



# TOURISM TUESDAYS

JOIN THE CONVERSATION

#TourismTuesdays

DECEMBER 2025 EDITION



*Inspiring new ways*



# NOTE FROM THE EDITOR

As we close 2025 and enjoy the festive season, the Tourism Tuesdays team invites everyone to take time to travel, rest, reconnect and celebrate. This edition of Tourism Tuesdays captures this spirit perfectly. It features a wide variety of South African tourism products and experiences to be explored during this summer season. Whether it's slipping on your sunglasses and sun hat to laze along on our beautiful beaches, or slowing down and unwinding at one of the many hidden gems found across the length and breadth of our country, this

edition definitely shows that South Africa Awaits. May we all *Find Our Joy* in Mzansi this festive season.

May these experiences inspire each and everyone of us to carry a positive spirit and moment into 2026.

**South Africa Awaits. Come Find Your Joy!**

**Regards,**  
**Tourism Tuesdays Team**







## The Human Algorithm - Charting SA's AI-Powered Tourism Future

AI is transforming tourism worldwide. Siya Mthethwa, Chief Strategy Officer at South African Tourism, examines the opportunities and challenges ahead for our industry.

**A**rtificial Intelligence (AI) is reshaping the tourism industry. Recent data from EY highlights that 60% of travellers in the Asia-Pacific region are already using AI tools to research and book their destinations.

For South Africa's tourism and business events sectors, which are built on human experience, this booming technology presents both significant opportunities and strategic challenges. However, AI is not a silver bullet. It is a powerful tool that, when wielded with precision and foresight, will serve to amplify the sector's greatest asset: our people

This makes our next move a critical, non-negotiable moment. The question is no longer whether we

should adopt AI, but why we haven't adopted it faster.

### The new front door

The days of relying solely on physical travel agencies and paper brochures are long gone. Today's traveller, whether for leisure or business, lives, dreams, researches, and books on their digital devices. Their journey begins on a search engine, their inspiration comes from social media, and their navigation is guided by their phone.

Increasingly, their first point of contact is a generative AI tool. They are asking chatbots, "I have a budget of \$2 500. Plan me a two-week trip to South Africa that





“The question is no longer whether we should adopt AI, but why we haven't adopted it faster. AI is a powerful tool that, when wielded with precision and foresight, will serve to amplify the sector's greatest asset: our people.”

- Siya Mthethwa, Chief  
Strategy Officer at SA  
Tourism

includes wildlife and cultural experiences”. This is our country’s new front door. And this is where our greatest challenge lies.

## Welcoming the human-AI symbols

This technological shift inevitably raises the fear of job displacement. Will AI replace our tour guides, our travel agents, and our front-desk staff? My analysis is an emphatic “no”. Tourism is, and will always be, a human-interaction experience.

AI will not replace these jobs; it will reimagine them. Global analysis supports this. A recent Forbes article on how AI is transforming travel notes that this new era is already “creating new roles such as AI Travel Specialists, AI Data Analysts, and AI Experience Designers”. The true role of this technology is to automate mundane, repetitive tasks – like processing bookings or generating initial itineraries – to free up our human workforce.

The future of South African tourism is not a cold, automated landscape. It is a vibrant, collaborative ecosystem where cutting-edge technology handles the logistics, while our people, our nation’s greatest asset – provide the heart, the soul, and the unforgettable human connection that truly makes South Africa a world-class destination.

Click here for the full article: [The human algorithm – charting SA’s AI-powered tourism future \(GL\)](#)





# Surf Tourism Rides a New Wave in South Africa

Surf Expo Africa made its debut at the CTICC, uniting surfers, innovators, and coastal communities in a celebration of South Africa's surf culture and its growing impact on tourism and local economies.



To usher in the festive season in South Africa, the inaugural Surf Expo Africa energised the Cape Town International Convention Centre on 28-30 November 2025, and united surfers, ocean lovers, gear innovators, and coastal communities in a vibrant celebration of South Africa's surf culture. Showcasing a dynamic mix of exhibitors, talks, and lifestyle experiences, the event created a new moment for the country's growing surf economy and spotlighted the expanding tourism opportunities.

