



TOURISM TUESDAYS

JOIN THE CONVERSATION

[#TourismTuesdays](#)

MARCH 2026 EDITION



Inspiring new ways

NOTE FROM THE EDITOR

With just 40 days to go until Africa's Travel Indaba, momentum is steadily building toward one of the continent's most influential travel platforms. Indaba represents more than a calendar event. It reflects Africa's readiness to connect, to trade, and to lead in a fast-changing global tourism environment.

This edition comes at a time when South Africa's tourism story is not only being told, but truly experienced and felt across global markets through the universal languages of sport and music.

That same sense of connection and global relevance has been evident across the country over the past month.

Earlier this month, South Africa took the destination image story to the world stage at ITB Berlin 2026, held from 3 to 5 March. As the leading global platform for the travel industry, ITB Berlin brought together thousands of exhibitors from over 160 countries. Through the work of the South African National Convention Bureau (SANCB), Team South Africa was able to create a strong market access platform that showcased the country's diverse tourism offering while driving meaningful business engagements that convert global interest into real economic impact.

Participation at ITB is a strategic priority. It provides an opportunity to strengthen trade partnerships, unlock market access, and position South Africa competitively among global destinations. The South African delegation, led by Deputy Minister of Tourism, Maggie Sotyu, included 49 exhibitors showcasing a wide range of tourism products. This group also featured 22 Small, Medium and Micro Enterprises supported through the Department of Tourism's Tourism Incentive Programme, as well as additional SMMEs facilitated by the Limpopo Tourism Agency. Their participation reflects a clear commitment to transformation and inclusive growth, ensuring emerging businesses gain direct access to global distribution networks.

From the world stage to the energy of sport at LIV Golf, our story travelled to the unmistakable rhythm of the Cape Town International Jazz Festival and the debut of the Montreux Jazz Festival Franschhoek. South Africa has once again shown its ability to turn major events into meaningful tourism opportunities.

Additionally, through the work of our country office teams, South African Tourism continued to drive destination marketing efforts. Initiatives such as the Mega Lekker Escape, led by the Australia team,

continue to convert interest into tangible opportunity by giving global trade partners firsthand experience of the destination. These immersive experiences build confidence and often translate into future bookings.

In the North America hub, a focused mix of virtual, in-person, and digital engagements is expanding market access and strengthening the presence of South African tourism products in practical and measurable ways.

As the global tourism landscape continues to evolve, the growing influence of markets such as China and India highlights the importance of understanding travellers and responding with relevance, authenticity, and ease of access.

This progress is supported by a strong focus on quality, collaboration, and continuous improvement. From strengthening airlift partnerships and improving access through visa processes, to recognising businesses that are raising service standards, there is a shared commitment across the sector to deliver excellence.

It is clear that South Africa is competing, and delivering on its promise as a world-class destination.

While events continue to draw visitors to our shores, the work of the Tourism Grading Council of South Africa (TGCSA) remains essential in ensuring that every visitor experiences high levels of service excellence. In this edition, we also highlight benchmark properties and five-star premium offerings. Through initiatives such as the Basic Quality Verification programme, both established hotels and smaller accommodation providers are supported by the TGCSA in delivering quality experiences across the country.

South Africa's story is being shared in many ways, and it continues to resonate with many travellers - both internationally and local.

Regards,
Tourism Tuesdays Team

40

DAYS TO GO



AFRICA'S TRAVEL INDABA

SEE YOU THERE





AFRICA'S TRAVEL INDABA

Preparations for Africa's Travel Indaba 2026 Underway as Key Milestones Take Shape

The Pan-African leisure travel show is set to take place from 11 to 14 May in Durban, KwaZulu-Natal.

Preparations for Africa's Travel Indaba 2026, taking place from 11 – 14 May in Durban, KwaZulu-Natal are advancing strongly following the appointment of Synergy Business Events as the official Exhibition Management Company, a key milestone in delivering a focused, high-value platform for trade engagement across the continent.

Whilst planning for the 2026 show may have started later than usual, significant groundwork has already been laid behind the scenes to reinvigorate the platform.

Africa's Largest Hosted Buyer Programme

Africa's Travel Indaba has consistently hosted the largest curated hosted buyer programme on the

African continent, enabling exhibitors to connect with senior international and regional decision-makers through structured business matchmaking and pre-scheduled meetings.

Early indicators point to encouraging market interest, with 528 qualified hosted and non-hosted buyers confirmed from 34 countries. This includes representation from key international markets such as the United States, Germany, India, the United Kingdom, the Netherlands, Australia, Brazil and Japan.

Importantly, 210 qualified hosted and non-hosted buyers are attending the show for the first time, signalling the event's continued ability to attract new entrants and unlock fresh opportunities. Of these

buyers, 137 hosted and 73 non-hosted buyers are first-time participants at Africa's Travel Indaba. These buyers span a mix of established and emerging markets, including Australia, Brazil, India and Japan amongst other traditional core markets to South Africa. Growth from the African continent remains a strong focus.

With first-time buyers confirmed from Botswana, Malawi, Kenya, Uganda, Tanzania and Namibia, alongside broader regional participation.

A structured matchmaking approach at scale remains a defining strength of Africa's Travel Indaba and a key driver of return on investment for participating exhibitors.

"We are dedicated to delivering maximum value to our exhibitors by ensuring that key decision makers from all of our important source markets are considered in our evaluation criteria" says Acting CEO, Dr Shamilla Chettiar.

Business Opportunity Networking Day (BONDay) 2026: Strengthens the Strategic Value of Participation

Following its success at Meetings Africa, BONDay returns in 2026 with a refreshed half-day plenary programme on Monday 11 May 2026, designed to deliver focused insight into evolving travel demand, distribution shifts, air access developments and emerging opportunities for African tourism businesses.

