



TOURISM TUESDAYS

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#TourismTuesdays

SEPTEMBER 2025 EDITION



Inspiring new ways

NOTE FROM THE EDITOR

September was a defining month for South Africa's tourism sector. As we marked Tourism Month, the country came alive with energy, innovation, and collaboration that reaffirmed the strength of our industry.

Highlights included the inaugural Tourism Investment Summit in Cape Town, which put South Africa firmly on the global stage, and the G20 Tourism Hackathon in Mpumalanga, where creativity and fresh thinking stole the spotlight.

On the home front, Sho't Left Travel Week once again confirmed the passion for domestic travel, while the TBCSA Tourism Leadership Conference reminded us of the value of partnerships between policy, people, and business.

We're especially proud to celebrate the SA Tourism Sho't Left team, whose "Perfect Match" campaign scooped the Black Onyx Award for Best Customer Experience in digital marketing. This clever tool dubbed "the dating app of travel" matches travellers with experiences tailored to their mood and personality.

If you haven't seen it yet, take a look [here](#).



Tourism Month closed on a high with vibrant celebrations at Constitution Hill on 27 September 2025, a showcase of our cultural richness and the diversity of experiences that make South Africa truly unique.

This edition brings you these milestones, industry updates, and a deeper look at our heritage reminding us that our story is as compelling as the destinations we share with the world.

Enjoy the read!

SAT 2024/2025 ANNUAL REPORT

The South African Tourism Annual Report for 2024/25 Financial Year has been tabled in Parliament on 30 September 2025.

[Click here to access the report.](#)



Tourism Month 2025: A Celebration of Sustainable Travel and Inclusive Growth

September 2025 marked Tourism Month, South Africa's annual celebration of travel, heritage, and homegrown exploration. Under the theme "Tourism and Sustainable Transformation", South African Tourism's campaign highlighted tourism's role in empowering communities and driving inclusive growth.

This year's theme underscores tourism's role as a powerful engine for transformation. With women making up over 70% of the sector's workforce and a fast-growing base of youth and SMME-led enterprises, tourism holds enormous potential to tackle unemployment and inequality when supported by sustainable initiatives and inclusive policies.

"Tourism is a catalyst for change when it is rooted in communities. From township homestays to rural craft collectives, we are seeing first-hand how tourism can redistribute opportunity. The Grading Council's BQV system ensures that this opportunity is inclusive, sustainable, and transformative," said Deputy Minister of Tourism, Maggie Sotyu.

Key highlights this year include:

- **Sho't Left Travel Week** (8–14 September) – an annual campaign encouraging domestic tourism by tackling affordability head-on. South Africans can access discounts of up to 50% across tourism products and experiences in all nine provinces, making it easier for locals to explore the richness of their country.
- **National Parks Week** (9–15 September) – offering free day access to selected parks for South African ID-holders, opening the door for more citizens to connect with natural heritage.
- **Community-driven experiences nationwide** – from township tours to rural cultural routes, travellers can discover grassroots gems that showcase authentic South African stories.



- **Buhle Magwentshu**, founder of Asmara, a South African artisanal coffee micro-roastery, aiming to make artisanal coffee accessible to a wide range of customers.
- **Mapholo Ratau**, founder of the proudly South African brand Ledikana, who is preserving culture through contemporary fashion inspired by African traditions.
- **Zandra Habana**, visionary behind Inkenzo, who is redefining destination management by creating innovative, women-led travel solutions.

Their stories reflect the resilience, creativity, and innovation that sustainable tourism can unlock when women and SMMEs are placed at the centre.

“Tourism Month is about more than travel, it is about nation-building. It is a reminder that every journey taken inside our borders helps fuel the economy, support small businesses, and connect South Africans to the richness of our land and each other,” said Minister of Tourism, Patricia de Lille.

The month concluded on World Tourism Day (27 September), reinforcing tourism’s power as a driver of sustainable growth and cultural pride.



Tourism Investment Summit is a Game-Changer

Held on 10th September 2025 in Cape town, the Tourism Investment Summit promotes job-creation and a boost for our GDP.

