

TOURISM TUESDAYS JOIN THE CONVERSATION

#TourismTuesdays



NOTE FROM THE EDITOR

s we move towards hosting the G20 Leaders' Summit in Johannesburg in November, South Africa once again will be championing sustainable, inclusive growth through tourism.

Last month's G20 Tourism Ministers' Meeting in Skukuza, Mpumalanga, set the tone for this global gathering, celebrating collaboration, inclusivity, and sustainability. Highlights included community engagements across Mpumalanga. The Sustainability Village showcased local creativity and entrepreneurship, illustrating tourism's power to connect people, economies, and the planet.

As we wrap up October, we also look back on the ArtVenturous Travel Conference 2025, held in Soweto from 20-21 October. The event celebrated innovation, cultural storytelling, and tourism experiences that continue to inspire and reimagine how South Africa is experienced by travellers.

Looking ahead, we look forward to the World Travel Market (WTM) in London, IBTM World in Barcelona, Surf Expo Africa in the Western Cape, the Township and Village Intra-Trade Conference 2025 in KwaZulu-Natal, and the 50th Selectour Congress in the Western Cape. Each of these platforms position South Africa as a leading destination for business and leisure travel, highlighting our ability to create jobs, preserve our heritage, and foster meaningful global connections.

This edition also celebrates those tourism establishments that have earned 5-Star Premium grading, and benchmark properties. All exemplify the best of South Africa, where quality and warmth come together to create unforgettable journeys.

Finally, we extend our heartfelt congratulations to the City of Cape Town on receiving two esteemed nominations at the 2025 World Travel Awards. Table Mountain and its renowned aerial cableway have been shortlisted for 'World's Leading Tourist Attraction' and 'World's Leading Cable Car Ride'. We wish them the very best of luck in bringing these honours home.

Regards
The Tourism Tuesdays Team



Wrapping-Up a Landmark #G20

Held in Mpumalanga in September, the success of the G20 Tourism Ministers' Meeting set plans in place for the future of global tourism.



shaping the world economy and sustainable growth. In the meantime, we'll reflect on the success of last month's G20 Tourism Ministers' Meeting in Mpumalanga, on 12 September.

Engaging communities across Mpumalanga

Ahead of the meeting, the Minister and Deputy Minister of Tourism led outreach programmes across the province, fostering inclusivity, dialogue, and awareness of tourism's socioeconomic value. These engagements reinforced the vital role communities play in driving the sector's growth.

Key outcomes from the meeting

The meeting culminated in the adoption of the Declaration of the G20 Tourism Ministers' Meeting. Click on the link below to view the declaration.



CLICK HERE



Hackathon team, Ubuntu Unlimited, presenting at the G20

"Tourism isn't just an industry; it's a force for good. It creates jobs, drives economic growth, and fosters cultural connections. It uplifts communities and protects heritage. And when it's done right, it leaves no-one behind." - Patricia De Lille, Minister of Tourism



Minister Patricia de Lille shared the scale of tourism's impact:

Globally

- US\$2 trillion in export revenues
- 371 million jobs
- 10.3% of GDP

In Africa

• 9% growth in international arrivals in Q1 2025

In South Africa

- 8.5% contribution to GDP
- 880 000 visitors in July
- 26% increase year-on-year



The third meeting of the G20 Tourism Working Group.

Tourism Working Group collaboration in action

Ahead of the ministerial meeting, the third and final G20 Tourism Working Group (TWG) session was held from 9-10 September 2025. The discussions reinforced tourism's role in driving inclusive and sustainable growth, focusing on key priorities such as:

- People-centred AI and innovation to empower start-ups and SMMEs.
- Tourism financing and investment to promote equality in the sector.
- Improved air connectivity for seamless travel.
- Building resilience for sustainable tourism development.

These engagements highlighted tourism's evolving nature, shaped by strong policies, partnerships, and communities.



Ana Carla Machado Lopes, Executive Secretary of the Brazilian Ministry of Tourism, conducting media interviews.

Sustainability Village showcasing local creativity

During the G20 Tourism Ministers' Meeting, South African Tourism hosted a Sustainability Village; a vibrant showcase of local creativity and sustainable enterprise. Delegates explored beautiful products by South African artisans and small businesses, many using locally sourced, eco-friendly materials.