Its inclusion at Africa's Travel Indaba reflects a strategic opening to the trade programme, provides exhibitors, media, and buyers with shared market intelligence to deepen informed engagements beyond the show and its activities.

Strong Industry Participation and Next Steps

To date, 479 exhibitor applications have been received, reflecting strong ongoing commitment from across the tourism sector. Preparations will now advance toward key milestones such as exhibitor logistical planning, stand allocations and the opening of the online diary, currently scheduled for 24 April 2026. Efforts are underway to bring this date forward. Africa's Travel Indaba remains one of the continent's most important tourism marketing platforms, connecting African tourism products with

international and regional markets through a curated environment designed to support meaningful business outcomes.

South African Tourism looks forward to welcoming the global travel community to Durban, KwaZulu-Natal for an impactful and future-focused Africa's Travel Indaba 2026.

Interested buyers and exhibitors can obtain additional information by visiting www.indaba-southafrica.co.za

*All numbers are quoted, are as of 30 March 2026.





LIV Golf South Africa's Debut

LIV Golf's debut in South Africa has been widely regarded as a major success, positioning the country as a premier global sporting and tourism destination. Hosted at Steyn City in Johannesburg, the event drew unprecedented crowds, with over 90,000 tickets sold and more than 100,000 spectators expected across the four days; making it one of the most highly attended golf events in the country's history.

Beyond attendance, the tournament delivered significant economic and tourism value, with

projections of close to R1 billion generated through visitor spend, hospitality, and global exposure. The event also showcased South Africa's ability to host world-class experiences, blending elite sport with a vibrant, festival-like atmosphere that resonated with both local and international audiences.

Importantly, LIV Golf has strengthened South Africa's positioning as a leading golf tourism hub, attracting high-value travellers and creating opportunities for long-term growth across the tourism and events sectors.





LIV GOLF SOUTH AFRICA: THE R1 BILLION IMPACT STORY

R1 BILLION

Projected Total Economic Impact

Direct + Indirect + Induced Spend
Based on global event benchmarks

1. DIRECT SPEND

R400 MILLION (40%)



Accommodation & Tourism
R120-150M



Flights & Transport
R80-100M



Tickets & Hospitality
R100-120M



Food & Entertainment
R60-80M

2. INDIRECT SPEND

R350 MILLION (35%)



Event Infrastructure
R120-150M



Broadcast & Media
R80-100M



Suppliers & Services
R80-100M



Marketing & PR
R30-50M

3. INDUCED IMPACT

R250 MILLION (25%)



Wages & Jobs
R100-120M



Household Spending
R80-100M



Investment Signal
R50M+

ATTENDANCE ECONOMICS

- **20,000-30,000** Visitors
- **R8,000-R15,000** Spend Per Visitor
- Tourism Impact: **R160M-R450M**

WHY LIV GOLF IS DIFFERENT

- Elite Global Field
- High-Net-Worth Audience
- Corporate Hospitality Focus
- Worldwide Broadcast Reach

IMPACT FOR JOHANNESBURG

- Global Events Destination
- Premium Tourism Boost
- Local Business Activation
- Nation of Champions

LIV GOLF: NOT JUST A TOURNAMENT - A CATALYST FOR ECONOMIC GROWTH.

Estimates based on international event benchmarks and tourism multipliers

Figures represent projected economic activity - not audited outcomes.



From Cape Town to Franschoek: Global Jazz Festivals Boost South Africa's Tourism and National Image

Two prestigious jazz festivals showcased world-class artists while reinforcing the country's reputation as a destination where music, culture, and unforgettable experiences converge.

There's something quietly powerful about the weekend South Africa just delivered, the kind that doesn't shout for attention but leaves a lasting impression on everyone who experiences it.

Between March 27 and 29, the country didn't just host two jazz festivals; it offered a reminder of what makes South Africa one of the world's most compelling destinations. Through the return of the 23rd edition of the Cape Town International Jazz Festival and the debut of the Montreux Franschoek Jazz Festival, South African Tourism supported and strategically collaborated with two of the country's most prestigious cultural events, reinforcing its commitment to positioning South Africa on the global stage.

And in doing so, embarked on a simple yet often-overlooked truth: that people don't travel only for places; they travel for experiences that move them.

In Cape Town, the energy was unmistakable; thousands of music fans gathered in a shared rhythm that felt both universal and deeply local. Just outside the city, Franschoek offered a different pace: slower, more indulgent, where jazz blended with fine wine and a wide variety of gastronomic offerings. Together, they created a dual story that few places can match in contrast, unity, and richness.

What stood out wasn't just the calibre of artists, like the legendary jazz musician, Abdullah Ibrahim, or



three-time Grammy award-winning Lalah Hathaway, but how these performances became gateways. Visitors didn't come solely for the music - they stayed for everything else, the coastline, the cuisine, the culture. And in doing so, they experienced a country that refuses to be reduced to a single story.

The events' measurable impact on hotel occupancy, restaurant bookings, and local spending is undeniable. But the more enduring return is intangible: the shift in perception, the confidence a country projects when it delivers world-class experiences seamlessly, and the stories travellers carry home.

South African Tourism's involvement in these festivals is part of its broader strategy to leverage world-class events as catalysts for tourism growth, enhance global competitiveness, and reinforce the country's reputation as a must-visit destination.

South Africa invites travellers on its own terms, complex, creative, and unapologetically unique. And if this past weekend is anything to go by, that invitation is being heard loud and clear.





49 Exhibitors, One Message: South Africa Delivers at ITB Berlin

From 3-5 March, South Africa had an impactful presence at ITB Berlin.

