 (ATI). It reminds us that the future of tourism is not only bright, it's already unfolding.



**A**t a thought-provoking ATI panel discussion titled: 'Youth Tourism and Backpacking: Unlocking SA's Appeal to Young Travellers', the panel answered key questions: How do we make travel more exciting and affordable for young South Africans? And how do we empower youth to take the lead in transforming the tourism sector?

Moderated by broadcaster and tourism advocate Zama Khumalo, the panel included dynamic voices like Sanele Zulu, Chief Executive Officer of the Green Youth Network; Ndabenhle Ntshangase, founder of AirStudent Travel; and Sandile Cele, founder of Volunteer and Travel. Their message was clear – the youth are ready to lead; they just need the right platforms and opportunities.

**“The youth are not useless, they are just used-less. We must link tourism with sustainability and let young people be the ambassadors for a green, responsible future.” – Sanele Zulu, CEO, Green Youth Network**

Ntshangase spoke of mindset and affordability, saying: “We need to make local travel aspirational for South African youth by building systems that make it easier and cheaper for them to explore their own country.”

Cele highlighted that youth tourism can also be a force for good: “Travel should be meaningful. Through volunteering and community-led tourism, young people can gain purpose and skills while exploring new places.”

According to WYSE Travel Confederation, a global not-for-profit membership organisation that represents the youth, student and educational travel industry, most of today's young travellers come from two generational cohorts: Generation Y – aka 'Millennials' – born between the early 1980s and 2000; and Generation Z, born after 2000.

Roughly 50% of Millennial and Gen Z travellers go holidaying, while the other 50% are seeking experiences, like working abroad, language study, higher education, au pairing, and volunteering. These experiential youth travellers generally stay longer and spend more.





## Entrepreneurship on Display

Among the many stories of inspiration that came out of Africa's Travel Indaba 2025, one name stood out: Nhlakanipho Msobo, founder of Kwa-Nhlaka's Desserts.



**N**hlakanipho Msobo is a 20-year-old dessert entrepreneur and founder of Kwa-Nhlaka's Desserts, from Chesterville in eThekweni, KwaZulu-Natal.

Through South African Tourism's 'South Africa Awaits – Come Find Your Joy!' campaign, Msobo was given the opportunity to showcase his handcrafted sweet treats at Africa's Travel Indaba 2025, an experience he describes as 'life-changing'.

"This was my first time at Indaba, and it's been overwhelming in the best way," said Msobo, whose

story is a glowing testament to the power of tourism to open doors.

South African Tourism's activation championed this young talent and amplified his story as he walks the often challenging path from local entrepreneur to the global stage.

His story also offers a glimpse into a more inclusive, opportunity-rich future, highlighting the evolving landscape of tourism, where youth-led innovation and storytelling are being recognised as vital drivers of growth.

“People are genuinely interested in what we're doing and now we want to grow across the country. We've made so many new connections at Indaba.” – **Nhlakanipho Msobo, Founder of Kwa-Nhlaka's Desserts**



## South Africa Enjoys a Successful Showcase at IMEX Frankfurt 2025

**From 20-22 May, South Africa had an impactful presence at the annual IMEX Frankfurt global trade show in Germany.**

IMEX Frankfurt's theme for 2025 was 'Impact 2.0: Activating the Future', which not only built on last year's theme of impact but also addressed the pressing challenges of our current global climate, while emphasising the importance of taking positive action through events.

South Africa's presence at IMEX comes at a time when the country is not only considered as a destination of choice for meetings and conferences, but also as Africa's top performer in the latest International Congress and Convention Association (ICCA) 2024 rankings.

Commenting on South Africa's participation at IMEX Frankfurt 2025, Darryl Erasmus, South African Tourism's Acting Chief Convention Bureau Officer, said: "South Africa's continued leadership in Africa's business events sector speaks to the strength of our quality infrastructure, world-class locations and leading academia. It also celebrates our unique, rich culture and heritage, and the resilience of our tourism economy. Our presence at IMEX Frankfurt 2025 is about showcasing what we offer and it demonstrates how we're also working hard to shape the future of business events in Africa, driving inclusive growth through partnerships."



