



UNLIMITED AFRICA: GROWING AFRICA'S TOURISM ECONOMY



AFRICA'S TRAVEL INDABA 2026 OPENS WITH BOLD VISION FOR CONTINENTAL TOURISM GROWTH

President Cyril Ramaphosa officially opened Africa's Travel Indaba 2026, positioning tourism as one of Africa's most powerful development tools.

"Tourism is more than a sector of the economy. It is a living expression of who we are as a people," Ramaphosa said. "The increases we have seen in tourism figures are not merely of statistical interest. They represent families supported, small businesses revived and

communities that are being uplifted."

The President highlighted South Africa's tourism recovery, noting that the country welcomed 10.5 million international visitors in 2025, while tourism now supports nearly one million direct jobs nationally. He also stressed the growing importance of intra-African travel, revealing that approximately three-quarters of South Africa's international arrivals originate from the SADC region.

"This tells us something important: Africans are choosing Africa," he said. "When Africans travel within Africa, we strengthen our economies, deepen our cultural ties and build a more integrated continent."

Held under the theme "Unlimited Africa: Growing Africa's Tourism Economy", this year's opening ceremony brought together African tourism ministers, international buyers, exhibitors, airlines, investors and tourism stakeholders from across the continent and beyond.

Tourism Minister Patricia de Lille reinforced tourism's growing economic contribution, stating that South Africa has moved beyond tourism recovery and firmly into a growth phase.

"With a record-breaking 10.5 million international arrivals in 2025, we are no longer speaking recovery; we are speaking growth," she said.

De Lille highlighted major tourism investments currently reshaping the sector, including the R24 billion expansion of the V&A Waterfront, the R10.5 billion investment into Winelands Airport, and KwaZulu-Natal's R2.1 billion Club Med Beach & Safari Resort opening later this year.

"These are demonstrations of confidence in South Africa's tourism growth prospects," she said.

President Ramaphosa and Minister De Lille led



the signing of a pledge committing to building a tourism sector that is inclusive, sustainable, competitive and growth-driven for all.

They were joined by Deputy Minister of Tourism Makgotso Sotyu, alongside stakeholders from public and private sector. Among those present were KwaZulu-Natal Premier Thami Ntuli; eThekweni Mayor Cyril Xaba; Director-General Victor Vele; Dr Mzamo Masito; Chairperson of the South African Tourism Board, Jerry Mabena; Chairperson TBCSA, David Frost; CEO of SATSA, Moseketsi Mpeta; CEO of Tourvest Destination Management, Bred Tungay; Board Chairperson of FEDHASA; SATOVITO Founder Lusanda Fibi; Chairperson of the Portfolio Committee, Ranalda Nalumango; and renowned film producer Anant Singh.

Exhibitors, buyers, media, and partners are invited to sign the pledge during the duration of Africa's Travel Indaba 2026.

eThekweni Mayor Cyril Xaba used the platform to showcase Durban's growing status as a major tourism and events destination, citing expanded airline connectivity, cruise

tourism growth and major sporting events as catalysts for local economic development.

"Our city has strengthened its global connectivity through new airline routes linking Durban to key domestic, regional and international markets," Xaba said. "Improved air access is opening Durban to greater tourism and investment opportunities."

The Mayor highlighted the city's growing cruise tourism sector, noting that since December 2025 Durban has welcomed 27 cruise vessels carrying more than 4,000 international tourists through the Nelson Mandela Cruise Terminal.

Xaba also pointed to Durban's role as a host city for the 2027 Cricket World Cup, describing sports tourism as an increasingly important contributor to local economic growth, township enterprise development and job creation.

KwaZulu-Natal Premier Thami Ntuli described the province as "a home away from home" for delegates and positioned KwaZulu-Natal as a destination where "history dances gracefully

[continues on page 3](#)



MAURITIUS

FAMILY DESTINATION



STAND DEC2D01



DAY 2 PROGRAMME

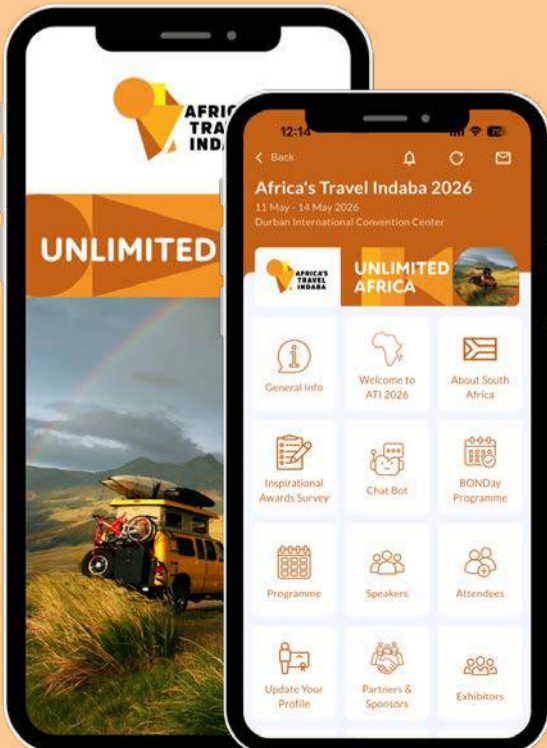
Time	Event	Venue
06H00 - 08H00	Africa's Travel Indaba Annual Fun Run / Beach Yoga	Beachfront Promenade
07H30 - 10H00	SANParks' Power Panel Breakfast "Conversations on Conservation and Regenerative Tourism"	Elangeni Hotel
08H00 - 09H30	Speed Marketing Session 2: Wildlife Safari and Camping	Meeting Room 21, ICC
09h00 - 11h00	Southern African Development Community (SADC) Side Event	Meeting Room 12, ICC
10h00 - 11h00	Media Editorial Session: Panel Discussion: Route Development, Aviation Resilience and Tourism Growth in a High-Cost Global Environment	Media Centre Presentation Room
10H00 - 12H00	Electronic Travel Authorisation (ETA) Session	Meeting Room 21, ICC
10H00 - 18H00	Exhibition Starts / Diary Meetings	Exhibition Areas
10H00 - 11H00	Panel Discussion: Route Development, Aviation Resilience and Tourism Growth in a High-Cost Global Environment	Media Centre Presentation Room
10h00 - 15h00	Tourism Youth Employment Intervention	Offsite, venue TBC
BOMA TALKS		
11h00 - 11h30	Shaping Sustainability Session 2: Unlocking Local Flavours for Global Appeal – Inverroche Capturing the Essence of Indigenous Plants	Butterfly Wall - ICC Outdoor
12h00 - 14h00	African Ministers Panel Discussion: A Digital Future Driving Tourism Growth in Africa	South Foyer, ICC
13h00 - 14h00	LUNCH	Designated Venues
14h00 - 15h00	Media Editorial Session: CMO Destination Marketing	Media Centre Presentation Room
BOMA TALKS		
15h00 - 15h30	Future Forward Session 2: –Regenerative Tourism - Protecting Assets Whilst Growing Local Economies Tourism	Future Wheel - ICC Concourse
18h00 - 00h00	City Immersion Experience	Florida Road / Umhlanga
19h00 - 22h00	KwaZulu-Natal Buyers Cocktail Function	Radisson Blu Hotel uMhlanga

**correct at time of printing*



DOWNLOAD THE AFRICA'S TRAVEL INDABA 2026 APP

All event related information in your hands!



SCAN TO DOWNLOAD



Advertise in Africa's Travel Indaba Daily Newspaper!



Contact Redoh Kimmie at business@solamedia.co.za
+27 (0)69 683 0771

Credits

Publisher	Sola Media	Photographer	Mlungisi Mbele
Editor	Riana Andrews	Production Manager	Cindy Jarvis
Writer	MaryAnne Isaac	Distributor	Thobani Mbeje
Writer	Harriet Akinyi	Distributor	Lucky Ntuthuko Mdletshe
Writer	Dominic Naidoo	Business Developer	Redoh Kimmie
Graphic Designer	Talia Adonis	Printer	Pinetown Printers

Contact us: admin@solamedia.co.za

from page 1

with the momentum of modernity.”

“Tourism is not simply an industry, but a powerful engine for inclusive growth, job creation and shared prosperity,” Ntuli said.

The Premier emphasised the province’s commitment to strengthening tourism infrastructure, improving visitor experiences and positioning KwaZulu-Natal as Africa’s premier tourism and investment gateway.

Meanwhile, KwaZulu-Natal MEC for Economic Development, Tourism and Environmental Affairs Musa Zondi described Africa’s Travel Indaba as one of the province’s most important economic platforms.

Across all speeches, tourism was repeatedly framed as a sector capable of uplifting communities beyond traditional tourism centres. Township tourism, rural experiences, youth entrepreneurship, SMME development

and cultural tourism featured prominently throughout the opening ceremony.

President Ramaphosa noted that tourism’s future lies not only in iconic destinations, but also in innovation and local storytelling.

“It is about the young entrepreneur in Soweto building a digital platform for township experiences. It is about a rural cooperative in Limpopo offering authentic cultural

encounters,” he said. “Our youth are not waiting for the future. They are creating it now.”

As delegates moved onto the exhibition floor following the official opening, the tone for Africa’s Travel Indaba 2026 had been firmly set: African tourism is growing, investment confidence is returning, and the continent is increasingly positioning itself as both a global destination and an interconnected tourism economy.

CALLING TOURISM ENTREPRENEURS TO APPLY FOR THE TOURISM TRANSFORMATION FUND (TTF)

NEF and Department of Tourism Showcase Tourism Transformation Fund Success Stories at Africa’s Travel Indaba 2026

The National Empowerment Fund (NEF), in partnership with the Department of Tourism, hosted a Tourism Transformation Fund (TTF) Investee Showcase at the Tourism Grading Council stand during Africa’s Travel Indaba 2026 yesterday.

The showcase formed part of government’s ongoing commitment to advancing transformation, driving inclusive participation, and strengthening the competitiveness of black-owned tourism enterprises across South Africa. The platform also provided prospective applicants with guidance on submitting proposals for funding consideration under the Tourism Transformation Fund, with approvals aligned to the strategic objectives of the fund.



The Tourism Transformation Fund is a dedicated capital investment initiative established by the Department of Tourism in collaboration with the National Empowerment Fund to provide financial support to black-owned tourism businesses and entrepreneurs. The fund aims to accelerate transformation within the sector while catalysing the growth of a new generation of sustainable and competitive tourism enterprises.

Speaking at the event, stakeholders highlighted the TTF as a powerful opportunity for tourism entrepreneurs to access funding, unlock growth, expand market participation, and contribute meaningfully to South Africa’s tourism economy. Entrepreneurs with innovative and scalable tourism projects are encouraged to apply and take advantage of this transformative initiative.

Tourism entrepreneurs are invited to submit applications through the National Empowerment Fund website, where additional information on qualifying criteria, application processes, and funding opportunities is available. (www.nefcorp.co.za)

The event also marked the official launch and celebration of several Tourism Transformation Fund beneficiaries, while showcasing additional NEF-supported tourism enterprises representing a diverse portfolio of black-owned businesses from across the country. These enterprises demonstrate tangible progress in implementing government’s vision of inclusive economic growth and expanded



participation within the tourism value chain.