As a proud partner, the South African Tourism joined industry leaders, entrepreneurs, and enthusiasts. Together, spotlighting the role surfing plays in shaping destination appeal and driving coastal travel. The event also highlighted the support surfing provides to communities linked to the ocean. Aligning perfectly with SA Tourism's mission to spotlight unique and diverse travel experiences in the country.

From surf schools and local board shapers to conservation initiatives and adventure operators, the expo showcased how surfing is more than a sport but a catalyst for job creation, small-business growth, and year-round tourist visitation.

Jason Cumming, co-founder of Surf Expo Africa,

captured the spirit of the day, saying, "We had been dreaming about a platform like this for years, and seeing it come to life has been incredible. There truly is nothing like it on the continent. This is just the beginning."

With strong attendance, and a clear appetite for growth, the first Surf Expo Africa set the tone for what promises to become a staple on South Africa's lifestyle and tourism calendar, a platform that champions the ocean, the people who protect it, and the culture that continues to define South Africa's shores.







## South Africa, Sorted: Your Festive-Season Guide to Exploring by Road, Rail and Sky

Summer in South Africa brings bright mornings, lazy afternoons, and the irresistible pull of the coast. Navigate South Africa's festive season with confidence.

**S**outh Africa in the summer is a dose of African flair.

If you've ever landed here in December, you'll know the feeling: that warm rush of air as the airport doors open, the excited hum at baggage claim, families reuniting, foreign travellers swapping notes, and locals already mentally on the beach.

This time of year, mornings are bright, afternoons lazy, and the breeze smells like suntan lotion, sea

spray and boerewors on a braai. It's also peak holiday season, so a bit of planning especially around safety goes a long way.

Click here for the full article: [South Africa, sorted: Your festive-season guide to exploring by road, rail and sky \(GL\)](#)





# No Crowds, Just Joy: 5 Hidden Summer Escapes in South Africa

South Africa's hidden summer escapes offer peaceful alternatives to crowded hotspots, where you can truly find your joy.



South Africa's summer has a way of turning even the most grounded adult into a daydreamer - it's a time of salty skin, fresh sea air, mountain water between your toes and long evenings that seem to bend time.

The catch, of course, is arriving at that 'perfect' place and finding half the country's already there. The hidden magic lies in the quieter corners: in those stays and trails where you can still hear the wind in the trees, taste local flavours slowly, and feel like you've discovered something for yourself.

This handful of hidden gems deliver exactly that – from sacred architectural heritage history in the hills of KwaZulu-Natal to wild horses in a misty Mpumalanga village and glamping on a lazy Northern Cape waterway, they'll help you dodge the crowds and find your joy in a way that feels personal, authentically South African, peaceful and wildly memorable.

Click here for the article: : [No Crowds, Just Joy: 5 Hidden Summer Escapes in South Africa \(GL\)](#)

## Check out these hidden gems:

South Africa's summer magic lies in the quieter corners where you can still hear the wind in the trees, taste local flavours slowly, and feel like you've discovered something for yourself:

1. [Kaapsehoop & the Wild Horses](#)  
Mpumalanga
2. [King's Grant Country Retreat](#)  
KwaZulu-Natal
3. [Khamkirri Adventure Destination](#)  
Northern Cape
4. [Roman Baths](#)  
KwaZulu-Natal
5. [Rosemary Hill Farm](#)  
Gauteng

From sacred architectural heritage in the hills of KwaZulu-Natal to wild horses in a misty Mpumalanga village and glamping on a lazy Northern Cape waterway, these hidden escapes help you dodge the crowds and find your joy in a way that feels personal, authentically South African, and wildly memorable.





## Jozi! A Wonder and a Delight

Joburg Tourism's 72 Hours Magic Staycation Tour showcased the city's artistic, cultural, and adventurous side, highlighting hidden treasures that make Jozi a destination that continuously surprises and delights visitors.

**T**he City of Johannesburg continues to shine as a world-class destination, renowned for hosting prestigious business events and showcasing a vibrant and diverse lifestyle, making it both a wonder and a delight. While many believe they know the city well, Johannesburg never ceases to reveal new experiences and hidden treasures waiting to be discovered.