# SOUTH AFRICA AWAITS COME FIND YOUR JOY

## Campaign Activated in the USA

The bold and immersive global brand campaign that brings South Africa's vibrant spirit to the world was recently launched into the American market.

In March 2025, South African Tourism launched its new global brand campaign: 'South Africa Awaits – Come Find Your Joy!' as part of its ongoing efforts to attract more local and international visitors to South Africa. The campaign inspires a child-like sense of wonder by inviting travellers to rediscover South Africa with the excitement and curiosity of a first-time visitor.

This is more than just a tourism campaign – it's an open invitation. Whether you're a young family, a group of friends, an adventure-seeker, or simply someone in need of a break, South Africa has something special for you.

### About the campaign

This global brand campaign is a celebration of the country's boundless energy, rich culture, and extraordinary experiences, it invites travellers to rediscover their sense of wonder, embracing the joy that travel to South Africa can unlock.

In a world where life's simple joys are often lost in the rush of daily routines, the new campaign invites us to reignite our child-like curiosity and embrace the thrill of exploration.



Another important aspect of the campaign is to inspire South Africans to explore their own backyard, reigniting our sense of adventure close to home.

At the heart of this campaign is a powerful television advert that reflects the essence of South Africa, where every corner holds an opportunity for something that makes you pause, smile, and feel alive.

### Presented at Africa's Travel Indaba 2025

During Africa's Travel Indaba BONDday, held on 12 May, Thembisile Sehloho, South African Tourism's Chief Marketing Officer, presented the campaign to the Tourism Communicators' Forum, which was attended by tourism authority marketing managers from South Africa's nine provinces. They received the campaign with enthusiasm and will now begin localising and adapting the campaign in their respective regions as part of our shared mission to market South Africa with one strong, unified voice.

**Let's continue working together to invite the world – and each other – to Come Find Your Joy!**



# TGCSA CORNER

TOURISM GRADING COUNCIL  
OF SOUTH AFRICA



# WESTERN CAPE

## Cape Town: The Museum of Illusions Opens on 31 May 2025

Located on Kloof Street, this will be the second Museum of Illusions (MOI) site in South Africa and the third on the continent. Founded in Zagreb, Croatia, in 2015, the MOI now operates in New York, Dubai, Paris and Shanghai, with each site offering interactive exhibits designed to explore perception, science and visual illusions.

“Cape Town’s creativity and curiosity make it the perfect home for our next sensory playground,” said Mark Collie, owner of the Museum of Illusions South Africa. “After the overwhelming response in Johannesburg, we’re incredibly excited to bring this unique experience to the Mother City.”

The museum will feature more than 60 exhibits, including the Tilted Room, Clone Table and Infinity Room. Unlike traditional museum protocols, visitors to the MOI are encouraged to interact with displays and take photos.

**The Cape Town venue will operate seven days a week. Mondays to Wednesdays from 09:00 to 19:00; Thursdays to Saturdays from 09:00 to 21:00; and Sundays and public holidays from 09:00 to 19:00. Tickets will be available online and at the door, with pre-booking advised.**

**Visit the MOI website:**

[www.moicapetown.co.za](http://www.moicapetown.co.za)