The keynote address was delivered by Deputy Minister of Tourism Makhotsotso Soty, who encouraged collaboration and mutual support among tourism businesses to strengthen the sector and create sustainable economic opportunities, while the vote of thanks was presented by Director General, Victor Vele.

Participating Beneficiaries

- Galenia Hotel Group - Northern Cape

- Kgabo Safaris - North West

- Yacoob Yachts (Tigresse Cruise) - Western Cape

- Elangeni Lodge (Mpumalanga)

The Tourism Transformation Fund continues to play a critical role in shaping a more inclusive and representative tourism industry, empowering black entrepreneurs to build thriving businesses that contribute to job creation, regional development, and South Africa’s global tourism appeal.

TOURISM INDUSTRY BACKS DURBAN BEACHFRONT SAFETY DRIVE WITH NEW PATROL VEHICLES DURING INDABA

Tourism and government stakeholders strengthened efforts to improve tourism safety in Durban through the launch of the eThekweni Coastal Tourism Policing initiative during Day 1 of Africa’s Travel Indaba.

The initiative, supported through the TOMSA Collaborative Fund, aims to improve visible policing and rapid response capabilities in key tourism areas including Durban’s beachfront



and other high-traffic visitor nodes.

As part of the initiative, patrol vehicles, quad bikes, trailers and uniforms were officially handed over to support tourism policing and beachfront safety operations.

The TOMSA Collaborative Fund is funded through contributions from the tourism private sector via the Tourism Marketing South Africa (TOMSA) levy. Managed by the Tourism Business Council of South Africa (TBCSA), the fund supports strategic projects aimed at growing and protecting South Africa’s tourism sector, including initiatives focused on tourism safety, destination marketing, airlift development and community impact.

The launch brought together representatives from national, provincial and local government, tourism bodies, law enforcement agencies and tourism stakeholders at Beach Cafe on Durban’s beachfront.

TBCSA CEO, Tshifhiwa Tshivhengwa, said tourism safety remained critical to Durban’s revitalisation as a leading destination for both domestic and international travellers.

“Visitor confidence is key to growing tourism and supporting businesses that rely on the sector. Through initiatives such as the eThekweni Coastal Tourism Policing initiative, we want visitors to enjoy Durban’s beachfront and tourism offering in a safe and secure environment,” he said.



eThekweni Municipality Mayor, Cyril Xaba, welcomed the partnership and said tourism safety remained central to Durban’s recovery and growth plans. “Safety and security are fundamental to building confidence in our city and ensuring visitors leave Durban with positive experiences. The Coastal and Tourism Policing Unit is

already making an impact and strengthening safety along our coastline,” he said.

The launch comes as Durban hosts thousands of tourism delegates, buyers and media from across the world for Africa’s Travel Indaba, placing renewed focus on the importance of safe, welcoming and investment-ready tourism destinations.



MPUMALANGA, A DIVERSE YEAR-ROUND FAMILY TOURISM DESTINATION

Mpumalanga combines wildlife experiences, breathtaking natural landscapes, rich cultural heritage and adventure tourism offerings.

The Mpumalanga Tourism and Parks Agency is at Africa's Travel Indaba 2026 to showcase a strong mix of nature-based tourism, adventure experiences, community tourism products and emerging tourism businesses that reflect the province's broader strategy for inclusive and sustainable tourism growth.

What sets Mpumalanga apart from other regions in South Africa is its ability to offer wildlife, nature, adventure, culture and heritage experiences within a single destination, supported by warm hospitality, year-round sunshine and strong accessibility from major domestic and international markets.

The province offers visitors an authentic and diverse tourism experience that includes iconic attractions such as Manyeleti Nature Reserve, Kruger National Park, Blyde River Canyon and the Panorama Route, offering a unique blend of conservation tourism and community-based experiences, making it both a premier leisure destination and an emerging hub for sustainable tourism growth, says MTPA Acting CEO Lemmy Mdluli.

The MTPA continues to position Mpumalanga as a premier tourism destination under the brand identity "The Place of the Rising Sun." The agency is prioritising domestic tourism campaigns, international market penetration, digital marketing and storytelling, participation in trade shows and expos as well as partnerships with travel trade and media. The focus will remain on promoting wildlife, adventure, culture, heritage, and scenic attractions.

"With affordability and local travel becoming increasingly important, the province is emphasising campaigns that will attract family and youth travel packages, group travel such as stokvels, township and rural tourism experiences, sports tourism and event-based tourism activations," Mdluli says. "This is aimed at increasing year-round visitor

movement within the province."

Since last year's Africa's Travel Indaba, Mpumalanga's tourism sector has achieved significant progress through continued tourism infrastructure development, strengthened destination marketing and increased support for community tourism initiatives and SMMEs.

The province has also intensified efforts to enhance visitor experiences through projects such as the God's Window Skywalk development, while further positioning itself as one of South Africa's leading tourism destinations. In addition, Mpumalanga continues to leverage tourism events, cultural experiences and conservation-driven tourism opportunities — including preparations linked to the 100-year celebration of Kruger National Park — to drive tourism growth and investment across the province.

Mdluli says that throughout 2026, the agency will continue prioritising domestic markets, regional African markets and selected high-value international long-haul markets that align with the province's wildlife, nature, adventure and cultural tourism strengths.

"Mpumalanga's strongest domestic focus is on Gauteng, Limpopo, KwaZulu-Natal and the Western Cape. Regionally, Mpumalanga strongly prioritises neighbouring Southern African

markets because of geographic proximity and cross-border travel patterns, including Mozambique, the Kingdom of Eswatini and Zimbabwe. Internationally, Mpumalanga has prioritised Germany, the United Kingdom, the Netherlands, France, the United States, as well as emerging markets such as India."

Africa's Travel Indaba 2026 continues to serve as a major platform for African destinations to connect with international buyers, media and trade partners, while promoting investment and market access opportunities for emerging tourism products, says Mdluli.

Key focus areas will include enhanced eco-tourism experiences linked to the province's managed nature reserves, Kruger National Park in its centenary year, the Panorama Route and Blyde River Canyon, as well as new cultural and township tourism experiences, adventure tourism offerings, glamping and luxury nature-based

accommodation, and tourism route development initiatives aimed at spreading economic benefits to local communities.

"The province is also placing increased emphasis on showcasing SMMEs and storytelling experiences that position Mpumalanga as more than a wildlife destination, but rather a diverse, year-round tourism destination," he says.

"Through ongoing support for tourism SMMEs, community-based tourism initiatives, skills development programmes, tourism route development and domestic tourism activations, the province is working to ensure that local communities, particularly youth, women and emerging entrepreneurs, participate meaningfully in the tourism economy," Mdluli says.



SPEED MARKETING SESSIONS CREATE VALUABLE TRADE EXPOSURE AT INDABA

The Tourism Grading Council of South Africa's (TGCSA) Speed Marketing Session at Africa's Travel Indaba 2026 is a high-energy platform for South African tourism businesses to connect directly with buyers, media and tourism professionals attending the continent's largest travel trade show.

The initiative, organised by the Tourism Grading Council of South Africa, is designed to showcase graded South African tourism products while creating direct engagement opportunities between exhibitors and high-value tourism trade audiences.

Noxolo Daniel, Quality Assurance and Development Manager at the Tourism

Grading Council of South Africa, said the Speed Marketing Sessions were specifically designed to create meaningful market access opportunities for tourism product owners, particularly smaller enterprises that may not have the financial resources for large-scale international marketing exposure.

"Speed Marketing provides a valuable platform for tourism businesses to showcase their products directly to international buyers," Daniel said.

"It is especially important for smaller businesses that may not always have the means to invest in high-impact marketing opportunities of this scale."

Daniel added that the themed structure of the sessions allows buyers to engage more effectively with tourism products aligned to their interests and market needs.

"The themes are important because they help buyers connect with the exact types of tourism experiences they are looking for," she said. "Tomorrow's session focuses on natural wonders, wildlife and safari experiences, while Day Three will showcase active adventure tourism and coastal escapes from across South Africa."

Day One focused on culture, heritage and city lifestyle tourism products, featuring a diverse lineup of tourism businesses, attractions and hospitality brands from across the country.

Among the participants were Travel Bug Tours & Safaris, JoThams Guest House, Freedom Park, Nelson Mandela Museum and Robben Island, alongside several hotels, tourism attractions and experiential travel operators.

Each participant was allocated four minutes to pitch their offering directly to a concentrated audience of approximately 300 tourism stakeholders, creating a fast-moving showcase of South Africa's tourism diversity.

Speaking after presenting on behalf of INK Chiefs Tourism Association, Chairperson Futhi Sibiyi said the session created valuable exposure to a highly relevant tourism audience.

"It was a useful opportunity to present in front of an audience already operating within the tourism space," Sibiyi said. "The audience appeared engaged and interested in hearing what exhibitors had to offer."

Sibiyi also highlighted the marketing value of

the platform, particularly for tourism businesses that may not otherwise have direct access to such concentrated trade audiences.

"If you compare it to the cost of traditional advertising required to reach the same quality audience, the value becomes very clear," he said. "You are engaging directly with people already involved in tourism, which makes it an excellent opportunity for exhibitors."

The sessions also allowed exhibitors to assess market interest, strengthen industry networks and receive immediate buyer feedback following presentations.

Thamendri Vermaak from JoThams Guest House described the session as an important opportunity for smaller tourism businesses to gain visibility within a major international trade environment.

"We are incredibly grateful to have been given the opportunity to participate on such a significant platform," Vermaak said. "The response from buyers after the presentation was extremely positive, and it was encouraging to see genuine interest and engagement with our product."

Participation in the sessions was limited to South African tourism businesses, with accommodation establishments required to be graded and preference given to exhibitors who had not participated in the programme within the last two years.

The remaining sessions at Africa's Travel Indaba 2026 will focus on wildlife, safari and camping tourism products on Wednesday, followed by active adventure and coastal tourism experiences on Thursday morning.

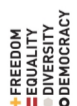


Experience the Pulse of the City of Gold!

Joburg is back at Africa's Travel Indaba 2026, and we're showcasing the best of the city with us. From **world-class hospitality to hidden cultural gems**, our stand features a powerhouse lineup of **tourism, hospitality and entertainment** companies that define Joburg's creative and entrepreneurial spirit.

Come meet the faces behind the magic. Let's talk partnership, tourism, and the future of Joburg!

Find us: Stand DEC 1L07 **Where:** Durban Exhibition Centre (DEC)



visit.joburg



IT STARTED WITH ONE TABLE...

By Corné Alberts, National Marketing Manager, ANEW Hotels & Resorts

The year was 2019, and I still remember our first Africa's Travel Indaba, as ANEW Hotels & Resorts. We had one table, a lot of confidence, and a slightly overexcited sense of just being there...which felt like enough at the time.

Looking back the small stand was closer to an introduction than a statement. ANEW was still the new kid on the hospitality block, with only two properties in the portfolio. So, we did what small teams do best. We straightened brochures (more than necessary), and we smiled at people who were not looking for us just yet, but our energy carried us. It was not about being established, but about being present and connecting with people in an industry that values presence.

Back then, everything was fresh. Conversations had not yet become reunions. That sense of freedom and ambition, came from not having it

all figured out, and it pushed us to want to more.

Then, everything went quiet in a way none of us planned.

With the cancellation of Africa's Travel Indaba in 2020 and 2021, due to the Covid-19 pandemic, the industry moved into a different phase. Meetings moved online, diaries filled up, and everyone became, at times a bit less human...without meaning to.