South Africa concluded a successful participation at ITB Berlin 2026, held from 3 to 5 March, using the global platform to strengthen its position as a competitive and high-demand destination.

Building on a strong performance of 10.5 million international arrivals in 2025, Team South Africa arrived in Berlin with a clear focus: to convert growing global interest into measurable economic impact. As one of the world's leading travel trade shows, ITB Berlin provided a strategic opportunity to deepen relationships with key international buyers, expand market access, and elevate destination awareness across Europe and beyond.

The South African delegation was led by the Deputy Minister of Tourism, Maggie Sotyu, alongside senior leadership from South African Tourism. A total of 49 exhibitors represented the country, showcasing a diverse range of tourism products across leisure, culture, wildlife, and adventure.

Beyond showcasing experiences, the platform enabled meaningful business engagements that support jobs, drive investment, and sustain livelihoods across the tourism value chain. 22 exhibitors of the 49 were Small, Medium and Micro Enterprises (SMMEs) supported through the Department of Tourism's TIP (Tourism Incentive

Programme) and as well as two additional SMMEs facilitated by the Limpopo Tourism Agency. Their participation reflects a clear commitment to transformation and inclusive growth, ensuring emerging businesses gain direct access to global distribution networks.

Germany remains one of South Africa's most important European source markets, recording a 14 percent year-on-year growth in arrivals in 2025. Engagements at ITB focused on increasing length of stay, driving higher visitor spend, and strengthening long-term trade partnerships within this high-value market.

South Africa's presence at ITB Berlin forms part of a broader strategy to position the country as a destination of choice under the global brand message "South Africa Awaits, Come Find Your Joy."

Proving All Lekker Things Come in Threes, South African Tourism Delivers Its Third 'Mega Lekker Escape'



South African Tourism successfully hosted its third annual Mega Lekker Escape - Lekker meaning good, nice or enjoyable - sending 110 Australian and New Zealand travel agents and media on eleven simultaneous famils across South Africa, each led by an Australian or New Zealand wholesaler, before culminating in a two-day, 17 to 19 March, training event at the Sun City resort in the Pilanesberg game reserve.

Designed to showcase South Africa's diverse offerings, the programme went beyond traditional tourism experiences to highlight sustainability, conservation, cultural heritage, and community engagement. The initiative also supported inclusive growth by providing market access to 60 SMMEs and featuring emerging businesses during speed marketing sessions.

Notably, all participating agents experienced South Africa firsthand for the first time, helping to build confidence in selling the destination. The impact is significant, with up to 90% of agents booking trips within a year of participation.

GM: Global PR, Communications & Stakeholder Relations , Thandiwe Mathibela emphasised the

importance of lived experiences in promoting the destination: "Come Find Your Joy. South Africa Awaits". Joy is something that must be experienced, and initiatives like the Mega Lekker Escape are key to bringing this to life.

With growing participation and strong economic impact, the Mega Lekker Escape continues to play a vital role in driving international arrivals and positioning South Africa as a destination of choice.

[Click here](#) for the article.





Expanding Market Access for South African Products in North America with Virtual, In-Person and Digital Engagement

South African Tourism's North America hub continues strengthening market access through an integrated approach combining virtual roadshows, in-person showcases, and a robust digital Resource Directory.

The South African Tourism North America hub continues to strengthen market access for South African suppliers through a mix of virtual events, in-person showcases, and a robust digital Resource Directory that connects directly with U.S. and Canadian travel advisors. The efforts have expanded reach, created market access and strengthened relationships across the tourism value chain including with suppliers, advisors, and destination stakeholders, and equipped North American trade to sell South Africa with confidence.

Virtual Roadshow

The second annual Selling South Africa virtual roadshow delivered strong engagement, connecting 50 South African exhibitors, including 11 SMMEs, with 570 advisors across North America.

Over three days, participants took part in 883 one-on-one meetings, and exchanged 2,519 chats, while exploring dynamic virtual booths featuring videos, banners, downloadable materials, and social media links.

Advisors also accessed on-demand educational sessions, including provincial training and the popular SA 101: Discover the Joy of Selling South Africa, 2,263 times, while viewing 593 documents and 878 videos.

More than 3,600 resources were saved, and 1,354 direct website visits were recorded, demonstrating strong engagement across all touchpoints.

In-Person Product Showcases

Following the virtual roadshow, SA Tourism North America hosted in-person product showcases in Los Angeles and New York City. These events connected travel advisors with U.S.-based representatives of South African suppliers across luxury safari, experiential travel, hotels, domestic airlift, and unique destination experiences. Supported by the South African Consulates-General in each city, the showcases featured South African food and wine, creating fully immersive experiences. Together, the two events engaged 74 advisors and showcased 18 South African products, deepening trade relationships.

Digital Resource Directory

To support ongoing market access, SA Tourism North America expanded its searchable Resource

Directory, created in collaboration with Insider Travel Report. The resource directory allows over 100,000 U.S. and Canadian travel advisors to explore and plan itineraries with more than 100 registered South African products, services, and experiences. Advisors can engage directly with DMCs, tour operators, hotels, lodges, unique experiences, and hidden gems, using the platform as a trade-ready library to inspire clients and boost bookings.

Impact

Through this integrated approach, SA Tourism North America has expanded market access for South African products, facilitated direct relationships with the travel trade, and empowered advisors with the knowledge and tools to sell South Africa with confidence. These initiatives reflect the team's commitment to innovation, collaboration, and ensuring that South Africa remains a top-of-mind destination for North American travellers.