The inaugural Tourism Investment Summit was held ahead of the G20 Tourism Ministers Meeting, with the aim of furthering destination development projects by showcasing tender-ready investment opportunities and ensuring a smooth working relationship between the private and public sectors.

Delivering her keynote address, Minister of Tourism, Patricia de Lille, noted that the gathering served as a G20 Tourism Legacy platform. It brought together high-level decision-makers, investors, and industry leaders to unlock new opportunities in global tourism investment. It is expected to take place annually.

There's work to do!

During the summit, eight projects valued at R1-billion were presented to delegates, while the private sector was urged to partner with the government on flagship infrastructure initiatives. These, the Minister said, offered guaranteed bankable prospects.

The infrastructure projects highlighted included Mpumalanga's God's Window Skywalk, which sought a R200-million investment; and the Eastern Cape's Hole in the Wall Resort, which needs R141-million. Other projects included the Western Cape's Tokai



Zurab Pololikashvili, the United Nation's Tourism Secretary General and Patricia de Lille, Minister of Tourism.

“South Africa is a country that combines natural and cultural richness with world-class infrastructure, a resilient financial system and a welcoming investment climate.”

Manor, Table Mountain National Park and Groote Schuur Estate Tea Room and Restaurant, Tshwane's Eye of Menlyn, the Eastern Cape's Water World Fun Park in Buffalo City, the Western Cape's Orpen Kruger Lodge, and the Kruger National Park's Skukuza Rest Camp.

“These are public and private sector projects, with a strong return on investment and high community impact,” the Minister said. “This is just a fraction of what lies in our national pipeline, which is rich, diverse, and growing. We stand here not only as a nation of immense tourism potential, but also as a gateway to Africa.”

She also highlighted that the recent reforms to public-private partnership regulations now allow for flexible financing models – from design-build-operate partnerships to crowdfunding – aimed at unlocking infrastructure growth, allowing investors to provide the country with innovative financing models.

Sustainable tourism guidelines

Zurab Pololikashvili, the United Nation's Tourism Secretary General told the summit:

According to UN Tourism, South African start-ups attracted more than US\$39-million (about R678-million) in venture capital between 2019 and 2024, accounting for more than half of the continent's total investment in tourism solutions.

A major outcome from the summit was the release of the Tourism Investment Guidelines, developed in partnership with UN Tourism, which provide a practical roadmap for aligning investment flows with responsible, inclusive, and sustainable tourism development across the G20 and beyond.

In her closing remarks, Minister de Lille emphasised that “South Africa is a nation at work, and we are about action. Partner with us. Together, we can deliver a bold new chapter in tourism investment, for our country, for Africa, and for the world.

Thank you for being part of Sho't Left Travel Week 2025!

Sho't Left Travel Week took place from 8 to 14 September 2025 and, once again, South Africans responded enthusiastically to the campaign, snapping up some great deals along the way.

Here's a snapshot of the campaign's highlights, by the numbers:

60 570

deals viewed during the campaign.

Conversion rate of **11,41%** from deal views to booking enquiries, with more than double the industry benchmark of 2% to 5%.

Our new Chatbot, Mothusi, engaged nearly **60 000** users, helping them navigate, refine their searches, and discover the right deals.

Some of the favourite experiences booked

RANK	DEAL & VENUE
1	All inclusive Seascape Resort
2	Sun City Valley of the Waves
3	Harties Cableway
4	Kiara Lodge
5	Belabela
6	Mapungubwe Hill World Heritage Site
7	Zimbali Lodge

What's next?

Summer is around the corner, and we're gearing up for another impactful campaign with nationwide marketing across all major media platforms.

Don't miss out, log in or register today to upload your deals!

CLICK

Need guidance?

Watch our short tutorial on YouTube:



We look forward to showcasing your amazing offers and making this summer a season to remember!

G20 Tourism Hackathon Winners Announced

48 of South Africa's brightest students showed how AI can help redefine the future of tourism, but only one could emerge as champion.