For crafters and entrepreneurs, the Sustainability Village offered exhibitors real market access, connecting them with international delegates, policymakers, and media. It also showcased how tourism drives inclusive growth by creating visibility and opportunities for local creators, while promoting sustainability.

A hallmark of South African Tourism's flagship events, the Sustainability Village reflects the nation's commitment to responsible tourism, where empowerment, environmental care, and cultural preservation align.

Ahead of the G20 Leaders' Summit in November, the G20 Social Summit will feature a Sustainability Village that showcases the talent and innovation of local crafters and entrepreneurs to a global audience. Through initiatives like this, South Africa continues to demonstrate how tourism drives inclusive economic growth while connecting communities to the wider world.







SA Tourism Returns to WTM London 2025 to Showcase Our Nation's Best

Team South Africa will be inviting the world to experience our country's diverse, exceptional travel offerings.

outh African Tourism will once again fly the national flag at the World Travel Market (WTM) in London from 4-6 November 2025. This global platform connects local industry players with international buyers, creating opportunities for collaboration, building business pipelines, and boosting destination visibility.

Joining forces with 20 South African tourism businesses, the Team South Africa delegation will showcase the country's diverse, competitive offerings to the global travel trade, reinforcing South Africa's status as a leading destination for leisure and business tourism.

This year's participation comes amid strong growth: between January and August 2025, international tourist arrivals rose 15.8% year-on-year to 6.79 million. Arrivals from the United Kingdom, one of South Africa's key source markets, increased by 12.3%, from 223 946 in 2024 to 251 431 in 2025.

This data helped to underscore South Africa's sustained global appeal and traveller confidence.

Meet Team South Africa at WTM London 2025

Destination Management Companies



V2 Travels (Pty) Ltd

Founded in 2016, this Western Cape-based inbound operator crafts memorable South African journeys. From group tours and FIT packages to MICE events and destination weddings, they have more than 40 years of team experience.



Africa Incoming

A SATSA-bonded Johannesburg DMC curating FIT leisure tours, luxury honeymoons, and MICE events with multilingual support and reliable African partnerships.



Southern Africa 360 Luxury Holidays

An all-female DMC designing tailor-made holidays and MICE experiences that empower women and youth, while promoting responsible travel.



African Eagle DMC

Operating since 1993, African Eagle delivers seamless destination management across Southern and East Africa, with deep expertise in French and German markets.



Satguru Travel

A global network offering bookings across 500 000+ hotels, activities, and transfers, combining scale, competitive pricing, and expert service.

Airlines



South African Airways (SAA)

South Africa's national carrier and a Star Alliance member connects Africa, the Indian Ocean Islands, and Brazil, and is home to the Best Cabin Crew in Africa according to Skytrax.



CemAir

A full-service South African airline with 20 years of trusted service, operating 16 national routes linking cities, regional hubs, and leisure destinations.



Boldman

Based at Grand Central Airport in Gauteng, this bespoke charter company provides private air travel, aircraft management, and ground handling with discretion and flexibility.



Car Rental



BLUU Car Rental

With 53 branches and 7 000+ vehicles nationwide, BLUU offers seamless economy, luxury, and speciality rentals.



SANI SIXT Car Rental

Established in 1997, this Level 1 B-BBEE operator runs South Africa's largest independently owned fleet with nationwide airport coverage.

Accommodation



Canopy by Hilton Cape Town Longkloof

Offering Table Mountain views, City Bowl access, and dining at Ongetem by chef Bertus Basson.



18 On The Hill

A luxury lodge bordering the Greater Kruger National Park, the venue offers guests access to Big Five safaris, tented suites, and fine dining.

Wine & Hospitality



Hazendal Wine Estate

In the Stellenbosch Winelands, Hazendal blends heritage and modern elegance, offering fine wines, art, golf, dining, and family-friendly stays.



Benguela Cove

This lagoon wine estate combines award-winning wines, luxury stays, and conservation-focused experiences in pristine coastal surroundings.

Conservation & Parks



South African National Parks (SANParks)

Managing 21 national parks, three World Heritage Sites, and 10 marine areas, SANParks drives conservation and socioeconomic growth across four million hectares of the South African bush.