How China and India Are Shaping Global Travel Strategies

As forward-thinking destinations adopt market-specific strategies to capture this growth, South Africa is positioning itself as an aspirational, experience-driven destination offering cultural immersion, beautiful scenery, and exceptional value for these high-growth markets.



The landscape of global tourism is evolving faster than ever. For decades, destinations relied on broad marketing campaigns and generic offerings to attract travellers, but the rules of the game have changed. Today, the most forward-thinking tourism boards are adopting market-specific, integrated strategies designed to resonate with travellers from China and India.

According to Oxford Economics, China ranks among the world's largest outbound tourism markets, with outbound travel estimated at over 140 million trips and projected to exceed 200 million travellers by 2030. India's outbound travel market is also expanding rapidly, currently estimated at around 27 million travellers and expected to reach more than 35 million by 2030. As these markets continue to grow, they have become key strategic priorities for destinations around the world, including South Africa.

Furthermore, China and India share many of the same top long-haul outbound destinations, including the United States, France, the United Kingdom, Australia, Canada, Germany, Spain, and Italy. However, there are some differences: India's top 10 includes Japan, while China's list features

Switzerland and the Netherlands. These destinations represent strong competition in attracting visitors from these high-growth markets.

Arrivals from Statistics South Africa's International Tourism report indicate that South Africa received over 69 000 arrivals from India and approximately 37 000 arrivals from China (2025), with both markets yet to fully recover to 2019 levels.

According to the SAT Brand Tracker study, Chinese travellers visiting South Africa are primarily motivated by the opportunity to experience a different culture, enjoy beautiful scenery, and benefit from good value for money. The country's warm climate, combined with its renowned food and wine experiences, further enhances its appeal. For Indian travellers, key motivations include good value for money, beautiful scenery, and the chance to experience a different culture. Additionally, activities such as going on safari and fulfilling a dream of visiting a unique international destination play an important role in shaping their travel decisions. These factors position South Africa as an aspirational, experience-driven destination for the Indian market.

[Click here](#) for the article.



TOURISM GRADING COUNCIL SA

TGCSA CORNER



Global Trade Airlift Update

South African Tourism's Global Trade team strengthened strategic airline partnerships and industry collaboration through multiple initiatives in March.

Air France - KLM Engagement | 11 March

On 11 March 2026, the Air France Group hosted a senior management training and immersion session in Johannesburg, with South African Tourism invited to contribute to the programme by presenting the work undertaken by the organisation, as well as outlining how SA Tourism collaborates with airline partners.

This engagement presented a valuable opportunity to strengthen collaboration between the two entities. To complement the experience, the Global Trade team hosted the event at Les Créatifs, a Black-owned establishment that uniquely blends French culinary styling with South African design, flavours, and cultural influences. The event offered the airline executives an immersion gastronomy experience and

destination branding by providing a tangible, multisensory understanding of South Africa's unique tourism value proposition. Immersive gastronomy acts as a storytelling tool, showcasing South Africa's cultural heritage and authenticity, which are critical factors for global leisure travellers when choosing a destination.

Africa Coastal Marine Tourism Trade |

18 - 20 March

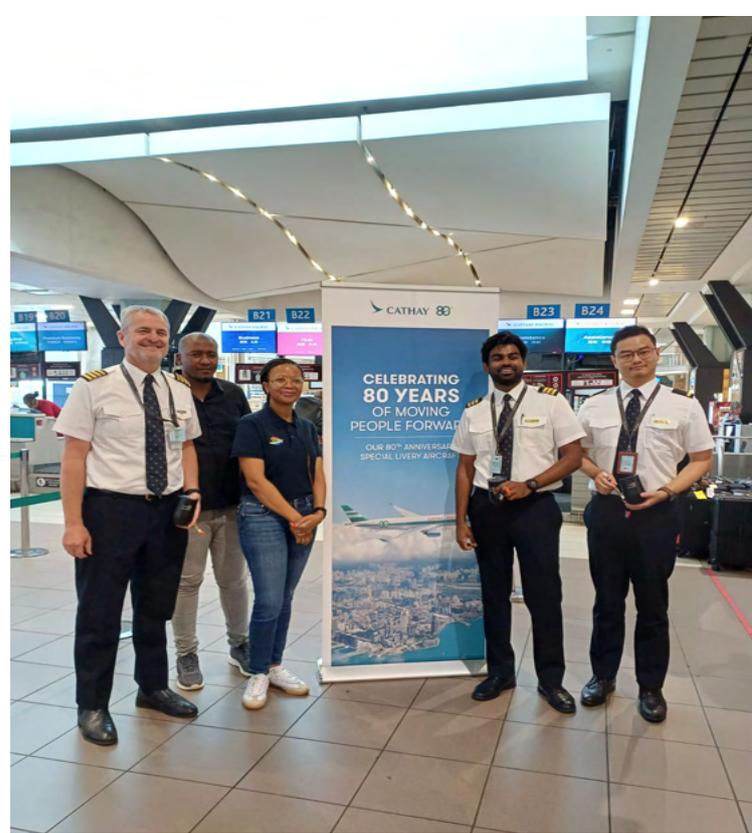
Africa's Coastal Marine and Maritime Tourism Alliance trade market took place from 18–20 March 2026 at the iconic Nelson Mandela Bay

Above: Refilwe Fosu-Amoah, Global Trade Relations Officer from South African Tourism and the winner from the Essay Competition, Ethandwa Mini from Motherwell High Scholl, Gqeberha: High School Category

Stadium. Africa's Coastal Marine and Maritime Tourism Alliance (ACMMTA) is dedicated to promoting sustainable coastal and marine tourism across Africa.