G20 Tourism Hackathon winning group: The Catalysts

Front row: left to right: Morongwa Manamela (University of Pretoria); Teagon Spykerman (University of Johannesburg);
Back row: left to right: Matshidiso Ralekholela (The Independent Institute of Education); Bongiwe Nkosi (University of Mpumalanga); Teboho Selepe (Vaal University of Technology); Zinhle Methula (Durban University of Technology); Khanyisa Mokgolobotho (Sefako Makgatho Health Sciences University)

In June 2025, Minister of Tourism Patricia de Lille launched the first-of-its-kind G20 Tourism Hackathon Challenge at the University of the Western Cape. The call was simple but bold: 48 students from 21 universities were invited to form teams and harness Artificial Intelligence (AI) to reimagine the future of tourism.

From that launch, the journey began. Over the months that followed, the teams collaborated across campuses, refined their concepts, and pushed their creativity to design solutions that could stand out in a global space. They were not just preparing for a competition they were preparing to shape how

tourism can drive job creation, inclusivity, and sustainability.

The much-anticipated moment arrived on 10th–11th September 2025 in Mpumalanga. Over two intense days, the students came together, collaborated under pressure, and were mentored to transform their ideas into practical, AI-driven prototypes. They then presented their solutions before a panel of academics, tourism experts, and government leaders, who praised their creativity, feasibility, and strong commitment to people-centred innovation.



Their solutions addressed pressing themes:

- **Smart Tourism** – seamless travel experiences and support for SMEs
- **Community Inclusion** – connecting visitors to hidden gems in small towns and villages
- **Cultural & Heritage Innovation** – preserving stories and bringing history to life through tech

The journey reached its peak when the finalists presented their innovations alongside the G20 Tourism Ministers' Meeting which took place on 12 September 2025 in Mpumalanga.



And the winners are...

1ST PLACE:

The Catalysts, received R175 000 in funding

Their idea, the Hologram Hub, is a platform that empowers rural communities to preserve their culture and attract tourists through immersive storytelling.

2ND PLACE:

Map My Biz, awarded R140 000 in funding

A smart map and AI-driven solution that makes rural entrepreneurs globally visible, trusted, and supported.

3RD PLACE:

Ubuntu Unlimited, won R105 000 in funding

Their idea is a digital tourism platform blending virtual reality, AI, and Web3 to showcase South Africa's rural cultures to the world.

All the other groups, from fourth to seventh place, were awarded R35 000 per group.

TOURISM LEADERSHIP CONFERENCE'25

Tourism Leadership Conference Charts Path for Inclusive Growth



“From now on, the first impression tourists will get of South Africa will be a seamless online system, positioning our country as a leader in digital transformation.”
Schreiber declared

Sun City hosted the fourth annual TBCSA Tourism Leadership Conference from 17–19 September 2025, bringing together industry leaders, policymakers and entrepreneurs under the theme “Matters of Tourism: Growth, People and Policy.”

With tourism contributing R618.7 billion to the economy in 2024 and supporting 1.8 million jobs, the sector remains central to South Africa’s growth. Key discussions highlighted the need for enabling policies, digital innovation, and skills development to meet the target of 15 million arrivals by 2030.

The conference opened with a keynote from TBCSA Chairperson Jerry Mabena, who drew attention to the golden thread between growth, people and policy. “Growth without people is unsustainable. People without supportive policy are disempowered. Policy without concerted action risks being little more than words on paper,” he told delegates.

Minister of Tourism Patricia de Lille echoed this sentiment, reminding attendees of the Tourism Growth Partnership Plan, anchored on five pillars to deliver jobs, skills and opportunities.

One of the most anticipated announcements came from Home Affairs Minister Dr Leon Schreiber, who unveiled the Electronic Travel Authorisation (ETA)

platform. Designed to modernise visa applications, capture biometrics in real time, and cut processing delays, the ETA is poised to transform the traveller experience while enhancing border security. “From now on, the first impression tourists will get of South Africa will be a seamless online system – positioning our country as a leader in digital transformation,” Schreiber declared.

The final day spotlighted SMMEs as the backbone of tourism, with commitments from government to ease regulations, introduce entrepreneurship as a school subject, and strengthen support through the planned Office of the Small Business Ombudsman. Digital strategist Lebo Lion and funding specialists also provided tools for entrepreneurs to scale their businesses.