South Africa Returns to IBTM World 2025 in Barcelona

Thought of as one of the world's foremost MICE trade shows, South African Tourism is back on the exhibition floor and ready to mingle.

outh African Tourism is set to make a dynamic return to IBTM World this year, taking place from 18-20 November at the Fira Barcelona Gran Via in Spain. Recognised as one of the world's premier trade shows for the meetings, incentives, conferences and events (MICE) industry, IBTM World brings together thousands of exhibitors, buyers and destination representatives from various countries.

For South Africa, participation in IBTM World represents a strategic opportunity to strengthen international relationships, attract high-value business events, and showcase the country's exceptional facilities, culture and hospitality. The platform allows South Africa to engage directly with international buyers and associations, present competitive bids for future conferences, and demonstrate our capacity for innovation within the business events sector.

South African Tourism plays a pivotal role in facilitating this global exchange, giving the South African business events industry direct access to strategic international buyers and decision-makers.

Through its leadership and coordination, the organisation ensures that South African exhibitors are well positioned to network, negotiate and establish meaningful connections that translate into future business opportunities.

South African Tourism will also use this global platform to build momentum towards one of its flagship trade shows, Meetings Africa, which celebrates its 20th anniversary in 2026. The milestone will spotlight two decades of positioning Africa as a leading business events destination and driving continental collaboration through the power of faceto-face meetings.

As our preparations for intensify for IBTM World 2025, South Africa invites the world to meet South Africa, where every meeting is an opportunity to connect, collaborate and create lasting impact.

Our presence at IBTM is not only about participation. It is about influence, connection and growth on the world's stage.

South Africa Makes Waves with 2025 Surf Expo Africa

The first-ever Surf Expo Africa hopes to inspire surf culture travellers to take to the sea this November at the CTICC.



frica's surf culture is taking centre stage as South African Tourism partners with the inaugural Surf Expo Africa, set to take place at the Cape Town International Convention Centre (CTICC) from 28-30 November 2025.

The first event of its kind on the continent, Surf Expo Africa will celebrate surfing, ocean lifestyle, and coastal culture through a vibrant mix of trade exhibitions, live demos, expert talks, and local craftsmanship.

According to **globenewswire.com**, the surfing tourism market was valued at US\$68.3 billion in 2024, and is projected to reach US\$95.93 billion by 2030, rising at a CAGR of 6%. The market is currently undergoing significant expansion, driven by evolving consumer trends, and innovative service offerings.

Co-founder Jason Cumming called the partnership a 'turning point' for Africa's surf industry, saying it's more than an event, it's the start of a movement connecting communities, businesses, and surf travellers.



ArtVenturous Travel Conference 2025

The two-day conference helped to ignite community-driven tourism by turning Soweto into an immersive learning environment.

ctober saw Soweto come alive as the Maboneng Township Arts Experience (MTAE) hosted the ArtVenturous Travel Conference Community Installment, a two-day celebration of art, culture, and local enterprise shaping inclusive tourism economies.

Unlike traditional conferences, this edition took place across streets, homes, studios, and heritage sites, turning Soweto into an immersive learning environment. The event brought together artists, cultural leaders, tourism practitioners, entrepreneurs, and policymakers to explore how community-led creativity can redefine Africa's tourism future.

Why it matters

The ArtVenturous Travel Conference underscores the rise of community-based tourism in South Africa, where local creativity, culture, and collaboration are at the heart of an inclusive and authentic visitor experience.

"We're not waiting for transformation; we're building it ourselves, at community level, in real time. This conference embodies what happens when communities aren't just case studies, but are also involved in the decision-making." - Siphiwe Ngwenya, Director of MTAE

The conference drew local and international delegates, sparking conversations about sustainable, communitydriven tourism models, highlighting how grassroots innovation and cultural storytelling can reshape narratives and deliver lasting economic impact.



Day 1: 20 October 2025

Keynote conversations and panel discussions explored the township as a catalyst for tourism growth. Delegates participated in site tours and collaborative forums linking heritage, youth innovation, sport, and entrepreneurship.