It worked, but it changed the heartbeat of our industry, and these industry events, like Indaba, suffered greatly. There were no longer unplanned conversations, no prerequisite afternoon glass of wine, no brief exchanges in the canteen queue, which often turned out to be the most productive of the day.

Everything became too structured, and in that our South African hospitality identity, was completely lost.

When Indaba finally returned in 2022 it was noticeable how quickly people found their connection groove again. Conversations overlapped, laughter returned and formality subsided. It felt like a return to something familiar and alive!

Indaba is not just a place for

meetings, but an annual reunion of industry peers. Like any reunion, energy builds exponentially, conversations multiply, and ideas evolve quickly. The place remains the same, and the vibe amplifies what is familiar.

Since that first table, at our initial Indaba, ANEW has grown from just two properties in 2019, to 19 properties across five provinces, today. That growth can be traced back to early morning conversations at Indaba, which gradually evolved into enduring partnerships and trusted relationships.

Along the way, patient investment in the right locations and teams resulted in several ANEW properties being regraded from 3-to 4-star establishments. These improvements were rooted at Indaba conversations and connections.

Since the first Indaba, our single table has evolved into a multi-story stand, and we've had the honour of receiving the Large Green Stand award twice! We value this recognition, not because of size but because it reflects our growth as a company and for playing a part in our South African hospitality eco-system.

At ANEW we love the Indaba! It continues to be a place where the industry meets face-to-face. It remains busy, and at times even slightly chaotic, but it creates space for conversations that truly matter. The value is not in how big any stand is but in how openly people engage and willing to take a chance to work together.

I still take every meeting I can during Indaba, not to fill a schedule but because experience has shown that meaningful progress often



comes from unplanned conversations. Looking back at that first table it did what it needed to do. It brought us into the room.

One of the most important things we continue to see at Africa's Travel Indaba is that opportunity is not defined by size or visibility. It exists across every stand and every conversation. Smaller teams and larger groups all share the same space and the same chance to connect. What matters most is how people engage when they are present, and how those conversations flow afterwards. This flow impacts our tourism and hospitality industry as well as the country we absolutely love to represent. This is what keeps Indaba alive!

Industry friends, new and old, come and connect with me and the ANEW team, at stand ICC4 1912, to help write the next chapter.



Win* with ANEW Rewards!

Sign up for **ANEW Rewards** and stand a chance to **win a 2-night stay for two** at any ANEW Hotel or Resort.

Signing up is **free**, simple and easy!

Scan the QR code to get started.

ANEW
REWARDS

T's & C's Apply
anewhotels.com | reservations@anewhotels.co.za | +27 (0) 10 007 0000

KZN TOURISM ROUTES POSITIONED AS ECONOMIC DRIVERS

The KwaZulu-Natal stand at Africa's Travel Indaba is showcasing eight route organisations from heritage to birding and more.

KwaZulu-Natal's tourism routes are emerging as a major focus at Africa's Travel Indaba 2026, with the provincial government positioning route tourism as a strategic driver for economic growth, rural development, and inclusive tourism participation.

Speaking during the official launch of Africa's Travel Indaba 2026, KwaZulu-Natal MEC Reverend Musa Zondi of Economic Development, Tourism and Environmental Affairs stressed that tourism routes are critical in helping the province package and sell complete visitor experiences to domestic and international buyers.

"These routes matter because buyers do not only buy isolated attractions. They buy itineraries. They buy experiences that can be packaged, priced and sold," the MEC said.

The MEC further emphasised that tourism remains one of the province's key economic sectors because it supports small businesses, creates jobs, and benefits local communities across both urban and rural areas.

"Tourism is not just about beaches, hotels and photographs. Tourism is an economic sector. It creates work. It sustains small businesses. It supports transport, food, agriculture, retail, entertainment, events, culture and the creative industries," the MEC said.

As part of this strategy, the KwaZulu-Natal stand at Africa's Travel Indaba is showcasing eight route organisations: the KZN Birding Route, Midlands Meander, Battlefields Route KwaZulu-Natal, Zululand Heritage Route 66, Route22 Elephant Coast, Drakensberg Experience, Great Drives Out KZN South Coast, and the KwaZulu-Natal Freedom Route.

Heritage Tourism Creating Rural Opportunities

Representing both the Battlefields Route KwaZulu-Natal and the Zululand Heritage Route 66 is Wilfred Mchunu, who said heritage and cultural tourism continue to create opportunities for communities in rural KwaZulu-Natal.

"I do a lot of marketing and promoting both Route 66 and Battlefields to provide our visitors with in-depth knowledge of our rich cultural experiences and heritage," said Mchunu.

According to Mchunu, cultural tourism is creating opportunities for beadwork artists, crafters, traditional performers, and local guides while helping preserve local customs and heritage.

"Heritage tourism is a major drawcard bringing tourists to previously disadvantaged communities and allowing us to tell the story of our rich heritage," he said.

Mchunu also highlighted the unique combination of heritage and wildlife experiences available along the routes.

"Some of our famous battlefields are located inside game reserves and private reserves, giving travellers both cultural and natural heritage experiences supported by knowledgeable tourist guides," he explained.

Route22 Showcases Northern KZN's Diversity

Meanwhile, Miseni Dladla said Route22 Elephant Coast demonstrates the diversity of KwaZulu-Natal's tourism offering and the growing value of community-based tourism experiences.

"Route22 Elephant Coast is one of KwaZulu-Natal's most diverse tourism routes, located in the uMkhanyakude District in



northern KwaZulu-Natal," said Dladla. "The route connects travellers to exceptional wildlife, adventure, culture, and coastal experiences, while also linking South Africa with Mozambique and Eswatini."

Dladla said the route offers visitors a combination of safari, marine, cultural, and adventure tourism experiences.

"Visitors can enjoy Big 5 game viewing at Hluhluwe-Imfolozi Park and surrounding private reserves, explore the iSimangaliso Wetland Park World Heritage Site, experience water adventures and beaches, and visit one of the world's leading diving destinations in Sodwana Bay," he said.

He added that Route22 also creates direct opportunities for local communities through tourism.

"Tourism creates opportunities for local guides, accommodation providers, crafters,

transport operators, conservation initiatives, and small businesses throughout the district," said Dladla. "Community participation is very important because tourism helps create jobs and supports sustainable local economic development in rural areas."

Dladla said Africa's Travel Indaba remains an important platform for promoting northern KwaZulu-Natal to international tourism markets.

"It creates opportunities to attract investment, partnerships, and visitors while positioning Route22 Elephant Coast as a must-visit tourism destination within South Africa," he said.

Africa's Travel Indaba 2026 continues to position KwaZulu-Natal's tourism routes as important contributors to the province's long-term tourism growth strategy while expanding opportunities for rural communities and emerging tourism enterprises.



DURBAN PROUDLY HOSTS



Welcome to Durban

AFRICA'S PREMIER TOURISM DESTINATION

The City of Durban is excited to host you once again as we showcase the very best of our vibrant, diverse, and dynamic destination. This year, Durban invites you to experience a fusion of innovative tourism offerings, cultural experiences, and unforgettable adventures that truly capture the spirit of our city.

Be sure to visit the Durban Tourism Stand (DEC-1 G20) to explore a curated lineup of activities, interactive experiences, and exclusive showcases. Durban offers an authentic and immersive experience for every traveller.

Whether you're here for leisure, business, or discovery, Durban promises a memorable journey filled with warmth, excitement, and new possibilities.

Join us in celebrating the spirit of Durban where every moment is an opportunity to connect, explore, and be inspired.

PROGRAMME

13 MAY

- Durban Destination Spotlight Presentation at 14:30pm
- Tourism Industry – Thought Leaders Dinner Engagement – at 18:00pm (By invite only, non-transferable)
- All day exhibition and product showcase

14 MAY

- Newzroom Africa Panel Discussion at Durban Tourism Stand DEC- 1G20 flighting on channel 405 at 20:00pm
- Durban Destination Spotlight Presentation at 14:30pm
- Durban Tourism Business Awards Activation at Durban Tourism Stand DEC- 1G20 at 14:30pm.
- All day exhibition and product showcase



NAMIBIA AND ZAMBIA RENEW TOURISM PARTNERSHIP TO DRIVE REGIONAL TRAVEL GROWTH

In a significant move set to strengthen regional tourism integration across Southern Africa, the Namibia Tourism Board and Zambia Tourism Agency have revived bilateral trade agreements aimed at advancing joint tourism promotion, route development, and cross-border travel collaboration.

The renewed partnership was reaffirmed during high-level engagements held on the sidelines of Africa's Travel Indaba, where ministers and senior tourism executives from both SADC nations convened in closed-session discussions

to chart a new course for regional tourism growth and destination competitiveness.

At the heart of the discussions was a shared commitment to reposition Southern Africa as a seamless multi-destination travel experience, leveraging the unique attractions and tourism assets of both countries. The agreement signals a strategic shift toward consolidated destination marketing, enhanced intra-African connectivity, and the development of integrated tourism routes designed to stimulate visitor movement and economic opportunity across the region.

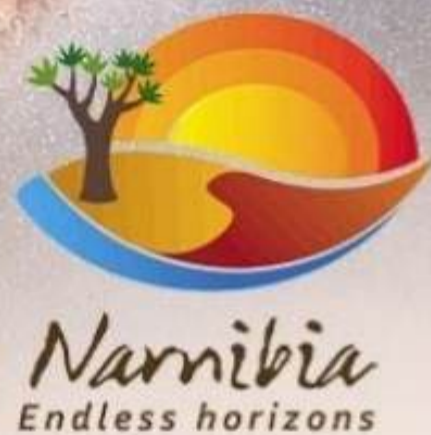
Among the immediate outcomes of the renewed cooperation is the participation of Namibia's tourism sector at the upcoming ZATEX 2026, scheduled to take place from 4–6 June 2026 in Lusaka. In return, Zambia has confirmed its participation in the inaugural Namibia Luxury Travel Market, which will be hosted in Windhoek from 8–10 December 2026.

Both delegations expressed optimism regarding the future of the partnership, noting that implementation will roll out in phases with a strong emphasis on collaborative destination

branding, tourism investment opportunities, and improved regional accessibility.

The revival of the agreement marks a progressive step toward deeper tourism cooperation within the SADC region, reinforcing the growing importance of strategic partnerships in unlocking Africa's tourism potential and positioning the continent as a globally competitive travel destination.

Stand No: DEC2B15



AFRICA'S TRAVEL INDABA 2026

Namibian Nights

AN EVENING OF DISTINCTION

Reserve Your Place Here



Launch of the Namibia Luxury Travel Market

SEYCHELLES AT 50: WHY 2026 WILL BE A LANDMARK YEAR TO VISIT THE INDIAN OCEAN PARADISE

Marking its Golden Jubilee on June 29, the Indian Ocean archipelago is planning a year-long celebration.

The Republic of Seychelles is preparing for one of the most significant moments in its modern history as the island nation celebrates 50 years of independence in 2026.

Marking its Golden Jubilee on June 29, the Indian Ocean archipelago is planning a year-long celebration centered on culture, identity, sustainability, and national pride under the theme: “Nou Pep, Nou Lidantite, Nou Desten” (Our People, Our Identity, Our Destiny).