Recently, Joburg Tourism hosted the 72 Hours Magic Staycation Tour, an immersive experience designed to highlight the artistic, cultural, and adventurous activities available to both locals and visitors exploring the city. Valued stakeholders and media partners joined the tour, offering their support and participation throughout the journey through the city.







Day 1 introduced attendees to some of Johannesburg's hidden gems, beginning with a creative exploration of Braamfontein's dynamic street art and graffiti culture. The group also enjoyed a powerful storytelling session with Ma Antoinette Sithole, sister of Hector Pieterse, who provided personal insights into the Soweto Uprising, an event commemorated annually on Youth Day, June 16.

The tour continued with a visit to the upcoming South African Hip Hop Museum, set to open in 2026, which will celebrate the evolution and influence of hip hop within South African culture. The day concluded with wine tasting hosted by Lucmo Wines in Midrand and Muldersdrift, known for its distinguished "African Royalty" range. Participants later enjoyed a flavoursome meal at The Veranda, a rooftop restaurant at the Banister Hotel, enhanced by scenic views and artwork honouring Nelson Mandela.

Day 2 focused on wellness and adventure two key elements that contribute to Johannesburg's unique appeal. The morning began with a rejuvenating hike at The Wilds Nature Reserve in Houghton, an urban oasis boasting lush greenery, gentle waterfalls, and tranquil picnic spots ideal for nature lovers and hikers alike.

The group then proceeded to the Adler Museum of Medicine at the Wits Medical School in Parktown. This museum plays a pivotal role in preserving the history of health sciences in Southern Africa, particularly within Gauteng. As one of the city's remarkable university museums, it offers visitors a rich and engaging insight into the evolution of medical knowledge in the region.

The tour then continued to the youthful and inviting Museum of Illusions, located in one of Joburg's trendiest districts, Rosebank. The museum features mind-bending illusions that are perfect for families and groups, allowing everyone to engage and have fun in the moment.

For first-time visitors or even long-time residents, Johannesburg presents endless opportunities to explore new attractions, rediscover beloved favourites, and experience the city from fresh perspectives. Brimming with hidden gems, dynamic neighbourhoods, and cultural landmarks, Joburg remains a destination that continuously surprises and delights those willing to venture beyond the familiar.



Adler Museum of Medicine preserves the history of health sciences in Southern Africa, with special reference to Gauteng.





Border Management Authority (BMA) Custom Officials

## Visitor Experience: Festive Season Welcome Programme

South Africa's new EGF Certification gives the events industry a credible, measurable way to prove its sustainability efforts.



**A**s the festive season reaches its peak, South African Tourism's Visitor Experience team has been working tirelessly to ensure a warm, seamless, and world-class welcome for all travellers entering the country. The team continues to play a critical role in equipping the travel trade and key partners with the tools and training needed to deliver exceptional service at every stage of a visitor's journey from ports of entry to various touchpoints across the tourism value chain.

### Strengthening Border Efficiency with the Border Management Authority

In preparation for the busy holiday period, South African Tourism engaged with the Border Management Authority (BMA) through a series of discussions, which led to a legally vetted Memorandum of Understanding (MoU).

As part of this collaboration, nearly 500 BMA customs officials received training across 10 ports of entry during October and November. This effort forms part of a broader commitment to enhancing visitor handling and ensuring a smooth and friendly arrival experience. Additional training sessions are scheduled for early 2026 at the following ports of entry:

- OR Tambo International Airport (ORTIA)
- Chief Dawid Stuurman International Airport (Gqeberha)
- King Phalo Airport (East London)
- Ficksburg Land Border (Free State)
- Skilpadshek Land Border (North West)

These ongoing interventions ensure that frontline officials are empowered to support the increased influx of travellers during and beyond the festive season.



## Upskilling Gauteng's Safety & Traffic Wardens (Amapanyaza)

In October and November, the Visitor Experience team partnered with the Gauteng Tourism Authority (GTA) to train and upskill 450 safety and traffic wardens, known as Amapanyaza. This initiative plays a key role in enhancing visitor confidence and creating a safe, supportive environment for travellers exploring Gauteng during the holiday period.