This trade market's mission is to position African coastal regions as premier destinations, fostering economic growth, cultural exchange, and environmental stewardship. Bringing together a powerful mix of entrepreneurs, government leaders, investors, buyers, and private sector changemakers, this event creates an exciting platform to foster collaboration, investment, and sustainable tourism growth across Africa's coastline. With a strong focus on the blue economy, innovation, and inclusive development, the 2026 edition unlocked real opportunities for communities, businesses, and fundamentally shaping the continent's maritime tourism future. The Global Trade team hosted a Networking Event on 18 March and provided official gifts for the Trade Market speakers.

Additionally, TGCSA unit exhibited at the trade show and Chief Quality Assurance Officer, Ms. Bronwen Auret, was a guest speaker during the "Product Development & Market Access" session. The event concludes with a dedicated Career Day for tourism students on 20 March, and the Global Trade unit was included on the program to introduce SA Specialist program.



Cathay Pacific 80th Anniversary Celebration | 24 March

To celebrate Cathay Pacific's (CX) 80th anniversary, the SA Tourism Global Trade unit joined the CX team at OR Tambo International Airport to welcome their special livery aircraft. As part of the celebrations, the team distributed promotional tokens (beaded key rings and pens) to passengers during check-in and also provided branded gifts for both the arriving and departing crew.

Electronic Travel Authorisation Workshop in Western Cape

During Minister Patricia de Lille's recent outreach missions to India and Southeast Asia, stakeholders identified a critical need to capacitate South African Destination Management Companies (DMCs) on the new visa regime. To address this, SA Tourism is hosting a series of provincial workshops focused the Trusted Tour Operator Scheme (TTOS) and Electronic Travel Authorization (ETA).

Following the initial ETA sessions at Meetings Africa 2026, the Global Trade team together with the Embassy Liaison Officer (ELO), are now preparing for workshops in the Western Cape (30 March 2026) and KwaZulu-Natal (May 2026, during Africa's Travel Indaba). The workshop will be hosted in partnership with the Department of Home Affairs (DHA). SA Tourism Global Trade unit will manage all logistics while DHA colleagues are facilitators at the workshops.





Gauteng Tourism Businesses Recognised for Quality Excellence Through Basic Quality Verification Programme

The initiative supports SMMEs and community-based enterprises by providing practical tools to enhance service standards while creating pathways toward full grading certification and strengthening South Africa's global competitiveness.

A total of 175 tourism establishments in Gauteng were recognised for successfully completing the Basic Quality Verification (BQV) Programme, a partnership between the Department of Tourism and the Tourism Grading Council of South Africa. The certificate ceremony, led by Deputy Minister Maggie Sotyu on 16 March, highlighted the sector's commitment to improving service standards and strengthening South Africa's global competitiveness.

The BQV Programme supports tourism businesses, particularly SMMEs and community-based enterprises, by providing practical tools to enhance service quality and operations, while creating a pathway toward full grading certification. This initiative not only improves visitor experiences but also promotes inclusive growth, job creation, and sustainable livelihoods.

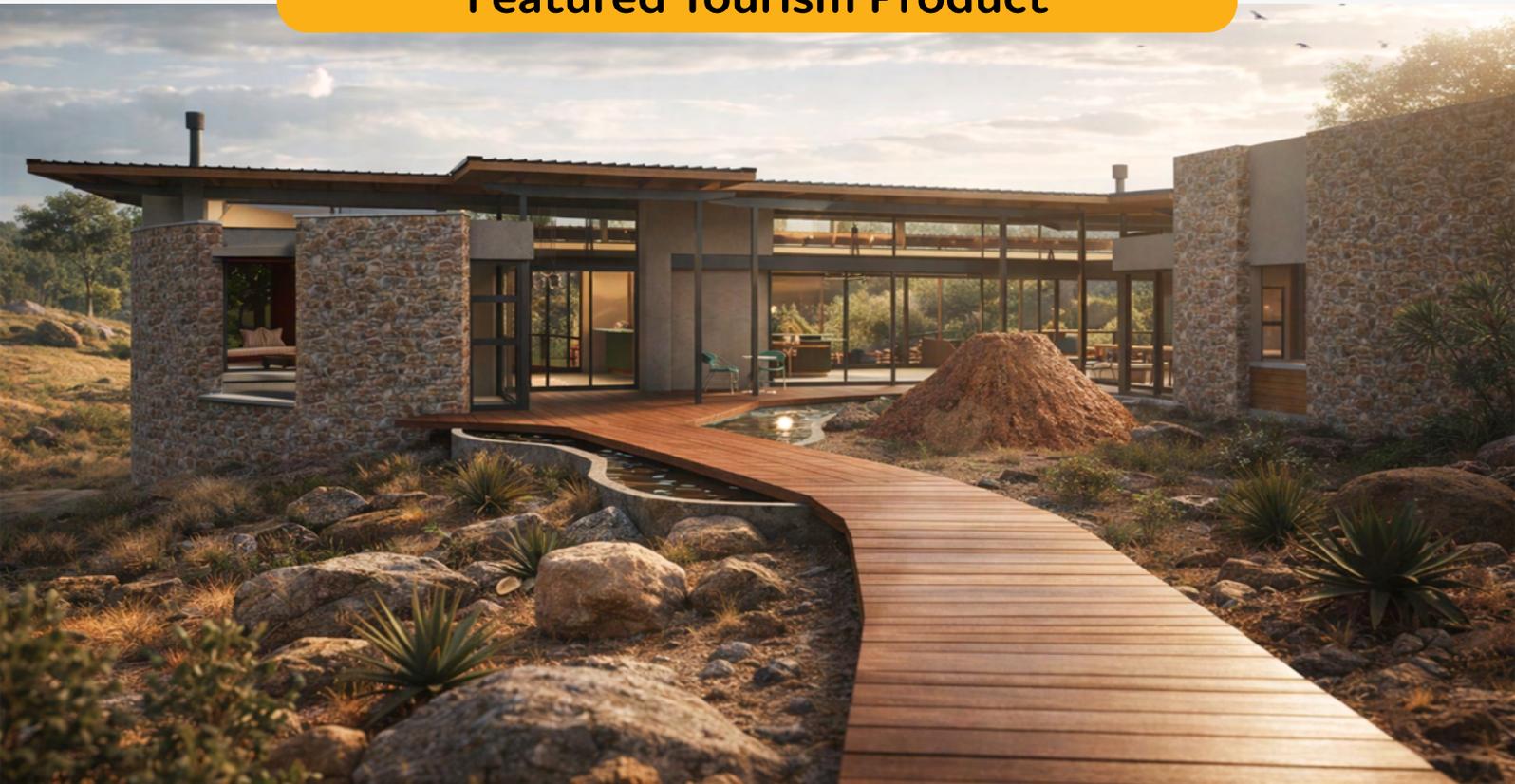
"Today is a celebration of progress and dedication. These businesses have taken a critical step toward enhancing the quality of service they provide,