According to Christine Vel, Market Manager for Africa at Tourism Seychelles, 2026 is shaping up to be an exceptional year for travellers to visit Seychelles, not only because of the historic anniversary celebrations, but also because the country is entering a new era of tourism focused on sustainability, culture, and diversified experiences beyond its famous beaches.

“Visiting Seychelles during its Golden Jubilee celebrations offers travelers a rare opportunity to experience not just one of the world’s most beautiful island destinations, but also the story of a nation celebrating 50 years of independence, culture, conservation, and identity. It is a moment where visitors can truly connect with the people, heritage, biodiversity, and spirit of Seychelles beyond the beaches,” explains Vel.

Successful Tourism Economy

Over the past five decades, Seychelles has

transformed itself from a small island nation largely dependent on agriculture and fishing into one of Africa’s most successful tourism economies. Since gaining independence from Britain in 1976, the country has built a global reputation for environmental protection, marine conservation, and high-end island tourism.

Today, Seychelles consists of 115 islands spread across more than one million square kilometers of the Indian Ocean. Despite having a population of just over 100,000 people, the country welcomes hundreds of thousands of international visitors annually while maintaining one of the strongest conservation records globally.

The nation has committed to protecting 30 percent of its ocean territory through Marine Protected Areas, one of the world’s most ambitious marine conservation pledges. UNESCO World Heritage Sites such as Vallée de Mai on Praslin Island, home to the rare coco de mer palm, and the Aldabra Atoll, famous for its giant tortoises, continue to define Seychelles as one of the planet’s most unique biodiversity hotspots.

New Tourism Action Plan

As part of the Golden Jubilee celebrations, Seychelles is expected to host special cultural festivals, exhibitions, heritage programmes, and national commemorations reflecting on the country’s journey over the last 50 years.

At the same time, the government has approved a new Tourism Action Plan for 2026–2030 aimed at strengthening sustainability, diversifying tourism products, and ensuring tourism growth benefits local communities more directly.

The new strategy focuses on moving beyond the traditional “sun-and-sea” image by promoting culture, heritage, eco-tourism, and community-based travel experiences.

The country is increasingly positioning itself as a destination offering much more than luxury beach holidays.

“Being at Africa’s Travel Indaba allows us to directly connect with this important market, engage with various stakeholders, and share our story with potential partners and travellers across Africa,” said Vel.

Strengthen visibility

She explained that platforms such as Indaba are helping Seychelles strengthen its visibility within the African market while reinforcing its evolving tourism identity.

“Indaba allows us to engage face-to-face with travel trade professionals, media, and press helping us tell the Seychelles narrative more effectively and authentically,” she said.

“It is part of a strategic push to keep Seychelles top of mind among African travelers, particularly from the southern region.”

While the islands remain globally famous for their white-sand beaches and turquoise waters, Seychelles is now placing greater emphasis on its Creole culture, biodiversity, gastronomy, and outdoor adventure experiences.

The country’s Creole identity remains central to its tourism appeal. Seychelles’ population reflects a blend of African, European, Indian, and Chinese heritage, creating a distinctive cultural identity expressed through music, dance, language, and cuisine.

“Seychelles is a nation of proud people who welcome visitors and share their Creole heritage, local gastronomy, music, and traditions,” said Vel.

Beyond culture, nature remains one of the destination’s strongest assets. Visitors can explore marine reserves, hiking trails, endemic plant species, snorkelling sites, sailing experiences, and lush tropical forests spread across the islands.

“We are also home to unique flora and fauna, including a number of endemic species that make our islands a paradise for nature lovers,” Vel added.

“Our lush vegetation, marine reserves, hiking trails, and sea-based activities such as cruising and snorkeling offer visitors much more than just a beach holiday.”

BEYOND BOOKINGS: THE EVOLVING BUSINESS OF DESTINATION MANAGEMENT

Destination management companies (DMCs) in Southern Africa are undergoing a quiet but significant transformation. Once primarily seen as logistical intermediaries handling bookings and ground arrangements, they are now evolving into experience curators, strategic advisors, and storytellers shaping how travellers engage with the continent.

For Harriet Sobey, Founder and Managing Director of Chester & Rose, this shift is being driven largely by the changing expectations of global travellers.

“Traveller expectations have changed dramatically over the last decade,” she explains. “Modern travellers are no longer simply looking for a luxury safari or a checklist of destinations. They want highly personalised experiences that feel authentic and meaningful.”

According to Sobey, today’s clients arrive far better informed than before, often having researched destinations extensively through digital platforms and AI tools. This has fundamentally altered the role of DMCs.

“Guests are more informed before they travel, which means DMCs are expected to provide genuine expertise and insight rather than simply making bookings,” she says. “We have moved from being ground handlers to becoming trusted experts and curators of the entire experience.”

One of the most important shifts in

the industry is the growing demand for storytelling in travel design.

“Storytelling plays a huge role in connecting travellers emotionally to a destination,” Sobey notes. “Guests want travel to feel meaningful rather than transactional. They want a story they can remember long after they return home.”

The rise of experiential travel has also reshaped how itineraries are designed. Travellers increasingly want active, immersive journeys rather than traditional point-to-point safari circuits.

“Experiential travel has forced travel designers to become far more creative,” Sobey explains. “Clients want to experience Southern Africa in a more immersive and active way rather than following a standard safari circuit.”

At Chester & Rose, this has meant designing itineraries that go far beyond game drives.

“We focus on experiences such as horseback safaris, walking trails, photography journeys, cycling experiences, and cultural interactions,” she says. “Travellers are also choosing to slow down, spending more time in fewer places instead of rushing through multiple camps.”

Technology has empowered travellers like never before, but it has not replaced the need for specialist knowledge. Sobey acknowledges that while travellers can now independently

research extensively, Southern Africa still requires nuanced, local understanding.

“Technology and AI have absolutely made travellers more independent,” she says. “But Southern Africa remains a region where genuine local expertise is extremely valuable.”

She highlights factors such as seasonal changes, wildlife movement patterns, and cross-border logistics as areas where professional insight remains essential.

“The difference between a good safari and an exceptional one often comes down to local knowledge, operational experience and honest guidance,” she adds.

As a result, DMCs are increasingly positioned not as booking agents but as advisors capable of refining and elevating travel decisions.

The luxury travel market is also becoming more specialised, with clients seeking highly tailored journeys based on specific interests.

“Travellers are no longer looking for one-size-fits-all itineraries,” Sobey explains. “They are travelling with very specific interests whether conservation, photography, wellness, gastronomy, or adventure.”

This shift has pushed DMCs to deepen their expertise and relationships across the supply chain, ensuring they can design highly personalised and meaningful itineraries.



“Successful DMCs are those with deep destination knowledge and the ability to curate experiences rather than sell packages,” she says.

Industry gatherings such as Africa’s Travel Indaba remain vital to the ecosystem, particularly for companies operating across multiple destinations.

“Indaba is extremely important because it brings the entire regional tourism industry together in one place,” Sobey notes. “It provides opportunities to strengthen relationships, build new partnerships, and understand market trends.”

WHY DIASPORA ENGAGEMENT MUST BECOME AFRICA'S TOURISM GROWTH STRATEGY

Diaspora travellers stay longer, spend more, travel year-round rather than seasonally, and often return with family and networks, writes Naledi K. Khabo, CEO, Africa Tourism Association.

The global African diaspora represents one of the continent's most valuable tourism and investment markets, yet many destinations continue to approach diaspora engagement seasonally, symbolically, and without long-term infrastructure for retention, investment, or meaningful participation. If Africa is serious about growing tourism, attracting high-value travellers, and building globally competitive destination brands, diaspora engagement must become a strategic priority.

Black American travellers alone represent \$145 billion in annual travel spend. The global African



diaspora, consisting of over 200 million people with \$2.1 trillion in purchasing power, is actively seeking heritage connections, cultural depth, and authentic experiences that the continent is uniquely positioned to deliver. Yet most African tourism operators are still designing for the safari-seeking, bucket-list tourist.

Meanwhile, diaspora travellers are booking trips through channels many destinations are failing to reach: Black travel influencers, heritage tour specialists, affinity group organisers, and diaspora-led platforms that have built trust where traditional tourism boards have not.

Trust-sensitive

Diaspora travellers stay longer, spend more, travel year-round rather than seasonally, and often return with family and networks. There is also a persistent misconception that diaspora travellers are price-sensitive, when in reality they are trust-sensitive. Many destinations simply have not earned that trust because they are absent from the spaces where diaspora travel conversations are taking place.

The most successful diaspora activations do not come from tourism boards attempting to "speak to" diaspora audiences in isolation. They come from co-created partnerships with diaspora communities and platforms that already possess credibility and influence.

Ghana demonstrated what is possible. The "Year of Return" and subsequent "Beyond the

Return" initiatives repositioned the country within the global cultural conversation and drove significant tourism growth. Visitor arrivals surged, tourism revenues climbed, and Ghana successfully built a narrative around reconnection, identity, and belonging.

But the real lesson from Ghana is not simply that diaspora travellers want to reconnect with heritage. It is that they are willing to spend, invest, collaborate, create businesses, and shape culture when destinations build ecosystems around that engagement.

Culture and commerce

Heritage tourism is only part of the story. Contemporary African culture has become a major tourism driver. Travellers are not only seeking historical reflection; they are equally drawn to modern African excellence: luxury hospitality, music, fashion, design, nightlife, gastronomy, and creative industries that reflect a globally influential Africa. The opportunity lies at the intersection of culture, commerce, and premium experiences.

Events such as AfroFuture demonstrate how destinations can leverage contemporary culture to create globally relevant tourism experiences that resonate deeply with diaspora audiences. Heritage and contemporary culture are not competing propositions; they are complementary layers of the same journey, and tourism product development must reflect that full spectrum.

It is also critical to understand that the diaspora traveller is not simply a tourist. They are often a high-spending consumer, entrepreneur, investor, storyteller, connector, and long-term ambassador for destinations. Yet many operators still fail to design products and outreach strategies that reflect diaspora expectations around authenticity, quality, luxury, seamless digital engagement, and cultural relevance.

Building ecosystems

Diaspora travellers are highly intentional about where and how they travel. They seek recommendations from trusted voices and make deliberate choices about where their money goes and which experiences they support. Destinations must therefore approach diaspora engagement with the same level of intentionality.

The destinations succeeding in this space are building ecosystems connecting identity with investment, culture with commerce, and tourism with long-term economic participation.

Africa possesses a competitive advantage few regions can replicate: a global diaspora emotionally connected to the continent and increasingly interested in experiencing Africa beyond safari and heritage narratives alone. The question is whether the tourism industry is prepared to meet that opportunity with the level of strategic intention it requires. Because diaspora engagement is no longer optional for African tourism. It is an economic necessity.

VOICES FROM THE FLOOR



Lesiba Fothane, Exhibitor, The Institute of Professional Tourist Guides of Southern Africa

As a tourist guide institute, we are representing tour guides. Due to the level of our offerings, we represent the culture side of tour guides. We are ambassadors of culture in Southern Africa. Our aim is to advance and teach guides in our sector through the Indaba and this experience. It's our 30th year attending the Indaba.