## Training 1 500 Tourism Monitors on the Welcome Programme

A major achievement this month has been the rollout of the Welcome Programme to 1 500 Tourism Monitors across the country. Training workshops began on 8 December and concluded on 12 December, ensuring monitors are fully prepared to support local and international visitors throughout the festive season.

To deliver this programme at scale, the South African Tourism Visitor Experience team has capacitated the Tourism Services Directorate, who are assisting with facilitating the training sessions on behalf of South African Tourism. This collaborative approach ensures consistency in service delivery and strengthens visitor support across the tourism landscape.

## Launch of the Smart Interactive Visitor Information Centre (VIC)

A significant milestone for the sector was the launch of the Smart Interactive Visitor Information Centre (VIC) at OR Tambo International Airport, unveiled by the Minister on 19 November 2025. Developed in partnership with the National Department of Tourism, Airports Company South Africa (ACSA), Gauteng Tourism Authority (GTA), and South African Tourism, this cutting-edge facility is designed to elevate the visitor experience through seamless, paperless engagement.

The VIC features smart interactive touchscreens that enable travellers to:

- Explore comprehensive destination information across all provinces
- Access loaded content from Provincial Tourism Authorities
- Log feedback and report experiences via the Department of Tourism's Complaints App

As a pilot project, the Smart VIC sets a new benchmark for the future of visitor information services in South Africa's major gateways.



The 450 safety and traffic wardens who were trained and upskilled, under the Amapanyaza programme.

## A Season of Warmth, Efficiency, and Memorable Experiences

With these initiatives in full swing, South African Tourism's Visitor Experience team has laid the foundation for a festive season marked by excellence, hospitality, and innovation. Whether welcoming visitors at the border, supporting safety efforts, or introducing smart technology, every intervention contributes to a more memorable and enjoyable South African holiday experience.

As we head into the final days of December, the team remains committed to ensuring every visitor feels the signature warmth and friendliness that South Africa is known for.



# IBTM World 2025: South Africa's Moment on the Global Stage

South African Tourism successfully engaged at IBTM World 2025 from 18 to 20 November in Barcelona, reinforcing the country's position as a world-class destination for meetings and business events.



**S**outh African Tourism concluded a successful presence at IBTM World 2025 in November, marking another year of strategic engagement in the global business events sector. The annual international trade show provided an ideal platform to showcase South Africa as a world-class, capable, and globally competitive meetings and events destination.

## Highlights from IBTM World

The country's participation focused on strengthening international visibility, sharing key tourism products, and deepening relationships with trade media and global partners. Key highlights included:

- Leadership announcement: South African Tourism introduced its new Chief Convention Bureau Officer, signaling organisational stability and readiness to grow the business events sector.
- Media engagement: On-site sessions featured industry leaders, including representatives from SAACI and Small Tourism Enterprise Association, highlighting South Africa's bid wins, delegate numbers, and economic impact for the first half of 2025.

## Media Recognition

The country's presence garnered strong coverage across international and regional media, including publications such as Travel And Tour World, CMW, and Southern & East African Tourism Update highlighting South Africa as a rising star in the business events industry.

## Looking Ahead

IBTM World 2025 reinforced South Africa's positioning as a destination of choice for business events, paving the way for high-profile successful hosting of the G20 Leaders' Summit from the 22<sup>nd</sup> to the 23<sup>rd</sup> of November. The engagements at IBTM World 2025 strengthened international relationships, amplified the country's economic impact story, and set the tone for continued growth in 2026.



Meetings taking place at the SA Tourism stand.





## SAA Takes Off: New Cape Town to Mauritius Route Marks a Confident Leap Forwards

A new direct Cape Town to Mauritius route signals the airline's steady return to financial stability and regional leadership.



**S**outh African Airways (SAA) is closing out the year on a high note with the successful launch of its new direct service between Cape Town (CPT) and Mauritius (MRU). The inaugural flight, which took to the skies on Tuesday, 9 December 2025, signals not only the expansion of SAA's network but also the airline's steady return to financial stability and its broader ambition to cement its place as Africa's airline of choice.