Day 2: 21 October 2025

Live art demonstrations, storytelling sessions, and marketplace showcases transformed everyday township spaces into vibrant economic and cultural assets.





Turning Healing & Heart Into Flavourful Magic

Ayanda Seseli is redefining what it means to eat well, blending ancestral wisdom with modern wellness in every jar, loaf, and brew she creates.

o say Ayanda Seseli, 48, is passionate about food and its health benefits is an understatement. This mom of three has spent almost two decades learning all she can about the medicinal application of plants and has bundled all that knowledge into her fermented foods workshops on offer at Rosemary Hill Farm, just outside of Pretoria. This is where she finds her joy, encouraging visitors to embrace a slower, more holistic pace of life, fuelled by gut-friendly fermented foods like kimchi, sourdough bread, kombucha and kefirs.

As part of <u>South African Tourism</u>'s efforts to showcase women in the tourism industry, the

spotlight falls on inspirational women like Seseli. A Gauteng native, Seseli shares a flavourful story of traditional food as 'medicine', a thriving cultural heritage, and a passion for holistic wellness. It's South African Tourism's way of honouring all the women who help shape tourism, safeguard the attractions that draw visitors from around the world, and serve as role models in their communities.

Seseli uses her traditional food 'medicine' as a bridge between cultural wisdom and contemporary wellness. Her work celebrates resilience, flavour, and a deeper connection to natural living, showing how time-honoured practices can thrive in a modern world and contribute to the wellness movement.

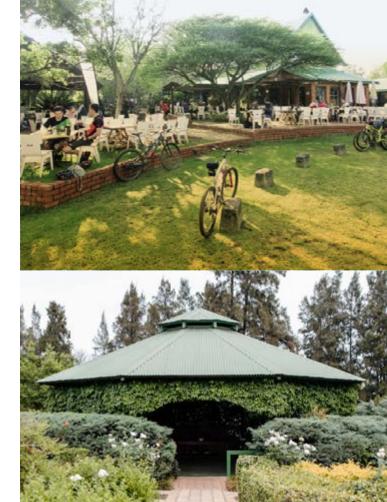


The way to a person's heart...

"My journey down the rabbit hole of fermented foods started as a non-medical intervention to treat my now 15-year-old son, who was diagnosed with acute attention deficit disorder when he was in Grade 2," Seseli says. "His occupational therapist at school recommended medicating him, but it had an effect on his personality."

Seseli leaned on her cheffing background and cultural heritage to get him off junk food by introducing ferments and bone broth, and probiotics to balance his gut biome. Almost a decade later, her son is thriving on the more natural choice.

"My cheffing genes come from my Zulu grandpa, who encouraged me to carry on his tribal traditions," Seseli says. "My grandma brought in the Xhosa/ Coloured side of my family and made tallow soap and cream to treat my eczema, which brought heavenly relief when applied to my skin. Being the Food Development Manager at Rosemary Hill Farm is my way of honouring both their legacies. It's the best way I can celebrate my heritage as a South African and show visitors to the farm how they can use indigenous ingredients to boost their overall health and wellness."



Finding joy in simple things

From classes on tallow and shea butter beauty products, and the basics of foraging, to sourdough workshops, candle-making, and how to brew your own kombucha, visitors can enjoy an afternoon of mind-expanding fun and food, set in a pristine, safe farm haven.

"South Africa is a treasure trove of organics, so it makes sense to introduce them to those who are food curious and on their own wellness journey," Seseli says.

"A lot of people don't know enough about fermented foods to even give them a try. Admittedly, some of them are an acquired taste that you'll end up craving if you try it once. The body just knows what's good for it. It's never a pleasant experience to eat food with suspicion, but when you've spent time learning about it with me, and have participated in its production, that experience teaches that it's good for you and it tastes amazing!"







A legacy for tomorrow

For Seseli, food is nourishment, but it's also memory, medicine, and a way of belonging. By teaching others to slow down, reconnect with the land, and rediscover the wisdom of the ancestors, she's shaping a legacy that extends beyond her family and community.

"As much as I'm teaching people about ferments, I'm really reminding them of something they already

know deep inside," she says. "Our grandparents understood that food is healing. I just want to keep that flame alive, and pass it on."