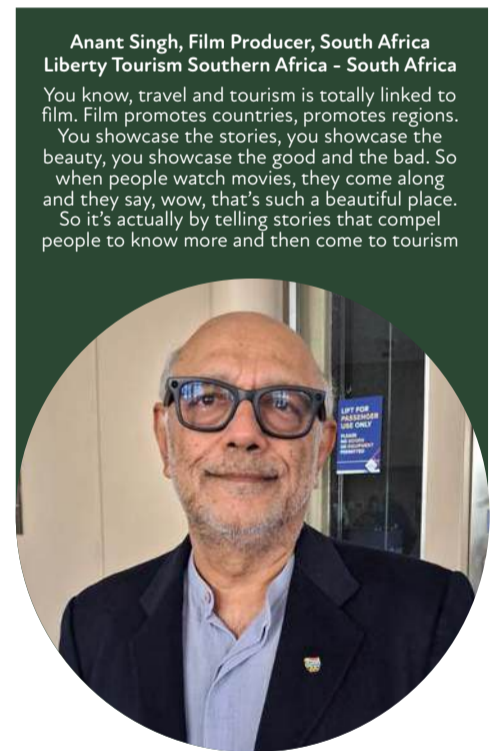
Nana Dlamini, Air Congo

We are a new airline that started operating in March this year, in South Africa. We are here to market ourselves to travel agencies and travel operators. I'm looking forward to increasing our flight sales to the DRC. So far it's been so good, it was a productive day for us. We've had several meetings with potential buyers. We are looking forward to adding more potential sales.



Naomi Bhuda, Exhibitor, Regional Sales Manager, ANEW Hotels and Resorts

We have met the expectations - meeting with different buyers from local and international. ATI has brought so much interaction. We are anticipating meeting more buyers for the next two days. This is an event where we have seen a lot of exposure that will shape and rebuild the travel and tourism industry through sustainability and innovation.



Anant Singh, Film Producer, South Africa Liberty Tourism Southern Africa - South Africa

You know, travel and tourism is totally linked to film. Film promotes countries, promotes regions. You showcase the stories, you showcase the beauty, you showcase the good and the bad. So when people watch movies, they come along and they say, wow, that's such a beautiful place. So it's actually by telling stories that compel people to know more and then come to tourism.

SATSA'S TOURISM BUSINESS INCUBATOR IS GIVING THE TOOLS TO GROW

South Africa's tourism sector depends on small businesses. They are the guides, guesthouses, transport operators and experience providers that give the country's tourism product its depth and diversity, contributing an estimated 39 percent of the sector's total economic output and supporting over one million enterprises nationwide.

Yet many of these businesses struggle to move beyond survival mode. Formal business skills, financial management and access to corporate procurement networks remain out of reach for many small tourism operators - particularly those from previously disadvantaged communities. Without structured support, talented entrepreneurs with strong products remain locked out of the opportunities that would allow them to grow.

The SATSA Tourism Business Incubator, developed in partnership with Sigma International, provides that support. The programme gives emerging tourism

entrepreneurs practical business training in financial management, pricing, legal compliance, marketing and procurement readiness - functioning, in effect, as a mini MBA tailored to the realities of South Africa's tourism economy. Participation comes at no cost to the incubatees and is funded by SATSA members and programme partners as part of Enterprise and Supplier Development (ESD) initiatives.

"Many of these entrepreneurs are exceptional at what they do - the tourism product is there," said David Frost, CEO of SATSA, the voice of inbound tourism in Southern Africa. "What the incubator gives them is the business architecture around that product: How to price correctly, how to manage cash flow, how to walk into a procurement meeting and hold their own. Those are the skills that determine whether a good small business becomes a sustainable one."

Since launching in 2022, the programme has supported more than 120 businesses across the tourism value chain. In its first year, it

secured R5.5 million in enterprise and supplier development funding, grew the combined monthly turnover of its top three participants by more than R750,000 and created more than 20 new jobs. Earlier this year, 42 businesses completed the programme, having met key milestones in business development, market readiness and financial sustainability.

Corporate partners including City Lodge Hotels, Tourvest, New Frontiers and Europcar have engaged with the initiative - channelling enterprise and supplier development spend towards incubator participants while building their own supplier pipelines in the process. The model works for both sides: small businesses gain access to real procurement opportunities, while corporates meet B-BBEE requirements through partnerships that deliver tangible commercial value.

"When the industry chooses to procure from a graduate of this programme, it is choosing a supplier who has done



the work," Frost said. "That is good for transformation, and it is good for business."

Tourism businesses looking to engage with incubator graduates or find out more about the programme are encouraged to visit the SATSA/Africa's Eden Inbound Tourism Pavilion, at Stand ICC402.

Mauritius, Golf Redefined

Where flawless greens meet crystal-clear lagoons, Mauritius redefines the art of golf.

Carved between turquoise waters and tropical vegetation, the island's courses offer more than world-class play. They deliver a rare sense of place. Every swing is framed by the ocean, every fairway shaped by nature's elegance. Here, golf becomes a lifestyle experience: exclusive, effortless, and deeply immersive. Designed for discerning travelers, Mauritius blends sporting excellence with refined hospitality, pristine beaches, and understated luxury.

A destination where performance meets serenity and where the game is elevated by the beauty that surrounds it. Mauritius is not just a place to play. It is a destination to arrive.



MAURITIUS STAND DEC2D01 GOLF DESTINATION

MAURITIUS



STAND DEC2D01 AUTHENTIC NATURE



WHY CAMEROON DESERVES A BIGGER PLACE IN AFRICA'S TOURISM STORY

For Neh Julie Chiangong attending Indaba for the first time represents both a personal milestone and a strategic opportunity for her country, writes Harriet Akinyi.

For many African tourism professionals, Africa's Travel Indaba is more than just a trade show. It's a gateway into the global tourism economy. For Neh Julie Chiangong, founder of Nehlie Tours and Travels, a Douala-based inbound and outbound tourism company in Cameroon, attending Indaba for the first time represents both a personal milestone and a strategic opportunity for her country.

"I have been in the tourism sector since 1995 working as a guide across Central Africa," she explains. "For me, Indaba is very important because it gives us access to international buyers, tour operators, investors and travel media from different countries. It helps us showcase our safari tours, cultural tourism, ecotourism and hospitality services to the global market."

Critical exposure platform

For Neh, Indaba represents what she calls a "critical exposure platform" for African destinations that are often underrepresented in global tourism flows.

"Trade shows like Indaba, ITB Berlin and WTM London are extremely important in selling African destinations internationally," she says. "They connect tourism businesses directly with the global travel market. They help African destinations compete for international visitors, investment and partnerships."

She also highlights the importance of networking opportunities such as BOND Day at Indaba, where African operators engage directly with global buyers.

"This avenue helps us build relationships with airlines, hotels and tourism boards across Africa. It is not just about selling but about learning, partnering and understanding global trends," she adds.

For Neh, these interactions are especially valuable for destinations like Cameroon that remain relatively unknown in mainstream tourism markets.

Misunderstood Destination

Cameroon, often described by locals as "Africa in miniature," is a destination that Neh believes is widely misunderstood.

"One of the biggest misconceptions is that Cameroon is dangerous everywhere. That is not true," she says. "We do have regions with security concerns, but most of the country is safe and welcoming to visitors."

She adds that even within the English-speaking regions, tourism remains active, particularly around Mount Cameroon, which attracts hikers and adventure travellers from across the world.

"People think Cameroon is just a jungle with dense rainforest," she explains. "But Cameroon is all of Africa in one country. We have mountains, lakes, beaches, forest, Sahel landscapes and savannahs. It is incredibly diverse."

Mount Cameroon

One of Cameroon's strongest yet underpromoted tourism assets is Mount Cameroon, a volcanic mountain that offers a rare combination of ecosystems and experiences.

"This is one tourism product that deserves far more global attention," Neh says.

"Around Mount Cameroon, you experience volcanic landscapes, rainforest, high-altitude trekking, coastal culture and Atlantic beaches—all in one region."

She highlights the unique experience of combining adventure with cultural immersion.

"You can hike the mountain, explore the rainforest, then end the day on the sandy beaches of Limbe enjoying grilled fish at Down Beach," she explains. "It is a complete experience."

Cameroon's cultural richness is another aspect Neh believes is not fully appreciated internationally.

"We have about 250 different cultures and local languages," she says. "We are officially bilingual - French and English - but the cultural diversity goes far beyond that."

This diversity, she argues, creates a tourism experience that is both immersive and unique across the continent.

"In Cameroon, you can easily eat for two months without repeating a meal," she adds with pride. "Our cuisine is one of the richest in Africa. I have travelled across the continent, and I can confidently say Cameroon offers some of the most diverse and tasty food experiences."

Despite its natural and cultural wealth, Neh is honest about Cameroon's infrastructure challenges.



"Our tourism infrastructure is still developing. We cannot compare ourselves with Morocco or Egypt," she says. "But we do have beautiful hotels and strong hospitality. The real challenge is roads and transport infrastructure, which affects accessibility."

She shares that she is currently planning cross-border itineraries combining Burkina Faso and Ghana, reflecting a growing interest in regional travel.

"Regional tourism is the future," she says. "But our biggest challenge is air transport. Flights in Sub-Saharan Africa are extremely expensive and often not well connected. It makes cross-border travel difficult."

Despite the challenges, Neh sees her first Africa's Travel Indaba as a turning point for her business and Cameroon's tourism visibility.

"For me, Indaba is about learning global trends, building partnerships and showing that Cameroon is ready for the world," she says. "It is about putting our destinations on the map."



DISCOVER THE COSMO ROUTE: THE FREE STATE'S HIDDEN HIGHLAND GEM

Tucked away in the breathtaking foothills of the Maluti Mountains, where the Free State meets the majestic border of Lesotho, lies one of South Africa's best-kept secrets — Fouriesburg.

More than just a destination, Fouriesburg is an experience — a feeling, a rhythm, and a breath of crisp, highland air.

As the Free State continues to position itself as a diverse and compelling tourism destination, the introduction of the Cosmo Route invites travellers to uncover a world where nature, culture, and adventure meet in perfect harmony.

Whether you're drawn to the golden glow of sandstone cliffs, the tranquillity of quiet country roads, or the thrill of mountain exploration, Fouriesburg offers an unforgettable escape. Imagine strolling through cherry orchards in bloom, hiking to ancient caves adorned with San rock art, or enjoying a glass of locally produced wine as the sun dips behind snow-dusted peaks.

Life here moves at a gentler pace — and that's exactly the appeal. Visitors are welcomed

by charming guesthouses and cosy farm stays, where warm hospitality, hearty home-cooked meals, and rich local stories create a truly immersive experience. From stargazing under some of the clearest skies in South Africa to traversing scenic mountain passes, every moment becomes a memory.

The Cosmo Route extends beyond Fouriesburg, offering a rich tapestry of experiences in surrounding areas. Explore the rustic charm of Mashaeng, immerse yourself in the natural splendour of Meiringskloof Nature Park, or venture across the border through the historic Caledonspoort Border Post — your gateway to the mountain kingdom of Lesotho.

Just a scenic drive away, the charming village of Rosendal adds another layer of intrigue to this highland escape. Founded in 1908 as a humble farming town, Rosendal has quietly reinvented itself as one of the Free State's most distinctive tourism gems. Framed by the dramatic Witteberg mountains, the town offers spectacular, ever-changing scenery that draws photographers,

hikers, and those simply seeking stillness.

But Rosendal is more than just a pretty landscape — it is a living canvas. Over the years, it has become home to a vibrant community of artists, creatives, and free spirits who have infused the village with a unique cultural energy.