Taking off at full capacity, the first flight was a resounding indication of strong market appetite for the route. The new service will operate three times a week, all year round, linking two of Southern Africa's most iconic destinations. For both leisure seekers drawn to Mauritius' turquoise shores and business travellers moving between the regions, the route offers welcome convenience and expanded choice.

SAA leadership underscored the significance of the launch, calling it a statement of intent and a milestone in the airline's growth story. The Cape Town–Mauritius connection, they noted, is more than an additional route, it is a vote of confidence in African aviation and a commitment to strengthening ties across the region. The inaugural flight represents “a commercial victory, a celebration of connected economies, and a promise that SAA will continue to grow from strength to strength for the good of this

country and the continent,” said Mr. Tsimane.

The tourism sector has echoed this optimism. South African Tourism's Chief Quality Officer, Bronwen Auret, highlighted the far-reaching value of enhanced air access. “Enhanced air connectivity is the engine that drives tourism growth, strengthens trade and unlocks new partnerships,” she said. With South Africa recording an 18% year-on-year increase in arrivals from January to October including a notable 14% rise from Mauritius alone, Auret emphasised that this new route serves as a powerful reminder of the opportunities that emerge when nations are seamlessly connected.

As the holiday season peaks and travellers look to the skies, SAA's newest route sets a promising tone for the airline's next chapter one marked by resilience, regional integration, and a renewed commitment to connecting Africa to itself and the world.





Left: Wrenelle Stander, Chief Executive Officer at Wesgro  
 Top Left: Tebogo Tsimane, Chief Commercial Officer at South African Airways  
 Top Right: Bronwen Auret, Chief Quality Assurance Officer at South African Tourism  
 Above: SAA Crew

“Enhanced air connectivity is the engine that drives tourism growth, strengthens trade and unlocks new partnerships,” said Bronwen Auret, Chief Quality Assurance Officer at South African Tourism





Qantas Crew, Darryl Erasmus (SA Tourism - ACEO), Darsh Chapman, Andrew Monaghan (Qantas - Group Chief Risk Officer), Hon. Min. Don Farrell (Minister of Tourism Australia), Hon. Min. Patricia de Lille (Minister of Tourism South Africa), Michi Messner, Judy Nwokedi, Bronwen Aurret, Qantas Crew

## Qantas Launches New Direct Johannesburg-Perth Route

Qantas launched its new non-stop Johannesburg to Perth service on 7 December 2025, operating three times weekly and strengthening South Africa's connectivity with Australia and New Zealand.

Qantas has expanded its Africa–Australia footprint with the launch of a new non-stop service between Johannesburg and Perth. The inaugural flight departed on 7 December 2025, introducing a fast and convenient connection that brings passengers to Western Australia in just 9 hours and 55 minutes. The service operates three times a week on Tuesdays, Fridays and Sundays.

Operated by a Qantas A330, the route offers seamless onward connections to Melbourne, Sydney, Brisbane, Adelaide and other destinations across the airline's extensive domestic network. Travellers heading to New Zealand can also enjoy an easier journey, thanks to Qantas' new Perth–Auckland

service, making it possible to reach New Zealand with only one stop.

The demand for this direct link is reinforced by strong ties between the two regions. Western Australia is home to nearly 45,000 South African-born residents, making South Africa the state's fourth most common country of birth. Business, trade and family connections continue to fuel the need for faster, more efficient travel.

Qantas International CEO Cam Wallace highlighted the significance of the launch: "This inaugural direct service strengthens connectivity between South Africa and Western Australia. We've seen a really



positive response, with the first flight almost full and strong bookings ahead. These flights make it easier for South Africans to reconnect with family, visit Western Australia or continue on to destinations across Australia and New Zealand.”

Western Australia’s Tourism Minister, The Hon. Reece Whitby MLA, noted that the Johannesburg and Auckland services combined will add an estimated 80,000 seats to the state each year, boosting the local visitor economy and supporting jobs.