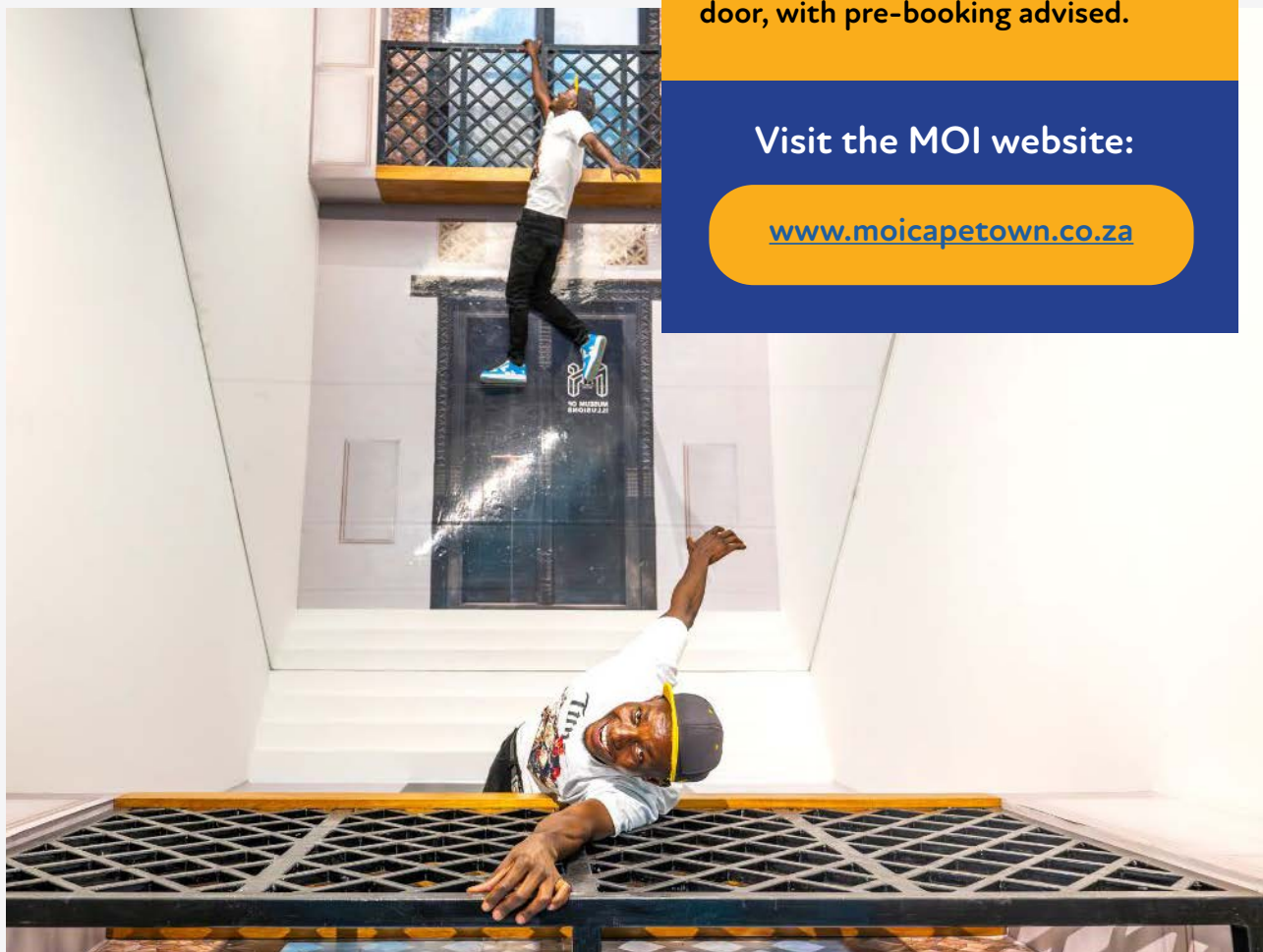


IMAGE: Museum of Illusions Cape Town

# KWAZULU-NATAL

## iNkonjane Nature Reserve: A New 182-Hectare Conservation Area



**E**zemvelo KZN Wildlife has confirmed the declaration of the iNkonjane Nature Reserve, a 182-hectare protected area adjacent to iMpendle Nature Reserve in KwaZulu-Natal (KZN). Without internal fencing between the two reserves, wildlife can move freely, enabling integrated habitat management, and ecosystem protection.