Closing the conference, Deputy Minister of Tourism Maggie Sotyu urged collaboration across sectors: “Our task is to translate vision into action and ensure that growth is inclusive, sustainable and transformative.”

Four years on, the TBCSA Tourism Leadership Conference has cemented itself as a platform for action, uniting leaders to align growth, policy and people in shaping the future of South African tourism.

Beyond the Big Five: Finding South Africa's Soul

Our country is a living, breathing tapestry of heritage, experiences, lifestyles and lively citizens who are proud of where we call home.



South Africa is famous for its wildlife and stunning landscapes, but the nation's truest treasure lies in its vibrant, living heritage – the heartbeat found in its art, dance, and stories. This is a journey beyond the safari, an invitation to find your joy in the soul of a nation, where the past is dynamically alive in the hands, voices, and footsteps of its people.

Ancient Stories Written in Stone

Long before the written word, South Africa's stories were painted onto the very bones of the earth. In the **Maloti-Drakensberg Park**, a UNESCO World Heritage Site, you can explore sandstone caves and rock shelters that hold the world's most magnificent collection of San rock art.

For 4 000 years, the San people chronicled their lives and beliefs in thousands of intricate paintings. To stand before these ochre figures is to witness a conversation across millennia – a library of wisdom that reveals a deep connection to nature and a profound spiritual heritage.

Nearby, in the **Golden Gate Highlands National Park**, another story is embedded in stone, this one connecting ancient mythology with prehistory. Local BaSotho communities once discovered enormous fossilised bones, giving rise to the legend of Kgodumodumo, a “great giant”. Today, we know these bones belong to the long-necked dinosaur *Massospondylus*.



The state-of-the-art **Kgodumodumo Dinosaur Interpretive Centre** celebrates this dual heritage, showcasing incredible fossil wealth, while honoring the indigenous cultures that first interpreted these ancient remains. It's a powerful link between folklore and modern discovery.

A Golden Legacy and a Living Archive

Journey north to the **Mapungubwe Cultural Landscape**, a UNESCO World Heritage Site and home to a sophisticated African kingdom that thrived a thousand years ago. This bustling hub of trade connected Southern Africa with Egypt, India, and China. Its story, almost lost to time, is now told through exquisite artifacts unearthed from its soil, including the iconic Golden Rhinoceros. This relic symbolises a powerful monarchy and a rich cultural identity, reminding us that South Africa's history is one of ancient innovation and regal grandeur.

In the villages of **Zululand** and beyond, the past is a constant companion, celebrated in daily life. Here, you can hear the echoes of Amahubo, the ancient hymns of the Zulu nation, carried on the voices of modern custodians. Listen for the soulful sounds of the udloko and umakhweyana – traditional instruments revived by passionate cultural ambassadors. You can feel this heritage in the thunderous stomp of Zulu dancers, their movements telling tales of hunts, battles, and celebrations. To experience this is to understand that culture is not a relic, but a dynamic and continuous dialogue between generations.



A New Generation of Storytellers

The same creative spirit that painted the Drakensberg and built Mapungubwe now flows through a new generation of visionaries who are redefining South Africa's cultural landscape. Artists like **Wonder Buhle Mbambo** create spiritually charged portraits that celebrate heritage, while acclaimed authors like **Keletso Mopai** use the written word to give voice to modern stories with



South African Tourism India's Corporate Think Tank in Hyderabad

South Africa Leads the Charge in Growing Its MICE and Leisure Sector in Hyderabad

South African Tourism announced the launch of the fifth edition of its flagship corporate engagement initiative, Corporate Think Tank, with its first event having started at Hyderabad. The event brought together over 25 participants for an exclusive event of dialogue and collaboration. Designed as a four-city series, the initiative aims to strengthen partnerships between South African Tourism and India's corporate sector. Through insightful discussions, destination showcase, and interactive networking, Corporate Think Tank provides a strategic platform to explore South Africa's potential as a leading destination for business events, MICE, and leisure travel.