South Africa’s Minister of Tourism, Patricia de Lille, emphasised the strategic value of the connection: “The Johannesburg–Perth direct service deepens our connectivity with the Oceania region and will support the growth of inbound business events. As we prepare for Meetings Africa 2026 and Africa’s Travel Indaba, this route offers an easier, more attractive pathway for delegates from Australia and New Zealand.”

The new route complements Qantas’ popular Johannesburg–Sydney service, both expected to see strong demand during the upcoming festive travel season.



Hon. Min. Patricia de Lille (Minister of Tourism South Africa), & Hon. Min. Don Farrell (Minister of Tourism Australia),







## MPUMALANGA

### Ximuwu Safari Lodge Earns Coveted 5-Star Premium Grading and Level Three Mobility Universal Access Recognition

The Tourism Grading Council of South Africa (TGCSA) has awarded Ximuwu Safari Lodge a prestigious dual honour: a 5-Star Premium grading and a Level Three Mobility Universal Access accolade. Announced on 5 December 2025, just two days after the International Day of People Living with Disabilities, this achievement recognises the lodge as one of the country's leading luxury establishments, one that delivers uncompromising excellence while championing inclusive, world-class hospitality.

Set within the pristine Klaserie Private Nature Reserve in Mpumalanga, Ximuwu Safari Lodge continues to redefine the luxury safari experience. The new accolades reflect the lodge's meticulous attention to detail, exceptional guest service, and its rare ability to combine ultra-premium comfort with full accessibility.

The TGCSA noted that Premium grading not only elevates a property's credibility but also strengthens South Africa's global standing as a destination offering reliably superior experiences. For Ximuwu, this distinction also serves as a powerful marketing asset,

enhancing visibility in both domestic and international markets.

The Level Three Mobility Universal Access accolade further positions Ximuwu as a leader in inclusive luxury. Guests with mobility impairments can expect a seamless, dignified, fully accessible experience proof that true luxury can and should be inclusive.

Reflecting on the achievement, Bronwen Auret, Chief Quality Assurance Officer at the TGCSA, said: "Ximuwu Safari Lodge exemplifies world-class luxury while embracing universal access at the highest level. Their Premium grading and Mobility UA accolade reflect a commitment to excellence and inclusivity that strengthens South Africa's position as a globally competitive and unforgettable destination."

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# WESTERN CAPE

## Cape Town's Vinyards Shine on the Global Stage



**T**he Cape's wine scene is celebrating as the region secured six spots in this year's prestigious vineyard awards. Two exceptional Cape vineyards earned places in the coveted global Top 10 of the [World's 50 Best Vineyards 2025](#), while four more were recognised in the wider Top 100, a victory worth toasting.

"We're delighted to see our region uncorked on a global stage once again," says Enver Duminy, CEO of Cape Town Tourism. "This accolade highlights that the Cape offers more than just fine wine; we create unforgettable experiences."

Klein Constantia leads the achievements, climbing an impressive 35 places to No. 6 worldwide, while also earning Best Vineyard in Africa. "This honour reflects our heritage, our passion, and the world-class experiences we're proud to offer," says CEO Pascal Asin.

Creation Wines in the Hemel-en-Aarde Valley followed closely at No. 7, further cementing the Cape's reputation for excellence.

In the Top 100, the following estates were also recognised:

- Tokara Wine and Olive Estate (71)
- Delaire Graff Estate (79)
- La Motte Wine Estate (94)
- Hamilton Russell Vineyards (99)

Rico Basson, CEO of South Africa Wine, noted that this global recognition strengthens South Africa's wine positioning and boosts tourism demand across all regions.

Cape Town's Mayoral Committee Member for Economic Growth, James Vos, added: "These awards reaffirm that our vineyards are among the finest places on earth to sip, savour, and stay. When our vineyards flourish, our whole region rises with them."

With historic estates, pioneering producers, dramatic landscapes and unforgettable tasting experiences, the Cape continues to offer visitors countless reasons to explore and raise a glass.

View the complete Top 50 list [here](#).