Adding to its growing allure, Rosendal has earned a reputation as South Africa's "tiny home capital," where innovation meets simplicity. Visitors can experience this trend firsthand through thoughtfully designed small-space living that reflects both sustainability and style.

In Rosendal, time softens. Whether you're wandering through its quiet streets, admiring handcrafted works, or taking in the vast mountain views, the town offers a gentle reminder that sometimes the smallest places leave the biggest impressions.

Join Us for the Official Launch

The Free State Gambling, Liquor and Tourism Authority (FSGLTA) proudly invites tourism

stakeholders, media, and travel enthusiasts to the official launch of the Cosmo Route:

Venue: FSGLTA Stand DEC1J06

Date: Wednesday, 13 May 2026

Time: 16:30

Event: Africa Travel Indaba 2026

Be among the first to experience this exciting new tourism offering as the Free State showcases its hidden treasures to the continent and the world.

The Free State Awaits

From vast open landscapes to rich cultural heritage and authentic rural charm, the Free State is redefining travel through meaningful, immersive experiences. The Cosmo Route is more than a journey — it's an invitation to reconnect, rediscover, and rejuvenate

Come find your space in the Free State!



FROM SAFARI TO SUMMIT TRAILS: KENYA EXPANDS ITS TOURISM VISION AT INDABA 2026

Kenya is sharpening its position as one of Africa's most diversified tourism destinations through its participation at the 2026 edition of Africa's Travel Indaba.

Led by the Kenya Tourism Board (KTB), the Kenyan delegation includes fourteen travel trade partners drawn from the tour operating, hospitality, and destination management sectors, all working to strengthen Kenya's visibility within one of the continent's most influential tourism trade platforms.

Under the "Magical Kenya" brand, the country is using Indaba not simply as a marketing showcase, but as a strategic business platform aimed at driving high-value tourism, strengthening regional trade partnerships, and positioning Kenya as a modern multi-experience destination for African and international travellers alike.

While Kenya's safari heritage remains central to its identity, the country is increasingly promoting a broader tourism narrative that combines wildlife, beaches, culture, wellness, business travel, sports tourism, and adventure experiences within a single itinerary. This shift reflects changing global travel patterns, where visitors are seeking immersive and diverse experiences rather than traditional single-focus holidays.

According to KTB, South Africa remains one of Kenya's most strategically important regional source markets due to its strong outbound travel culture, high spending power, and growing appetite for experiential travel. The market continues to perform strongly in premium leisure travel, MICE tourism, honeymoons, family holidays, and luxury lifestyle experiences.

Through its presence at Indaba, Kenya is deepening relationships with regional and international travel agents, airlines, wholesalers, and buyers while reinforcing its reputation as a destination capable of delivering multiple experiences in one journey.

Among the products being showcased are Kenya's globally recognised safari destinations including Maasai Mara National Reserve, Amboseli National Park, Samburu National Reserve, and the conservancies of Laikipia. Coastal destinations such

as Diani Beach, Watamu, Malindi, and Lamu are also central to Kenya's "bush and beach" proposition, which continues to resonate strongly with long-haul and regional travellers.

At the same time, Kenya is increasingly promoting sports and adventure tourism as part of its diversification strategy. Experiences around Mount Kenya, trail running, cycling circuits, and wellness retreats are increasingly becoming part of Kenya's broader tourism offering.

Kenya's tourism push comes as the sector continues to register strong post-pandemic growth. The country recorded approximately 2.7 million international arrivals in 2025, representing a 9 percent increase from the previous year and outperforming the global tourism growth average. Africa remained Kenya's leading source region, contributing 47 percent of all arrivals, highlighting the growing importance of intra-African travel and regional tourism partnerships.

June Chepkemei said Kenya's participation at Indaba reflects a broader strategy focused on attracting high-value regional travelers capable of driving long-term tourism growth.

"Platforms like Indaba are no longer simply promotional events. They are part of a wider effort to reposition the country from being seen purely as a safari destination to becoming one of Africa's most dynamic and diversified tourism hubs, a destination where travelers can experience wildlife, coastlines, culture, adventure, sport, and business travel within one seamless journey," said Chepkemei.

"We are positioning Magical Kenya as a leading multi-experience destination while deepening partnerships with the travel trade to drive quality tourism growth into the country."

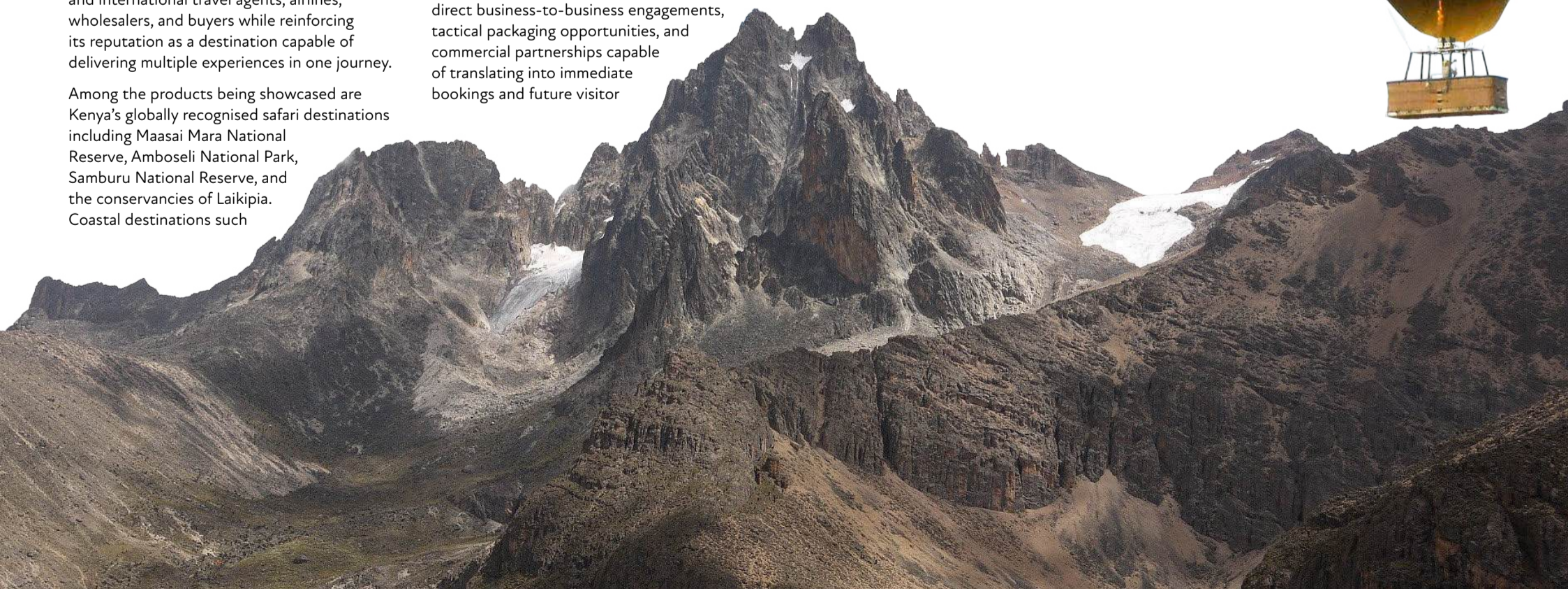
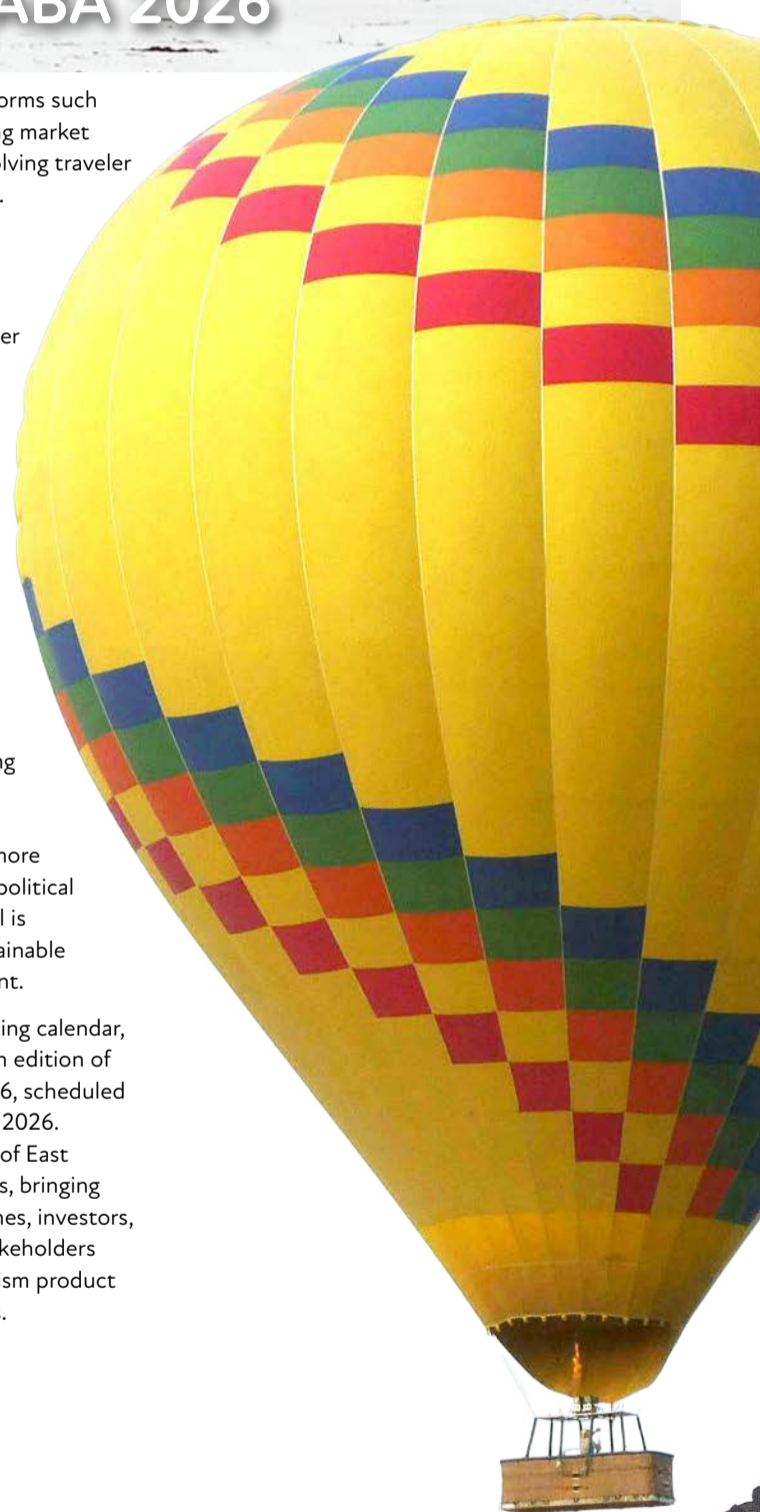
Beyond destination awareness, KTB is targeting direct business-to-business engagements, tactical packaging opportunities, and commercial partnerships capable of translating into immediate bookings and future visitor

growth. The board also views platforms such as Indaba as important for gathering market intelligence and understanding evolving traveler behavior across the African market.