Hyderabad has emerged as a key focus market for South African Tourism, driven by its thriving multinational presence and growing outbound travel potential. With the city's corporate ecosystem

spanning IT, pharma, and healthcare, South African Tourism is prioritising Hyderabad as a strong source market for MICE travel.

During recent Corporate Think Tank event in the city led by Ms. Deepika Nair, Acting Trade Manager, South African Tourism, positive discussions highlighted South Africa's strengthened positioning as a preferred MICE hub backed by improved connectivity through upcoming direct flights from India and simplified visa processes, including faster approvals within five working days and initiatives like the Trusted Tour Operators Scheme. These developments are making travel more seamless for Indian businesses.

"The Corporate Think Tank plays a pivotal role in understanding the evolving requirements of Indian businesses and in simplifying their incentive travel planning," said Mr Gcobani Mancotywa, Regional General Manager for Asia, Australia, and Middle East,



South African Tourism. “I am delighted with the strong participation as we kick off this year’s series in Hyderabad, a city brimming with potential for global business travel. The discussions have been extremely positive, and we are excited about the opportunities ahead to host corporate events and meetings in South Africa. With India being one of our fastest-growing markets, Hyderabad’s corporate sector will play an instrumental role in driving South Africa’s MICE growth.”

With 47% of India’s population currently aged 15 to 54, MICE is projected to rise to 60% by 2025 and 56% by 2050 corporate spending on overseas events, expanding infrastructure, and enhanced global connectivity are set to propel India into a global MICE powerhouse, positioning South Africa as a natural and compelling partner in this upward

journey. This growth is fueled by India’s booming outbound travel market, the world’s second fastest growing after China, driven by a youthful and educated population, a rising middle class, and increasing disposable incomes.

South Africa has emerged as a leading destination for MICE travel from India, with its diversity of offerings ranging from over 3,000 adventure activities and iconic wildlife safaris to scenic road trips and awe-inspiring natural beauty all of which can be experienced within a week. The Rainbow Nation’s ability to deliver rewarding, cost-effective, and value-driven experiences has made it a top choice for Indian corporates seeking memorable incentive getaways, with South African Tourism consistently building a strong reputation as a trusted partner in this space.



Refilwe Fosu-Amoah, Global Trade Relations Officer, and Bronwen Auret, Chief Quality Assurance Officer, of the Tourism Grading Council of South Africa (a business unit of SA Tourism)



Club Med South Africa

SA Tourism had the pleasure of hosting senior executives from Club Med's global team in France, Gino Andreetta (Global Deputy CEO & CEO EMEA, Indian Ocean, French West Indies Resorts) and Gregory Lanter (Deputy CEO, Chief Development Officer: Construction, Property, and Mountain Strategy), together with key tourism stakeholders at Bojanala House, SA Tourism Offices on 5th September 2025. Their visit comes at a crucial time, with the opening of the Club Med South Africa Resort coming in July 2026 and sales going live this October.

Celebrating Connectivity & Growth in African Aviation

On 6th September 2025, SA Tourism's Chief Quality Assurance Officer, Bronwen Auret, and Global Trade Relations Officer, Refilwe Fosu-Amoah, proudly represented SA Tourism at the exclusive FLYGABON Breakfast, an event marking the official launch of Fly Gabon's new route and the continued expansion of their network. South African Tourism remains committed to building strategic partnerships that grow tourism, unlock new opportunities, and bring the beautiful continent even closer together.

The gathering brought together key players from across the travel and tourism ecosystem, including tourism authorities, diplomatic representatives, media partners, and aviation leaders. Honoured with a warm welcome from the Chief Executive Officer of FLYGABON, Mr Nyl Charles Moret-Mba, whose vision continues to strengthen intra-African connectivity and foster regional collaboration.



Cape Town Air Access Celebrates 10 Years of Impactful Connectivity

On the 16th of September 2025, Cape Town Air Access celebrated a decade of success in expanding air connectivity for Cape Town, the Western Cape and South Africa at large. SA Tourism's Global Trade team attended the prestigious celebratory event.

Highlights included the introduction of Cape Town's first direct flights to New York and São Paulo, and a post-COVID recovery in air connectivity that outpaced global hubs like Paris and London.