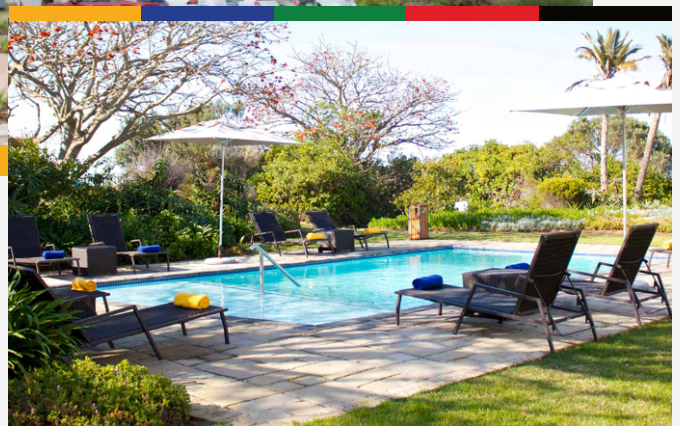
# WESTERN CAPE

**The Garden Route Hotel:** Stay Where Comfort Meets Coastal Beauty - Unwind In Spaces Designed For Rest, Warmth and Ocean Views



**T**he Garden Route Hotel offers a welcoming collection of 43 Standard Rooms and two spacious Suites, thoughtfully designed for both business and leisure travellers. Guests can choose between twin double-bed or king-bed configurations, with interleading rooms available for families or group travel. Warm décor creates an inviting atmosphere, while en-suite bathrooms feature both a bath and separate shower for added comfort.

Each room includes essential amenities to ensure a relaxing stay, such as air-conditioning, unlimited Wi-Fi, an electronic safe and tea and coffee-making facilities. Mornings begin with a generous buffet breakfast at Billy G, where guests enjoy a variety of dishes before venturing out to explore the area's coastal beauty.



Whether travelling for work or leisure, the Garden Route Hotel provides a comfortable, convenient and scenic base from which to enjoy every aspect of the Mossel Bay coastline.

**Contact:** Email: [gardenroute.reservations@tsogosun.com](mailto:gardenroute.reservations@tsogosun.com) or call: +27 44 693 2800, or visit: [www.tsogosun.com/hotel/garden-route-hotel/](http://www.tsogosun.com/hotel/garden-route-hotel/).



# WESTERN CAPE

## Plaasmol Farm Stall: A Heartfelt West Coast Stop Filled with Charm and Community



It's not just a farm stall, it's a zest for life. Nestled along the West Coast, Plaasmol Farm Stall offers a refreshingly down-to-earth experience that feels more like stepping into a cherished family memory than making a quick roadside stop. It's the kind of place where the smell of freshly baked pies mingles with the sound of children laughing, and where visitors are invited to slow down and reconnect with simple pleasures.

The farm stall is filled with character, its nooks and corners dotted with handmade crafts, repurposed treasures, and creative pieces that reflect the love and imagination of the community behind them. Children delight in counting zebra stripes, feeding farm animals, or exploring the outdoor spaces, while photographers, makers, and dreamers find inspiration in its thoughtful displays.

Plaasmol has also become a favourite learning space for schools across the West Coast region, encouraging children to get their hands dirty, create something new from reused materials, and plant something of their own to take home. The team lives by the principle: "Don't

lose it, use it," fostering creativity, sustainability, and a sense of pride.

From markets and craft classes to a nursery full of life and a shop where you'll always discover something special, Plaasmol is a place for the whole family, for young and old, for the rushed and the lingerer. Even our team grows together; here we learn from one another, here we flourish together.

Plaasmol Farm Stall is not just a stop along the road, it's another world. It is a safe, joyful little oasis where you can breathe again, dream again and, just for a moment, be a child again.

It's a gentle reminder that sometimes the most memorable experiences come from the simplest of places.

**Contact:** Email: [info@plaasmol.com](mailto:info@plaasmol.com), call: +27 74 924 8478, or visit: <https://plaasmol.com/>.





**25**  
YEARS OF  
QUALITY ASSURANCE



TOURISM GRADING COUNCIL SA

# TGCSA CORNER



DECEMBER

# Benchmark Properties

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

Benchmark 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.