contributing meaningfully to South Africa's reputation as a destination that delivers not only beauty, but excellence," said Deputy Minister Maggie Sotyu.

The recognition marks a significant step in building a more competitive and resilient tourism sector, with stakeholders encouraged to prioritise quality assurance as a driver of long-term success.

[Click here](#) for the Deputy Minister's speech.





NORTH WEST

Jaci's Private Lodge Reopens 1 July 2026 Following Major Rebuild and Reimagination

Following extensive rebuilding after the early 2025 floods, Jaci's Lodges in the Madikwe Game Reserve are on track to reopen on 1 July 2026 as a reimagined, unified offering: Jaci's Private Lodge. This exciting new chapter brings together a refined collection of luxury accommodations designed to elevate the guest experience.

The newly configured lodge will feature:

- 6 Safari Suites (max 2 adults)
- 4 Safari Suite Expeditions (max 2 adults and 2 children)
- Kubu Villa (3 bedrooms, max 6 guests)
- Nare Villa (3 bedrooms, max 6 guests)
- Jaci's Madikwe House (5 bedrooms, max 10 guests)

Notably, Jaci's Madikwe House officially launched earlier on 16 December 2025 and is already welcoming guests, offering an exclusive and spacious villa experience within the reserve.

Set within the renowned Madikwe Game Reserve in the North West province, the lodge continues to build on its

reputation for immersive safari experiences, warm hospitality and distinctive design. The rebuild introduces a fresh, cohesive identity while maintaining the charm and character that have long defined the Jaci's brand.

This redevelopment marks a significant milestone for the property, positioning Jaci's Private Lodge as a premier destination for both local and international travellers seeking a private, luxury safari experience.

To stay informed on the latest developments and offerings, readers are encouraged to subscribe to the Jaci's Private Lodge [newsletter](#).

MARCH 2026

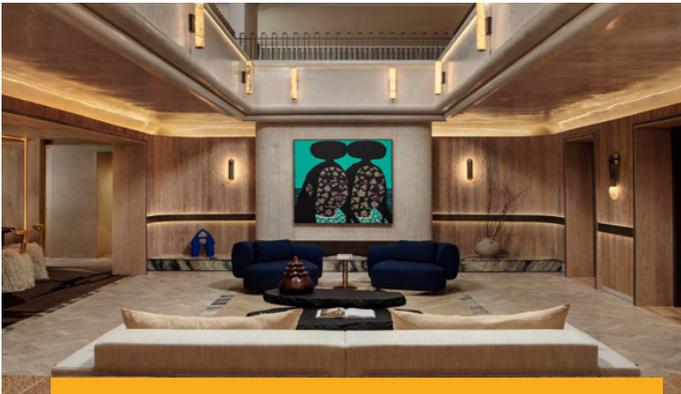
Benchmark Properties

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.