As Wesgro CEO Wrenelle Stander said: "Every new route carries more than passengers. It carries jobs, trade, investment, and knowledge. Connectivity turns geography into opportunity. It strengthens resilience. It builds inclusion. And it sharpens competitiveness."



CemAir 20th Anniversary

On 19th September, CemAir marked 20 years of operations with a celebration at their offices at OR Tambo International Airport in Johannesburg. The CemAir team were joined by SA Tourism colleagues to recognise the company's journey as a carrier and lessor. PS: it's "Sem-Air" not "Kem-Air"



25
YEARS OF
QUALITY ASSURANCE



TOURISM GRADING COUNCIL SA

TGCSA CORNER



TGCSA Benchmark Properties

Benchmark properties are those recommended by the Tourism Grading Council of South Africa's (TGCSA) Property Approvals Committee during pre-screening and viewing, due to their exceptional product offerings, regardless of category or star grading level.

These properties are escalated to South African Tourism's Brand Experience team, tasked with sourcing new products for tourism hosting needs. This team facilitates inclusive growth by incorporating emerging or transformed businesses, promoting geographic diversity across the country.

Kilima Franschhoek, Franschhoek, Western Cape Province

Step into the timeless elegance of a historic Villa in Franschhoek, where bespoke antique pieces and over 200 curated art pieces transport you to a bygone era. Surrounded by the picturesque mountains and wine farms of French Huguenot heritage, our luxurious retreat invites you to immerse yourself in the rich history and culture of this enchanting valley.

FOR MORE INFORMATION,
Email: gm@kilimafranschhoek.co.za
Website: kilimafranschhoek.co.za

Goats Window Luxury Safari Lodge, Cape Town, Western Cape Province

Goats Window is not just a destination, it's a living, breathing legacy. Originally a sustainable farming vision under VEA Agri & Tourism, Goats Window has become a sanctuary where eco-luxury meets heritage. What began as a place for goats has grown into a place for people, where design meets bushveld, and every sunrise feels like a personal invitation.

FOR MORE INFORMATION,
Contact: +27 21 201 6904
Website: goatswindow.com



TGCSA 5-Star Premium Products

The TGCSA's 5-star premium classification represents the highest level of luxury accommodation in the country. This special designation distinguishes exceptional establishments from standard 5-star venues, awarded only to places offering outstanding quality, personalised service, and memorable experiences.

These properties exceed expectations in all areas, from superior furnishings and modern amenities to excellent cuisine and attentive hospitality. The following properties have each been awarded a 5-Star Premium Award:

Sala Beach House, Ballito, KwaZulu-Natal Province

Sala Beach House is an intimate boutique hotel that's all about luxurious coastal living. With enormous picture windows, spectacular ocean views and direct access to the beach, it offers a chance to indulge in barefoot luxury while soaking up KwaZulu-Natal's balmy beachfront vibes.