The announcement was recently made by Reverend Musa Zondi, KZN's MEC for Economic Development, Tourism and Environmental Affairs. It represents strategic expansion of the provincial protected area network, supporting multiple threatened species.

The new reserve provides critical foraging habitat for the critically endangered blue swallow and is home to four of the country's remaining 30 breeding pairs. It also supports the critically endangered Pennington's protea butterfly, a species endemic to the greater uMkhomazi River Valley. The butterfly is dependent on the common sugarbush protea, which serves as its sole host plant.

Additional conservation priorities include the endangered oribi and mountain reedbuck, and the near-threatened grey rhebok, with potential reintroductions planned. These animals are found in sections of southern KZN's moist grassland and eastern mist belt forest – ecosystems that still face pressure from development.

### Protecting ecosystems in KZN

The reserve was established through a biodiversity offset agreement between Ezemvelo KZN Wildlife and uMngeni-uThukela Water, following the construction of a wastewater pipeline through Midmar Nature Reserve. As part of the agreement, Ezemvelo secured new land for conservation to mitigate environmental impacts.

The declaration brings Ezemvelo's managed land to nearly 520 000-hectares and increases the province's total protected area coverage to just over 10%. The reserve is not yet open to the public but visitors can access neighbouring iMpendle Nature Reserve.



# MPUMALANGA

## TRILAND™: South Africa, Eswatini, and Mozambique Launch Bold Tourism Alliance



South Africa's Mpumalanga Tourism and Parks Agency, the Eswatini Tourism Authority, and Mozambique's National Institute of Tourism have joined forces under the TRILAND™ initiative, a strategic collaboration to position the region as a world-class destination for tourism, trade, and investment.

Rooted in a history of co-operation dating back to 1928, this trilateral effort aims to showcase the region's unique appeal: Nature in Mpumalanga, Royal Tradition in Eswatini, and Sea and Sandy Beaches in Mozambique. The partnership also focuses on integrated marketing, sustainable tourism, infrastructure upgrades, and a potential uni-visa to ease travel across the region.



A recent familiarisation tour for local tour operators and media highlighted the cross-border experiences that TRILAND™ offers, helping create attractive, multi-country tourism packages. With a five-point rollout plan including joint marketing, route development, and collaboration at flagship events the TRILAND™ initiative is paving the way for a stronger, more integrated regional tourism brand.

# GAUTENG

## Johannesburg: Amapiano Dance Class Experience with Lunch



Step into the heart of Johannesburg and experience South Africa's urban culture like never before through dance, rhythm, and authentic connection. The Amapiano Dance Class Experience is more than just a class; it's a joyful celebration of music, movement, and community.

This beginner-friendly session invites both locals and travellers to groove to the infectious beats of Amapiano, South Africa's globally rising music genre that fuses deep house, jazz, and kwaito.

Whether you've got two left feet or dance is your second language, everyone is welcome! Expert instructors will guide you step-by-step through signature Amapiano moves in a relaxed and lively environment.

After working up an appetite, the experience winds down with a delicious home-cooked lunch in a local



residence, offering a taste of South African hospitality that's as warm and welcoming as the dancefloor.

## STEP UP & SIGN UP

For more info [click here.](#)





## Tourism Mourns the Passing of the Honourable Lungi Mnganga-Gcabashe

The tourism sector mourns the untimely passing of Lungi Mnganga-Gcabashe, Member of Parliament and Chairperson of the Portfolio Committee on Tourism.

**A**s a distinguished Member of Parliament and Chairperson of the Tourism Portfolio Committee, Lungi Mnganga-Gcabashe dedicated herself to advancing the tourism sector by ensuring its role as a driver of economic development and inclusivity.

We extend our heartfelt condolences to her family, colleagues in Parliament, and all who had the privilege of working with her.

May her soul rest in peace.

**Her leadership in Parliament was defined by wisdom, integrity, and an unwavering commitment to the growth of our tourism industry.**