Another major focus for Kenya is improving accessibility and travel facilitation. Ongoing digital entry systems, travel reforms, and stronger regional air connectivity are expected to support increased visitor flows from both African and international markets. Direct air access between Nairobi and Johannesburg, combined with Kenya's growing regional aviation links, continue to position the country as an accessible short-haul destination for African travelers seeking varied experiences within one trip.

Kenya is also increasingly prioritising intra-African tourism as part of its long-term resilience strategy. With global tourism markets becoming more competitive and vulnerable to geopolitical and economic shifts, regional travel is emerging as a critical pillar for sustainable tourism growth across the continent.

As part of its wider tourism marketing calendar, Kenya is now preparing for the 16th edition of the Magical Kenya Travel Expo 2026, scheduled to take place from October 6 to 8, 2026. The annual event has become one of East Africa's leading tourism trade expos, bringing together international buyers, airlines, investors, hospitality brands, and tourism stakeholders to showcase Kenya's evolving tourism product and strengthen global partnerships.



LIMPOPO

Wildlife® RESORTS

Experience THE SPECTACLE AT BLOUBERG

• NATURE RESERVE •

Discover the magic of Blouberg Nature Reserve, home to the world-renowned Cape Vulture Colony and unforgettable wilderness adventures in the heart of Limpopo.

A LIFETIME EXPERIENCE

Vultures can be seen at a closer proximity

Get up close and witness these magnificent birds in their natural habitat. Watch Cape Vultures soaring above and perched nearby as they go about their day — a truly unforgettable experience for bird lovers, photographers and nature enthusiasts.



Perfect for bird lovers, photographers, adventure seekers, and nature enthusiasts!

WHAT AWAITS YOU?

- Spectacular Cape Vulture sightings
- Vultures can be seen at a closer proximity
- Scenic mountain landscapes
- Game viewing & birdwatching
- Hiking and nature trails
- Peaceful bush accommodation (Camping)



**BOOK YOUR
WILDERNESS
ESCAPE**

LIMPOPO WILDLIFE RESORTS –
BLOUBERG NATURE RESERVE

www.lwr.gov.za

Reservations.lwr@ledet.gov.za

FEATHERS, FANFARE & FRESH GUIDES FOR CAPE TOWN TOURISM

Cape Town Tourism made a memorable impression on the floor of Africa's Travel Indaba this week, as CEO Enver Duminy and the City's Mayoral Committee Member for Economic Growth and Tourism James Vos joined beloved Cape Town ambassador Themba the penguin to launch the city's brand-new Cape Town Visitor's Guide.

The trio greeted delegates warmly at stand DEC1H28, handing out copies of the beautifully curated print guide and bringing an unmistakable dose of Cape Town energy to the Durban show floor.

This year's guide carries a theme close to the city's heart - My Cape Town. The concept is simple but powerful: let locals do the talking. Instead of a conventional travel guide, visitors are invited to explore the Mother City through the eyes of the people who know and love it best.

Featured Capetonians include comedian and actor Marc Lottering, acclaimed actress Jawaahier Petersen, and TikTok sensation Aakifah Slarmie, each sharing their personal top picks, from favourite neighbourhoods and hidden lunch spots to the experiences that make Cape Town feel like home.

It is a guide built on authentic voices and real connections, giving visitors an insider's pass to a side of Cape Town that no ordinary tourist map could offer.

"This guide is a celebration of everything that makes Cape Town extraordinary," says Duminy. "We want every visitor to leave with a deeper connection to our city, and we can't think of a better place to share it than here at Indaba."

The Cape Town Visitor's Guide is available on a first-come, first-served basis at stand DEC1H28. Copies are limited — so get there fast.



NEW GAUTENG GOLDEN FAIRWAY ROUTE AN INVITATION TO GOLFERS FROM AROUND THE WORLD

The golfing landscape in Gauteng is poised for a remarkable transformation with the launch of the new Gauteng Golden Fairway Route – an ambitious initiative set to elevate the province's status as a premier golf tourism destination, while unlocking new opportunities within the high-value tourism economy.

Speaking at the launch, Gauteng MEC for Economic Development, Agriculture and Rural Development, with oversight of Tourism, Vuyiswa Ramokgopa described the Gauteng Golden Fairway Route as the province's invitation to the world – "a celebration of world-class golfing experiences, vibrant culture and the warm hospitality that defines Gauteng."

She said the route welcomes golfers from across the globe to discover the unique blend of luxury, leisure and tourism offerings the province has to offer.

"Today, we officially launch the Gauteng Golden Fairway Route to boost golf tourism. This initiative is about more than just golf; it is a strategic tourism corridor designed to connect sport, culture and technology, township economies, and destination experiences into one integrated tourism value chain," said Ramokgopa.

In March this year, the province hosted the inaugural LIV Golf South Africa tournament at the Steyn City Golf Club in Johannesburg. This historic achievement marked the first time LIV

Golf was played on African soil. The tournament featured 18 major champions that included Bryson DeChambeau, Brooks Koepka, Jon Rahm, Phil Mickelson and the all-South African Stinger GC team led by Louis Oosthuizen.

The multi-year partnership is expected to generate significant tourism revenue, create thousands of jobs and position Gauteng as Africa's premier sporting destination.

Gauteng is steadily cementing its reputation as Africa's premier "bleisure" (business and leisure) destination – seamlessly blending business and leisure within a dynamic city region defined by world-class infrastructure, cutting-edge mobility, iconic sporting and entertainment events,

and a thriving cultural and creative scene.

Backed by a strong focus on visitor safety and assurance, the province is positioning itself as a gateway for both global trade and unforgettable travel experiences.

Gauteng's participation at Indaba 2026 reflects the province's bold 2030 growth vision and evolving global brand identity, with clear ambitions to drive increased visitor stays, higher tourism spend across the value chain and broader economic opportunities.

Sports tourism and golf continue to drive international interest and bed-nights, supported by marquee moments such as LIV Golf, the Joburg Open and the Soweto Derby.

DISCOVERING THE CRADLE OF LEADERSHIP: QUNU AND MQHEKEZWENI

As we continue to celebrate the life and legacy of Nelson Mandela at Africa's Travel Indaba, we invite travelers to explore the picturesque village of Qunu and the historic Great Place at Mqhekezweni. These two locations played a significant role in shaping the values and leadership style of the iconic leader.

Qunu: A Glimpse into Mandela's Childhood

Qunu, a small village in the Eastern Cape, is where Nelson Mandela spent his childhood, surrounded by the rolling hills and lush landscapes of the region. Visitors can explore the village, visit Mandela's humble home, and pay their respects at his resting place. The Youth and Heritage Centre, located in Qunu, offers a unique glimpse into Mandela's early life and provides stunning views of the surrounding countryside.

The Youth and Heritage Centre offers a range of facilities, including:

- Travelling exhibitions that explore Mandela's life and legacy
- Conference facilities for meetings, workshops, and events
- Kitchen facilities for catering and events
- Accommodation for visitors and guests
- Venue hire for weddings, events, programs, and camps

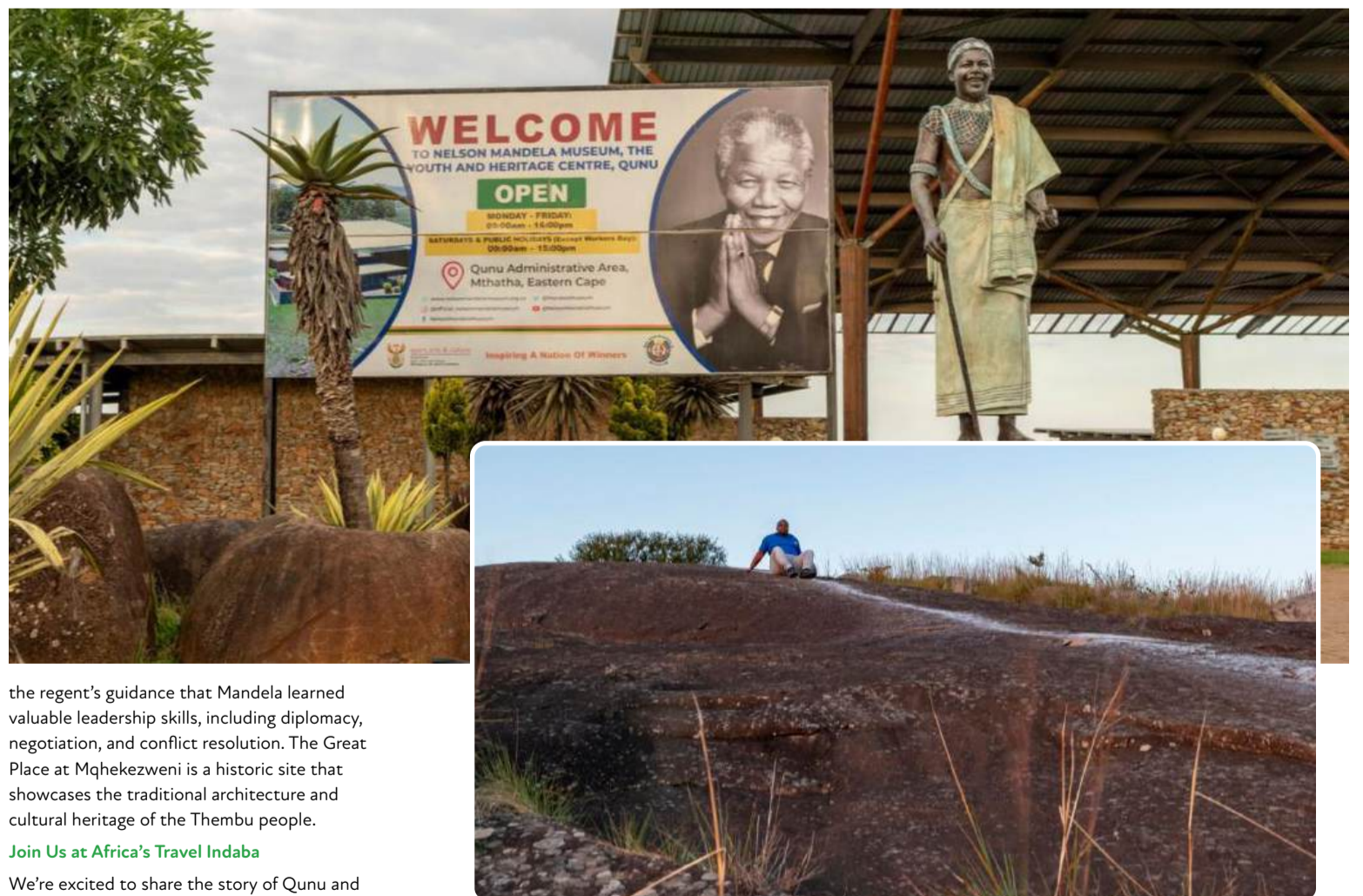
This centre is a must-visit destination for anyone interested in Mandela's life and the history of the Eastern Cape. The combination of natural beauty, cultural significance, and modern facilities makes it an ideal location for a variety of events and activities.

Plan Your Visit

If you're planning to visit Qunu and Mqhekezweni, we recommend allowing at least a day to explore each location. Guided tours are available, and visitors can also stay in our Qunu Accommodation Facility.

Mqhekezweni: The Cradle of Leadership

Mqhekezweni Great Place, located near Mthatha, is where Mandela was sent to live with Regent Jongintaba Dalindyebo, the paramount chief of the Thembu people. It was under



the regent's guidance that Mandela learned valuable leadership skills, including diplomacy, negotiation, and conflict resolution. The Great Place at Mqhekezweni is a historic site that showcases the traditional architecture and cultural heritage of the Thembu people.