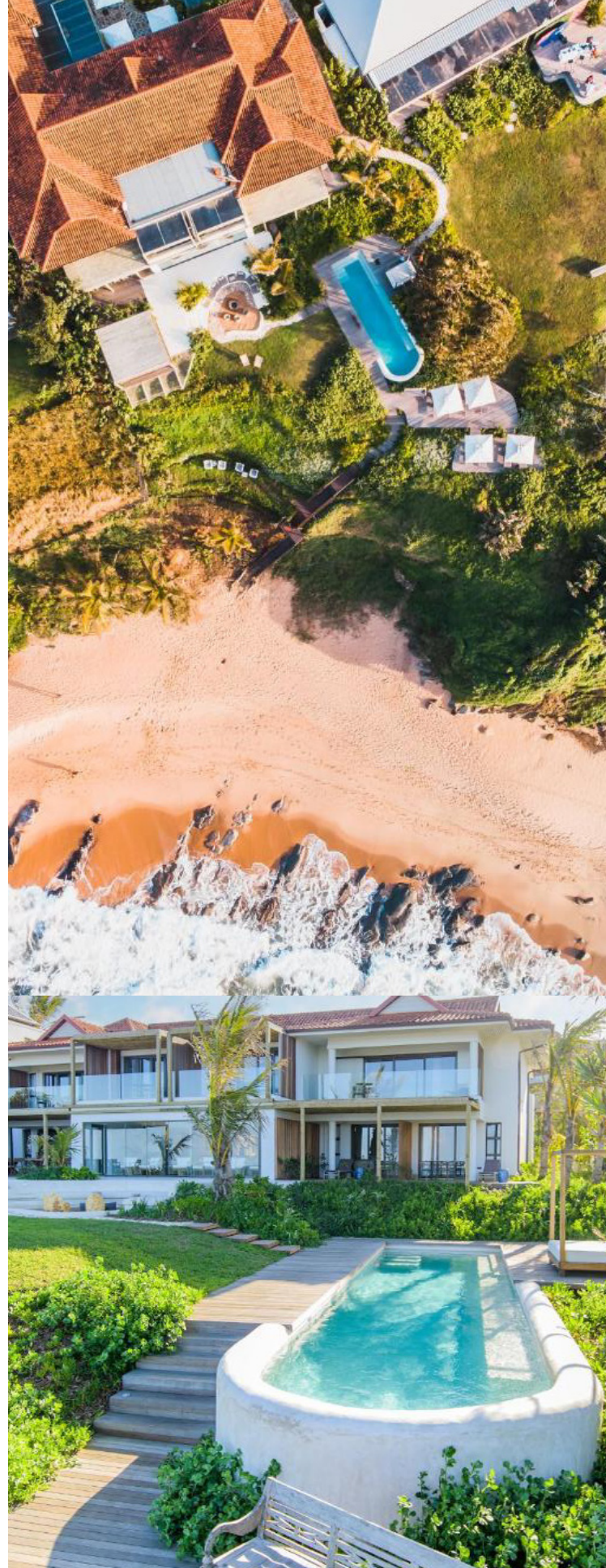
The resort's architectural charm seamlessly blends contemporary sophistication with coastal beauty, offering guests an oasis of serenity.