## Tshwene Lodge

**Location:** Welgevonden Game Reserve, Limpopo

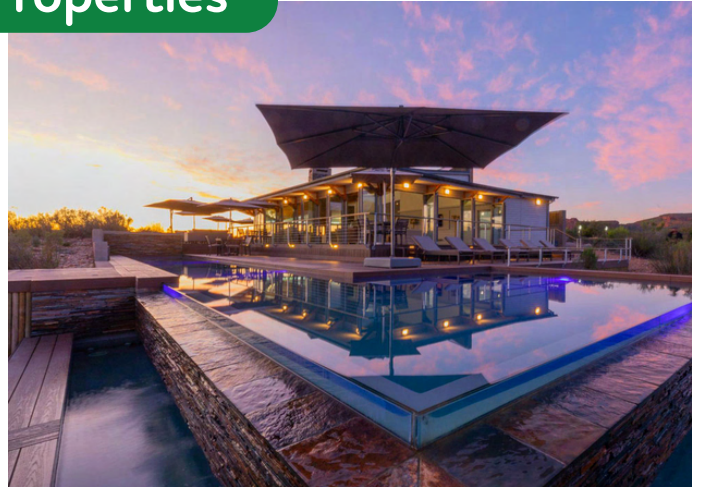
Tshwene Lodge is an intimate treetop sanctuary in the malaria-free Welgevonden Game Reserve, offering five luxurious suites with floor-to-ceiling glass that frame sweeping bush vistas. Located just three hours from Johannesburg, guests immerse themselves in the symphony of over 350 bird species while experiencing world-class safari hospitality in complete seclusion.

**Contact:** Email: [reservations@rareearth.co.za](mailto:reservations@rareearth.co.za), call: +27 11 568 0384, or visit: [www.rareearth.co.za/properties/tshwene-lodge/](http://www.rareearth.co.za/properties/tshwene-lodge/).





## Benchmark Properties



### Landrani Luxury Lodge

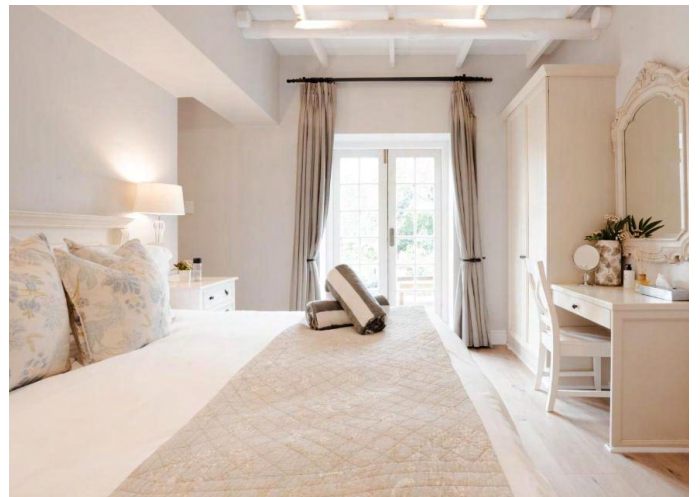
**Location:** Oudtshoorn, Western Cape

Landrani Luxury Lodge delivers an exceptional Klein Karoo farmstay experience with island-inspired self-catering cabins featuring fireplaces, outdoor showers, and private hot tubs set against spectacular mountain backdrops. Perfect for romantic getaways and honeymoons, the lodge combines rustic elegance with modern comfort in peaceful surroundings between De Rust and Buffelsdrift Game Lodge.

**Contact:** Email: [info@landrani.com](mailto:info@landrani.com), call: +27 21 201 8901, or visit: [www.landrani.com](http://www.landrani.com).



## Benchmark Properties



### Vrede en Lust Estate

**Location:** Paarl, Western Cape

This boutique wine estate nestled in the Simonsberg foothills has been crafting exceptional wines since 1688. The estate's historic grounds, stunning mountain views, and beautifully preserved architecture create an enchanting destination for wine lovers, couples, and celebration seekers exploring the Cape Winelands.

**Contact:** Email: [info@vnl.co.za](mailto:info@vnl.co.za), call: +27 21 874 1611, or visit: [www.vnl.co.za](http://www.vnl.co.za)