Join Us at Africa's Travel Indaba

We're excited to share the story of Qunu and Mqhekezweni with travelers and industry professionals at Africa's Travel Indaba, please visit our stand DEC1J49. Our team will be on hand to answer questions, provide insights, and showcase the region's offerings.

We look forward to welcoming you to our stand and sharing the spirit of these incredible destinations with you.

For more information about the Nelson Mandela Museum, the Bhunga Building, and the Youth and Heritage Centre, please contact on our social media platforms

Facebook: Nelson Mandela Museum

Twitter: @Mandela Museum

Instagram: @official_nelsonmandelamuseum

TikTok: @NelsonMandelaMuseum

Website: www.nelsonmandelamuseum.org.za

VICTORIA FALLS SAFARI COLLECTION UNVEILS NEW ALL-INCLUSIVE BOUTIQUE RETREAT OPENING 1 SEPTEMBER 2026

Victoria Falls Safari Collection, operated by Africa Albida Tourism, is proud to announce the forthcoming launch of its newest luxury offering, Albida – Victoria Falls, an intimate all-inclusive boutique retreat set to open in Victoria Falls on 1 September. Thoughtfully designed to complement one of the world’s most remarkable natural wonders, the new development marks a significant addition both to the Collection’s portfolio and to the wider Victoria Falls destination.

The retreat features 13 villas, two of which have 2 bedrooms, developed as a sanctuary

of privacy, space, and quiet sophistication. The design balances natural textures and warm, attentive hospitality, creating an environment that is calm and restorative.

Inspired by the Albida tree, which is renowned for enriching the soil beneath its canopy, Albida – Victoria Falls is a place of renewal and connection. Guests are invited to slow down, feel grounded, and engage meaningfully with the surrounding landscape, all the while enjoying a seamless and elevated guest experience.

Each villa offers generous living spaces and a private plunge pool, providing the ultimate setting for relaxation. Stays include guided access to the Victoria Falls, along with specially selected experiences, allowing guests to experience the destination with ease.

“This new retreat is a carefully planned addition to our portfolio,” said Ross Kennedy, Director of Africa Albida Tourism. “It responds to the demand for private accommodation in Victoria Falls and speaks to the modern high-end traveller that prioritises space and a genuine sense of place.”

Managing Director Nigel Frost added,

“Albida – Victoria Falls strengthens our premium offering and supports the growth of Victoria Falls as a premium destination for discerning travellers, while upholding the high standards and exceptional hospitality that define the Victoria Falls Safari Collection.”

Albida – Victoria Falls is set to strengthen Victoria Falls’ position as one of Southern Africa’s leading destinations and will become the signature product of the Victoria Falls Safari Collection, defining a new benchmark for refined luxury within the portfolio.

About Victoria Falls Safari Collection

Victoria Falls Safari Collection, operated by Africa Albida Tourism hospitality group, is a portfolio of properties located in Victoria Falls, Zimbabwe, just 4km from the Falls.

The Collection includes Victoria Falls Safari Lodge, Victoria Falls Safari Club, Victoria Falls Safari Suites, Lokuthula Lodges, The Boma – Dinner & Drum Show, Victoria Falls Safari Spa, and Queen Nandi Place, a dedicated MICE venue catering to upmarket events.



Nigel Frost, Managing Director

A new all-inclusive boutique retreat, Albida – Victoria Falls, will open in September 2026, adding 13 private pool villas to the Collection and becoming its signature product.

Together, the Collection offers accommodation, dining, wellness, and events in one seamless destination experience.



Ross Kennedy, Director, Africa Albida Tourism

EXHIBITOR LISTINGS

MBOTYI RIVER LODGE
Stand No: ICC1424
+27 (0)39 253 7200/1 | +27 (0) 82 674 1064
gm@mboty.co.za
www.mbotyi.co.za

HRS HOSPITALITY & RETAIL SYSTEMS
Stand No: ICC2005
www.hrsinternational.com
akleynhans@hrsinternational.com

ACCESS SOUTHERN AFRICA
Stand No: ICC1302
Mobile: +27 (0) 823181894
e-mail: heidi.helm@accssouthern-africa.com

TOURPLAN AFRICA
Stand No: ICC402
SA (+27) 11 918 0031 | SA (+27) 63 680 7671
www.tourplan.com

Escape to the heart of the Lowveld at Radisson Safari Hotel Hoedspruit. Nestled between the majestic Drakensberg Mountains and world-renowned nature reserves, this stylish sanctuary blends Scandinavian minimalism with South African adventure. Unwind in sophisticated rooms, indulge at the Amani Spa, or savour local flavours at our three on-site restaurants. Whether you’re splashing in the infinity pools or exploring the wild on a nearby safari, experience the perfect balance of rugged exploration and refined luxury in South Africa’s safari capital.

Stand ICC2222, Hall 5

Khanyisa Chauke:
khanyisa.chauke@radisson.com
Nadia Erasmus:
nadia.erasmus@radisson.com

Media Events
Africa's Travel Indaba 2026

South African Tourism warmly invites you to join us for an exclusive "Moment of Joy" experience taking place during Africa's Travel 2026.

Inspired by our global brand campaign, "South Africa Awaits, Come Find Your Joy," this curated experience has been designed to bring the spirit of South Africa to life through meaningful connection, culture, cuisine, music, and celebration.

Event Details:
Date: Wednesday, 13 May 2026
Time: 15h00 - 17h00
Venue: Media Centre, Africa's Travel Indaba

We would be delighted to host you for an afternoon that celebrates the joy, warmth, and vibrancy that make South Africa truly unforgettable.

The leading provider of software for Tour Operators and DMC's to streamline line your business from quotes to reporting.

Stand ICC402, Hall 1
Robert Ngcobo
(+27) 11 918 0031 | (+27) 63 680 7671
(Cell & Whatsapp)
www.tourplan.com



KWAZULU-NATAL
SHARKS BOARD
Maritime Centre of Excellence

Boat Trips

Curio Shop

Museum

Dissection Show

Audio-Visual

SHOW TIMES:

Tuesday - Thursday
09h00 & 14h00

Every 1st Sunday
of the month:
14h00 - 16h00

BOAT TRIPS:

Monday - Friday
Contact Number
+2782 403 9206

FOR BOOKINGS

Contact: +2731 566 0435
(closed on recognised
Public Holidays)

 031 566 0400

 @kznsb

 www.shark.co.za

Peermont Global

DRIVING THE FUTURE OF HOSPITALITY, ENTERTAINMENT AND EXPERIENCE

At Peermont, we continue to invest in the future of our properties through exciting refurbishments, innovative entertainment concepts, and enhanced guest experiences designed to meet the evolving needs of modern travellers and entertainment seekers. Across our portfolio, we are focused on creating immersive destinations that blend hospitality, leisure, dining and entertainment in fresh and exciting ways.

EMPERORS PALACE: Elevating the Palace Experience

At **Emperors Palace**, several major developments are currently underway as we continue to evolve one of Southern Africa's premier entertainment destinations.



MONDIOR HOTEL REFURBISHMENT

We are currently undertaking a significant refurbishment of the **Mondior at Emperors Palace**, aimed at enhancing both comfort and contemporary style for our guests. The upgrade includes the reception, lobby, restaurant, bar, and ground-floor rooms and bathrooms, with completion targeted for December 2026. Refurbishments on the remaining hotel floors will continue through to July 2027.

This investment reflects our continued commitment to delivering modern, high-quality hospitality experiences for both business and leisure travellers.



INTRODUCING JADE CASINO

One of our most exciting recent additions is **Jade Casino** – a premium new gaming destination where Chinese heritage meets African royalty. Bringing the world-class Baccarat experience of Macau to Johannesburg, **Jade Casino** offers guests a refined and luxurious gaming environment operating 24 hours a day.

Featuring Baccarat and American Roulette, private gaming rooms, premium personalised service, and culturally inspired interiors, **Jade Casino** introduces a sophisticated new offering to the local gaming market. Guests can also enjoy authentic Asian-inspired cuisine at **Dragon Bowl** and signature oriental beverages at **Dragon Bar**, making the venue a complete sensory experience.

PEERMONT PROUDLY SUPPORTS RESPONSIBLE GAMBLING. No person under the age of 18 years permitted to gamble. National Responsible Gambling Foundation toll free counselling line: 0800 006 008 or WHATSAPP HELP to 076 675 0710. Winners know when to stop.

CONVENTION CENTRE EXPANSION

As demand for conferencing and events continues to grow, we are expanding the **Emperors Palace Convention Centre** with the addition of a new configurable conference venue. The Convention Centre currently offers over 15 000 square metres of conference and exhibition floor space, and this latest development will add a further 1 600 square metres to our world-class facilities.

The new venue will be designed to accommodate up to 1 200 delegates as one large-scale event space or be divided into smaller venues catering for more intimate gatherings of as few as 50 guests. This expansion further strengthens our position as a leading conferencing and events destination in Southern Africa.



WELCOMING THAVA INDIAN RESTAURANT

We recently proudly welcomed **Thava Indian Restaurant** to **Emperors Palace**, expanding our already diverse dining offering with authentic Indian cuisine and hospitality.

Situated near the casino floor, **Thava** officially launched with a spectacular opening event attended by invited guests, VIPs, media and industry leaders. The restaurant offers guests a vibrant culinary experience celebrating the rich flavours, traditions and culture of India through expertly prepared dishes and warm hospitality.

LAUNCHING FEASTIVITY

We are also excited to introduce **Feastivity at Emperors Palace**, a brand-new experiential venue located next to the Red Roman Shed.

Feastivity has been designed to offer guests immersive and interactive social experiences, including wine tastings, cocktail-making classes, cake decorating, sip-and-paint sessions, and pottery classes. The venue reflects our focus on creating entertainment experiences that are engaging, memorable and social.



ACROSS THE PEERMONT POTFOLIO

Beyond Emperors Palace, we continue to invest across the wider Peermont portfolio to modernise facilities and introduce exciting new guest experiences.



GRACELAND GOLF COURSE REFURBISHMENT

At Graceland Hotel Casino and Country Club, we are currently undertaking a full refurbishment of the golf course. The project includes new fairways, greens and tee boxes, as well as the rebuilding of bridges across the course, with completion expected by November 2026.

These upgrades will further enhance Graceland's reputation as a premier golfing destination.



NEW ENTERTAINMENT CONCEPTS

As part of our broader entertainment strategy, the **Augusta Lounge at Graceland** will soon be replaced with an exciting new franchise concept, which will be announced in the near future.

We are also reimagining our **Moo Bar** venues across various Peermont properties. These spaces will be upgraded into more immersive, interactive entertainment concepts designed for a new generation of guests seeking experiences that go beyond the traditional bar environment. Each venue will feature unique elements tailored to the identity and atmosphere of its property.

Through these developments, Peermont continues to focus on innovation, premium hospitality and creating future-ready destinations that deliver unforgettable experiences for our guests across Southern Africa.





Experience the indigenous culture and heritage of Mpumalanga

**MPUMALANGA, A PLACE OF THE RISING SUN.
VISIT US AT THE MPUMALANGA VILLAGE: DEC 1601**



www.mpumalanga.com