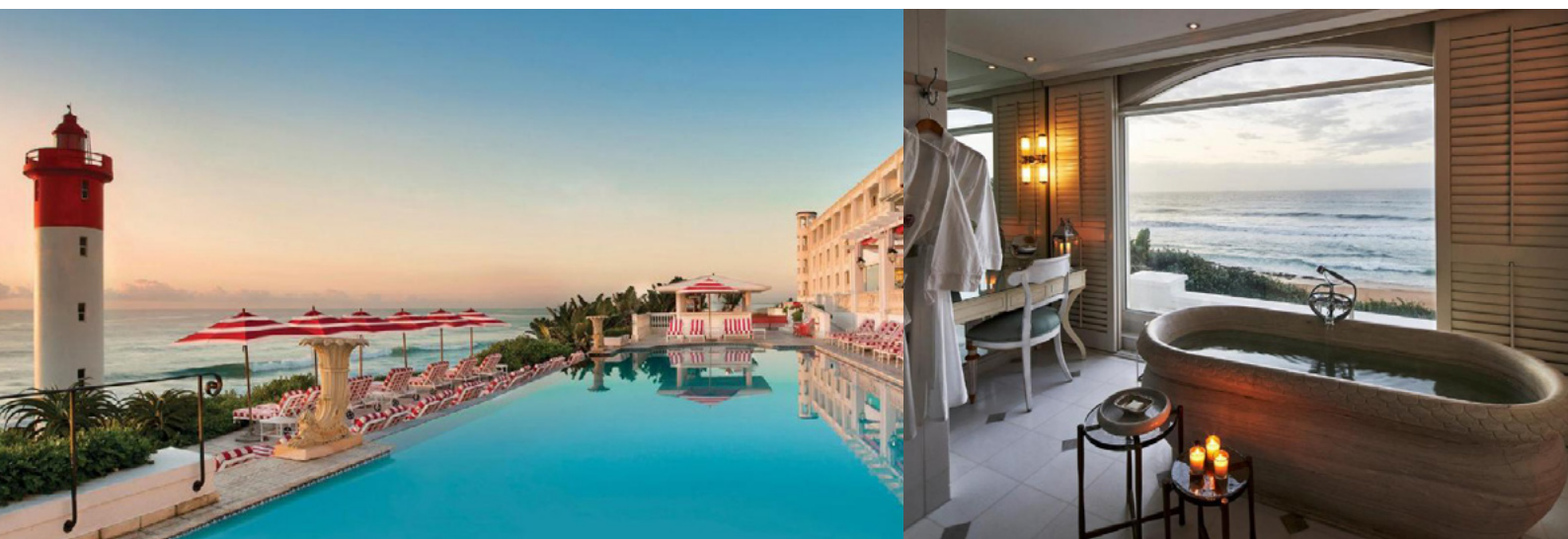
FOR MORE INFORMATION,

Contact: +27 32 492 0420

Email: stay@salabeach.co.za

Website salabeach.co.za





Oyster Box Hotel, uMhlanga, KwaZulu-Natal Province

Occupying a majestic location on the Umhlanga beachfront in KwaZulu-Natal province, The Oyster Box is a proud part of The Red Carnation Hotel Collection and one of South Africa's most celebrated hotels. It is renowned for its remarkable coastal views and the understated luxury and gracious hospitality that have become hallmarks. Just a 20-minute drive from King Shaka International Airport, The Oyster Box offers an array of individually decorated rooms and suites, an award-winning spa set amid tropical gardens, and a mouthwatering selection of restaurants and bars.

FOR MORE INFORMATION,

Contact: +27 31 514 5000, Email: info@oysterbox.co.za Website: oysterboxhotel.com

Basic Quality Verification Phase Two Audit KwaZulu-Natal



From left to right: Teddy Ntsente; Provincial Quality Assurance Specialist at TGCSA; Ntokozo Ngidi, BQV Evaluator; Lucky Nhlabathi, owner of The Soil Boutique Hotel and Bontle Montle, TGCSA Coordinator

The Tourism Grading Council of South Africa (TGCSA) is the only officially recognized body responsible for quality assurance in South Africa and is responsible for the TGCSA star grading programme and the new BQV programme.

The TGCSA launched the rollout in KwaZulu-Natal in 2022, the BQV programme provides structured development that enables tourism accommodation products that do not meet the TGCSA core requirements of grading. The objective of the BQV programme is to provide accommodation products with access to trade, enterprise development, and the tourism sector. The programme allows products to be certified as a Basic Quality Verification provider for a duration of up to two (2) years.

As part of this ongoing journey, TGCSA will conduct Phase Two Audits of approved BQV properties across KwaZulu-Natal from 22 September to 22 October 2025. The audit will cover establishments in Harry Gwala, Umzinyathi, Amajuba, Empangeni, Ugu,

iLembe, King Cetshwayo, uThukela, uMgungundlovu, Mkanyakude, Zululand, and eThekweni. To ensure efficiency, TGCSA will work alongside experienced BQV Evaluators who assessed these properties during phase one.

Following the audits, qualifying properties will transition into the Department of Tourism's Homestay Incubation Programme. This two-year development initiative provides mentorship, coaching, and marketing support to help properties close gaps, build competitiveness, and prepare for formal star grading.

The programme's success is evident: in the Eastern Cape, seven properties that began as BQV participants have already advanced through incubation to achieve formal TGCSA grading. KwaZulu-Natal is now set to follow this path, strengthening its accommodation offering while empowering local enterprises to thrive.

Upcoming Tourism Events

Here are some of the events to look forward to between October and November 2025.

EVENT NAME	DATES	LOCATION
Magical Kenya	1 - 3 October 2025	Kenya
WTM London	4-6 November 2025	UK
IBTM World Barcelona	18-20 November	Spain
Township and Village Intra-Trade Conference 2025	13 – 14 November 2025	KwaZulu-Natal
G20 Leaders' Summit	22 – 23 November 2025	Gauteng
50th SELECTOUR Congress	25 – 30 November 2025	Western Cape
2025 Surf Expo Africa	28 – 30 November 2025	Western Cape