With every workshop, Seseli is not only feeding curiosity and wellness, she's also giving visitors to Gauteng a taste of our rich cultural heritage.

Her work is a celebration of resilience, flavour, and tradition, proof that the way to the nation's heart is indeed through its stomach.



Come Feel Alive in Untamed South Africa

From sky to sea, South Africa invites you to live boldly and feel deeply. You'll see how, in every one of our nine provinces, adventure meets meaning.

outh Africa's dramatic landscapes, powerful wildlife, and untamed natural beauty make it the ideal playground for the modern explorer. Whether you're chasing adrenaline or seeking calm, here, everyone's welcome to find their kind of thrill.

"Our landscapes aren't just beautiful; they're powerful," says Thandiwe Mathibela, South African Tourism's GM: Global PR, Comms and Stakeholder Relations. "When you stand at the edge of a gorge, sink beneath rolling waves or hover in the air before gravity takes over, you can feel that power and it moves you in ways that only South Africa can."

Adventure with a purpose

New generations of traveller are seeking the thrills that only adventure travel can offer. The global adventure travel market has soared past US\$476 billion in 2024, growing more than 16% annually (IMARC Group).

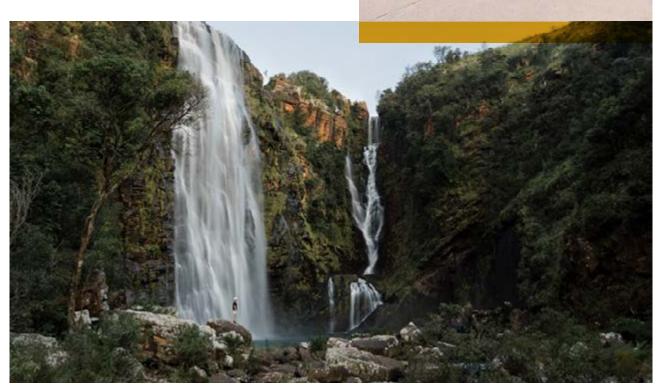
The projected economic contribution for adventure travel in 2025 is close to R131.8 billion, however the actual figures will only be made available once the year closes, and will be released during the first quarter of 2026.



"Adventure is in our DNA," adds Mathibela "Few places see you dive with sharks at sunrise, bungee over gorges at noon, and stargaze in silence by night. That's South Africa's magic; a place where every heartbeat connects you to nature, people, and purpose."

Thrills that touch the soul

In South Africa, thrill-seeking is about the rush and the connection. Local guides, eco-lodges, and community-run operators make every journey sustainable and meaningful, ensuring travellers make memories and leave a positive social and environmental footprint.



Here are six adventures that show the many faces of South Africa's wild side, from the sublime to the exhilarating:

For quiet contemplators

Fire dinners and stargazing in the Karoo, Northern Cape

Feel time slow down as you gather around a crackling fire under one of the clearest night skies on Earth. Cook traditional dishes, share stories, and marvel at the Milky Way above the desert plains.

More info: sutherlandinfo.co.za

2 'Rewilding Your Soul' safari, Limpopo

Solo travellers can reconnect with nature on a mindful retreat at the serene Sashwa River of Stars. Enjoy bush walks, yoga, and meditation surrounded by the sounds of the wild.

More info: sashwa.org





For mountain thrill-seekers

Oribi Gorge zipline and abseil, KwaZulu-Natal

Leap into the unknown with one of Africa's highest natural gorge swings, or abseil down towering sandstone cliffs into lush green valleys, the ultimate test of courage and wonder.

More info: wild5adventures.co.za

Quad-biking & caving in the Waterberg, Limpopo

Ride red-sand trails through the Waterberg biosphere and explore ancient caves echoing with stories from millennia past, a blend of adrenaline and archaeology.

More info: waterbergtourism.com

For wild water lovers

5 Shark cage diving, Western Cape

Dive face-to-fin with great white sharks off Gansbaai's rugged coastline. Conservation-led operators ensure your encounter is both thrilling and deeply educational.

More info: sharkcagediving.co.za

6 White river rafting on the Sabie, Mpumalanga

Paddle through foaming rapids beneath an emerald canopy in the Lowveld, where monkeys swing overhead and elephants sometimes join your journey from the riverbanks.

