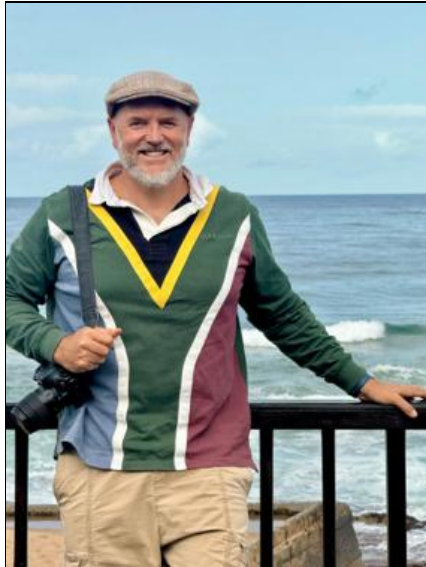


SATIS 2026 Guest Speaker



Ron MacKenzie |
Chief Wandering Officer - The Safari Guys
Founder of Embassy Direct

As the Chief Wandering Officer of The Safari Guys and founder of Embassy Direct, Ron has built his career around connecting people, places and opportunities. His luxury travel client portfolio has included A list Hollywood actors, Prime Ministers, Ambassadors, Princes, protocol officers, CEOs and travel agencies, while Embassy Direct has further expanded his work within South Africa's diplomatic, expatriate and business communities.

Having worked across destinations including South Africa, Botswana, Zimbabwe, Zambia, Mozambique, Angola, Namibia and further afield in places like Hong Kong, Monaco, and the Pacific Islands, Ron has developed a deep understanding of what makes a destination compelling and importantly, what makes people want to visit.

He is now turning more than two decades of experience in luxury tourism, destination marketing and print media toward rural tourism, with a particular focus on unlocking the potential of South Africa's small towns, villages and lesser-known destinations.

KEY AREAS OF EXPERTISE

- Luxury tourism, safari travel and destination marketing
- Rural tourism development and small-town destination positioning
- High-value visitor markets and bespoke travel experiences
- Destination storytelling, branding and visibility-building
- Engagement with diplomatic, expatriate, business and tourism networks

SATIS 2026

At the conference, Ron brings a practical, market-informed perspective on how rural destinations can use compelling storytelling, strategic positioning and targeted networks to attract visitors, unlock opportunity and strengthen local tourism economies.