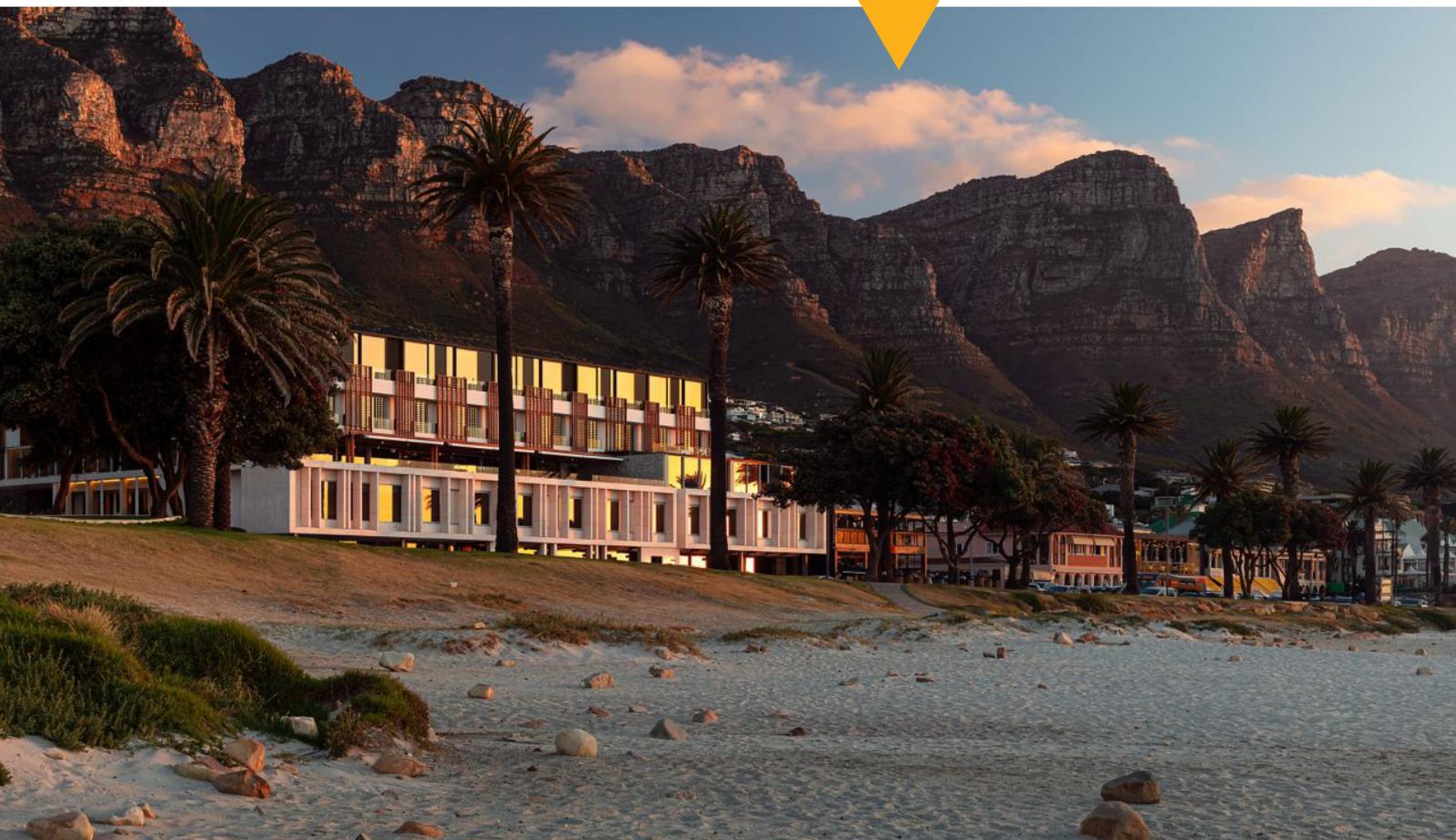
Morea House, Autograph Collection

Location: Camps Bay, Cape Town, Western Cape



Opened in December 2025 as Marriott's first Autograph Collection property in Cape Town, Morea House features 90 elegantly appointed guestrooms and suites designed with natural materials celebrating Camps Bay's turquoise waters and dramatic Twelve Apostles backdrop. Just steps from Camps Bay Beach, the hotel delivers a sanctuary where guests reconnect with Cape Town's vibrant coastal spirit.

Contact: Call: +27 21 892 2980, or visit: [marriott.com](https://www.marriott.com)



Benchmark Properties



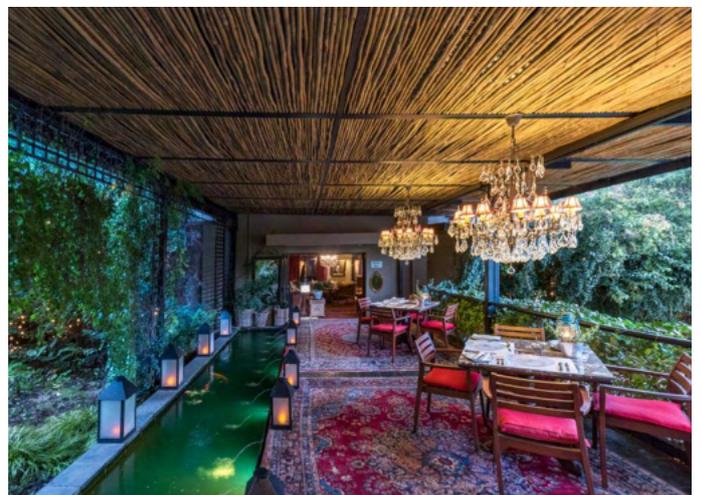
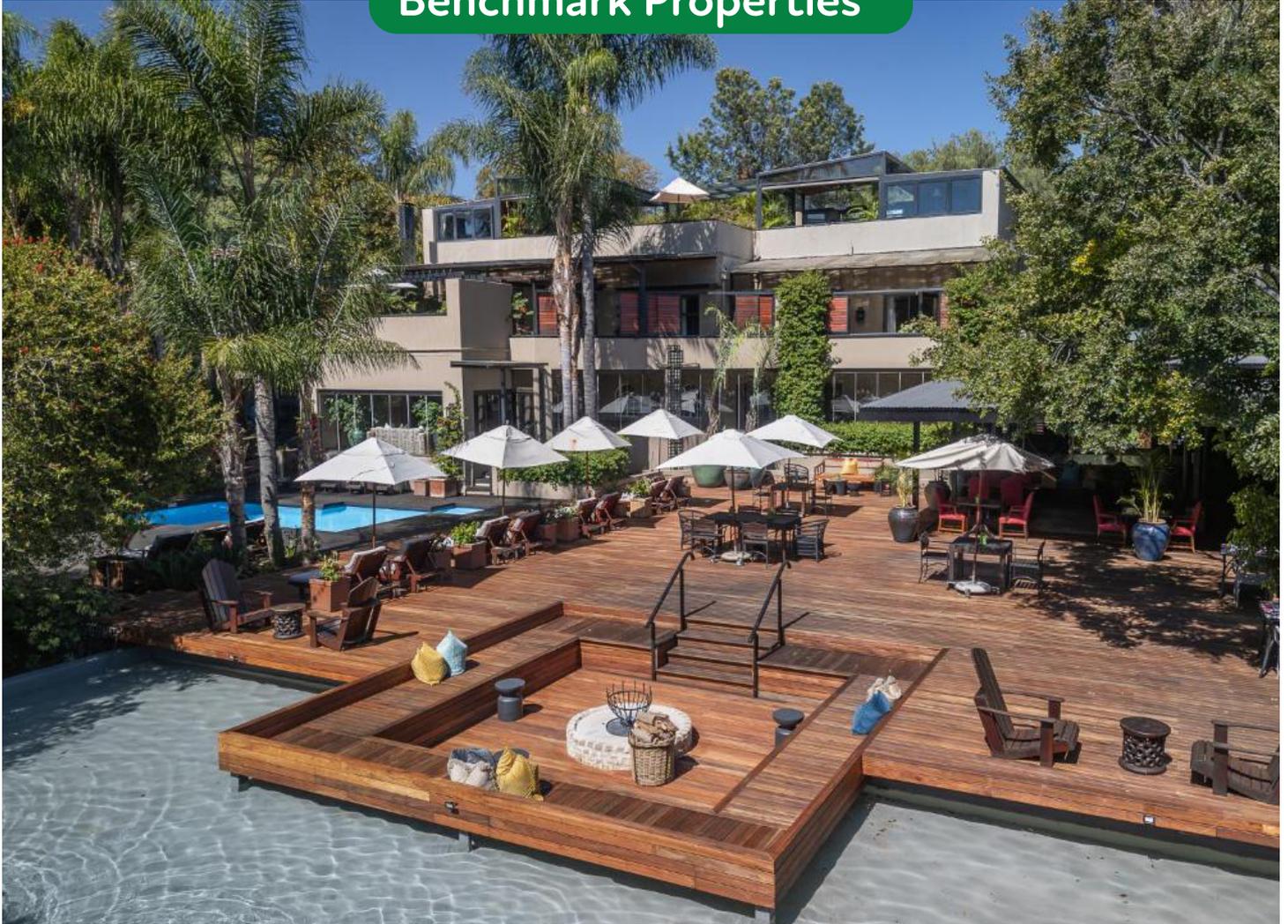
The Roaming Goat Guesthouse