More info: sabie.co.za



Adventure, heart, and humanity

"South Africans have built a culture of care for our people, our wildlife, and our environment," says the spokesperson.

Adventure in South Africa sees many operators work hand-in-hand with surrounding villages, ensuring tourism supports conservation, drives inclusive growth, and contributes to the nation's broader economic development goals.

From bungee bridges to bushveld hikes, South Africa encourages you to experience a thrill that means more and an adventure that changes you.

Plan your next getaway at www.southafrica.net and discover how every corner of our country wants you to feel alive again.

Why choose South Africa for adventure?

- Year-round adventure climate with activities from coast to savannah.
- Safe, guided experiences for all levels of fitness and thrill appetite.
- One of the world's only destinations that can boast safari experiences and big adrenaline.
- UNESCO-recognised wilderness and worldclass operators.





October's **Premium Properties**

The properties in this month's showcase are exceptional and well worth a visit!

he Tourism Grading Council of South Africa's 5-Star Premium classification recognises the country's most exclusive accommodation: establishments offering exceptional quality, personalised service, and unforgettable experiences that exceed standard 5-star expectations.





Cheetah Plains Private Game Reserve

Location: Sabi Sand Game Reserve, Mpumalanga

Pioneering the silent safari and carbon-negative luxury, Cheetah Plains redefines eco-luxe travel. Its three exclusive-use villas, each accommodating up to eight guests, blend cutting-edge architecture with solar-powered sustainability.

Contact: Email <u>reservations@</u> <u>cheetahplains.com</u>, call +27 79 694 8430, or visit: <u>cheetahplains.com</u>.



Jabulani Safari

Location: Kapama Private Game Reserve, Limpopo

Renowned for its elephant herd and romantic charm, Jabulani offers colonial-inspired villas with chandeliers, four-poster beds, and private tubs, all set to the soundtrack of the African wild.

Contact: Email <u>res@jabulanisafari.</u> com, call +27 12 460 7348, or visit jabulanisafari.com.







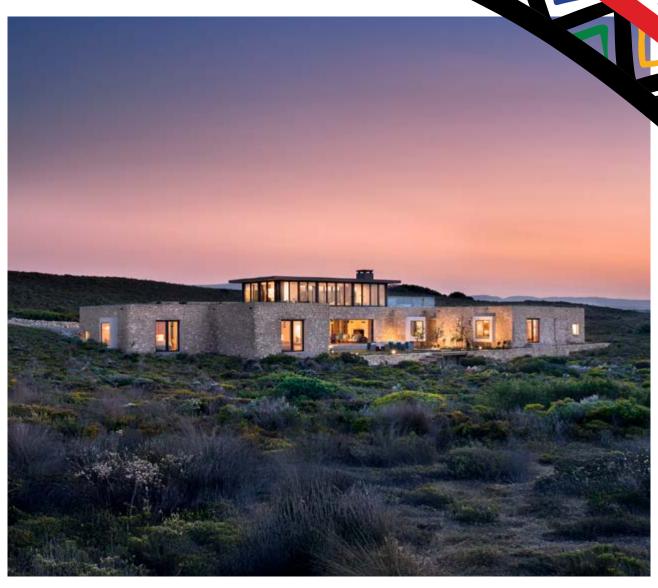


Morukuru Beach Lodge

Location: De Hoop Nature Reserve, Western Cape

An intimate, off-grid oceanfront lodge offering five suites for honeymooners or families seeking coastal tranquillity, guided experiences, and Relais & Châteaux hospitality.

Contact: Call +27 11 615 4303 or visit morukuru.com.





Morukuru Ocean House

Location: De Hoop Nature Reserve, Western Cape

An exclusive-use, four-bedroom oceanfront retreat that combines eco-design and barefoot luxury, perfect for families or groups seeking a private coastal escape.

Contact: Call +27 11 615 4303, or visit morukuru.com.

October's **Benchmark Properties**

An array of outstanding properties that make every visit a pleasure.

enchmark properties are handpicked by the TGCSA Property Approvals Committee for their outstanding offerings, regardless of category or grading. They are referred to South African Tourism's Brand Experience team to support inclusive growth and geographic diversity.



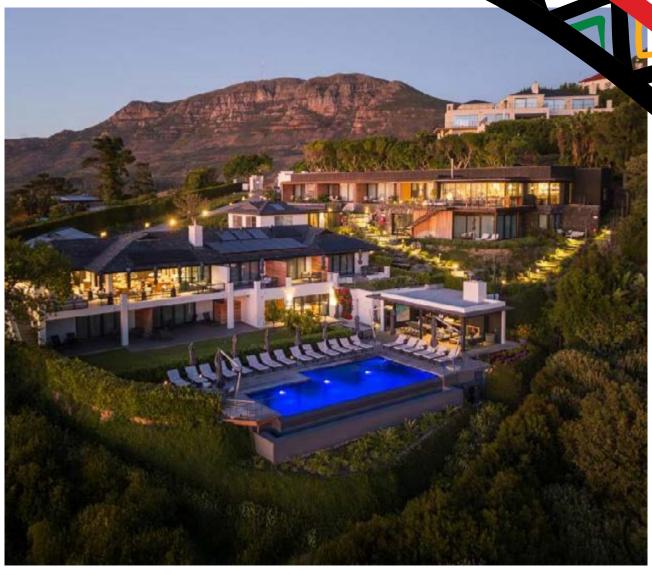


The Marly Boutique Hotel & Spa

Location: Camps Bay, Cape Town

A 38-room luxury hotel featuring a rooftop pool with panoramic views of the Twelve Apostles and Atlantic Ocean, a deluxe spa, and top-rated dining options.

Contact: Email stay@themarly.co.za, or visit themarly.co.za.



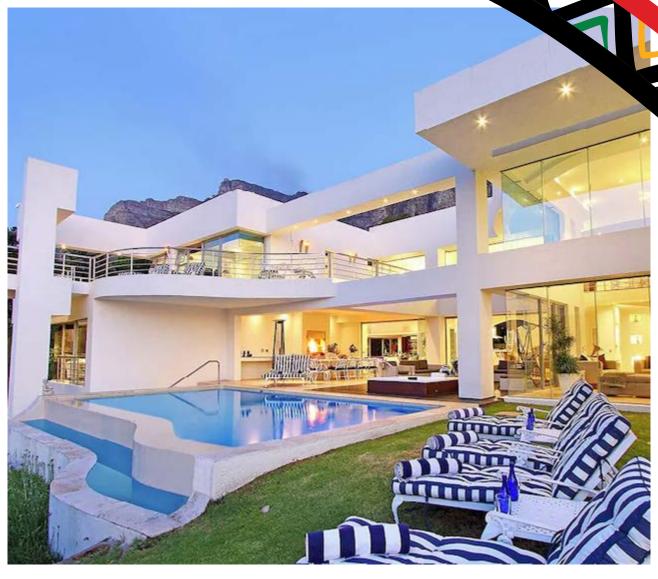


Villa Lion View

Location: Constantia, Cape Town

An adults-only 5-star retreat offering panoramic mountain views, elegant rooms, a pool, sauna, and proximity to the Constantia wine route.

Contact: Call +27 21 206 0999, or visit <u>villalionview.com</u>.





Hollywood Mansion & Spa Camps Bay

Location: Camps Bay, Cape Town

A 7-bedroom luxury villa featuring a heated pool, jacuzzi, barbecue, and butler service. Multiple TGCSA and Lilizela Award winner for exceptional guest experience.

Contact: Email kevin@ceohq.com, call +27 82 771 1555, or visit hollywood-mansion.com.



Upcoming Tourism Events

Here are some of the events to look forward to in November 2025:

EVENT NAME	DATES	LOCATION
World Travel Market (WTM)	4 – 6 November 2025	UK
Township and Village Intra-Trade Conference 2025	13 – 14 November 2025	KwaZulu-Natal
IBTM World 2025 Barcelona	18 – 20 November 2025	Spain
G20 Leaders' Summit	22 – 23 November 2025	Gauteng
50 th Selectour Congress	25 – 30 November 2025	Western Cape
2025 Surf Expo Africa	28 – 30 November 2025	Western Cape