Location: Louis Trichardt (Makhado), Limpopo

Set on a peaceful country estate just 3 km outside Louis Trichardt, this beautifully restored farmhouse blends elegant interiors with modern amenities across king, queen, and double en-suite rooms. Ancient gardens host roaming wildlife and abundant birdlife, with farm walking trails inviting guests to explore the natural surroundings at their own pace.

Contact: Email: bookings@theroaminggoat.com, call: +27 79 744 1285, or visit: theroaminggoat.com.

Benchmark Properties



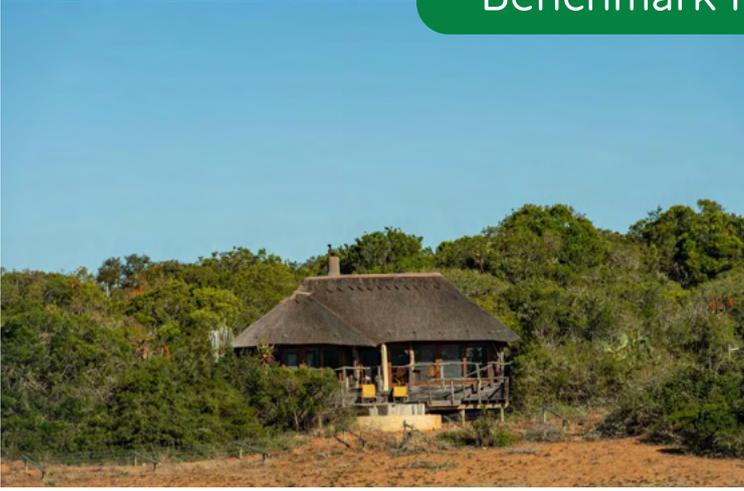
The Residence Hotel

Location: Houghton, Johannesburg, Gauteng

Located in prestigious, jacaranda-lined Houghton near the historic Nelson Mandela Estate, this intimate 18-suite boutique hotel offers timeless elegance. Just 30 minutes from OR Tambo Airport and walking distance to top golf clubs, the hotel provides serene luxury where impeccable service creates refined sophistication.

Contact: Email: info@residencecollection.co.za, call: +27 11 853 2480, or visit: theresidence.co.za

Benchmark Properties



Pumba Water Lodge

Location: Pumba Private Game Reserve, Eastern Cape

Set on the 6,790-hectare malaria-free Pumba Private Game Reserve home to rare white lions, this lodge comprises 12 exclusive waterfront cottages with stunning Lake Kariega views, private decks, outdoor showers, and plunge pools. Guests experience twice-daily Big Five game drives in open Land Rovers, gourmet African fusion cuisine, a floating jetty for sundowners as hippos wander, and access to Soul Spa complete the luxury safari experience.

Contact: Email: reservations@pehg.co.za, call: +27 41 502 3050, or visit: pumbagamereserve.co.za.

MARCH 2026

Premium Properties

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

The Tourism Grading Council of South Africa'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.

Monwana Game Lodge

Location: Thornybush Game Reserve, Limpopo

Positioned on the banks of the Monwana River within the 11,500-hectare Thornybush Nature Reserve, this intimate lodge accommodates a maximum of 16 guests in never more than eight occupied rooms, ensuring exclusive privacy. Guests enjoy twice-daily game drives led by experienced rangers tracking the Big Five and over 300 bird species, complemented by traditional South African cuisine paired with fine wines.

Contact: Email: reservations@monwana.co.za, call: +27 10 446 8045, or visit: more.co.za/monwana.



