



Solidarity

Equality

Sustainability

PREPARATION AND PARTICIPATION IN THE HOSTING OF THE G20 TOURISM MEETINGS AND ENGAGEMENTS

PRESENTATION TO PORTFOLIO COMMITTEE ON TOURISM
3 JUNE 2025

Department of Tourism

CONTENTS

1. Background
2. G20 Tourism Working Group
3. Priorities of the 2025 G20 Tourism Agenda
4. The 2nd G20 Tourism Working Group Meeting
5. Outreach
6. G20 Legacy: Tourism Hackathon
7. Next Steps

ANNEXURE

1. BACKGROUND

- South Africa is the current G20 President for the year 2025, with the theme “*Solidarity, Equality and Sustainability*”.
- South Africa’s term commenced on 1 December 2024 and ends on 30 November 2025.
- SA G20 Presidency seeks to address the three strategic priorities of the South African Government of National Unity’s 7th Administration, namely:
 - ✓ To drive inclusive growth and job creation;
 - ✓ To reduce poverty and tackle the high cost of living; and
 - ✓ To build a capable, ethical and developmental state.
- Aims to advance the priorities of the African Union (AU)’s Agenda 2063: The Africa We Want, in collaboration with the AU.
- Focus on the developmental agenda and implementation of the United Nation (UN)’s Sustainable Development Goals (SDG’s).

2. G20 TOURISM WORKING GROUP

- The highest level of engagement for the Tourism sector is the G20 Tourism Ministers' Meeting, supported by a Working Group comprising of:
 - Senior officials, and
 - Travel and Tourism experts
- The Tourism Working Group serves as a forum for the growth and development of sustainable tourism by promoting
 - Dialogue,
 - Exchange of knowledge, and
 - Sharing best practices

2. G20 TOURISM WORKING GROUP

- Sectors will host working group meetings and Ministerial meetings in support of South Africa's 2025 G20 Presidency, and build up to the G20 Leader's Summit on 22-23 November 2025 in Johannesburg.
- The Department of Tourism is hosting the G20 Tourism meetings and related events.
- The Department hosted the 1st G20 TWG Meeting virtually on 5 March 2025, at the DIRCO premises, chaired by the Director-General.
- The priorities of the G20 2025 Tourism agenda were presented and welcomed by members, invited guest countries and international organisations

THE G20 TOURISM PRIORITIES

1

**Enhance Travel and Tourism
Start-Ups and MSMEs through
Digital Innovation**

2

**Tourism Financing and
Investment to Enhance Equality
and Promote Sustainable
Development**

3

**Air Connectivity for Seamless
Travel**

4

**Enhanced Resilience for
Inclusive, Sustainable Tourism
Development**

4. THE 2ND G20 TOURISM WORKING GROUP MEETING

- The second G20 Tourism Working Group meeting took place in Durban, KwaZulu-Natal on 11 to 13 May 2025
- The delegates were welcomed by the Mayor of EtheKwini, the meeting was opened by the Premier of KwaZulu Natal, and the Minister gave a keynote address setting the intentions of this year's G20 tourism agenda, the former late chairperson and a member of the Portfolio Committee were in attendance
- The meeting then resumed in a closed session, chaired by the Director-General
- Draft documents for three of the four deliverables were presented, namely:
 - Action plan to enhance Travel and Tourism Start-ups and MSMEs through digital innovation.
 - G20 Tourism report on air connectivity for seamless travel.
 - Action plan for enhanced resilience for sustainable tourism development.

For the Deliverable 2 of holding a G20 Tourism Working Group Seminar for enhancing partnerships for tourism financing and investment for sustainable development, it was proposed that the concept will be discussed during a Special TWG Meeting to be convened in July 2025.

4. THE 2ND G20 TOURISM WORKING GROUP MEETING

Discussions on Deliverable 1: *Action plan to enhance Travel and Tourism Start-ups and MSMEs through digital innovation*

- The Tourism Working Group (TWG) supported the Action Plan to enhance travel and tourism start-ups and MSMEs through digital innovation.
- The TWG members shared their countries experiences, strategies and policies on the deliverables and requested UN Tourism to enrich the deliverables as such.
- The TWG emphasised that the deliverables should be action-oriented and practical.

4. THE 2ND G20 TOURISM WORKING GROUP MEETING:

Discussion on Deliverable 3: *G20 Tourism report on air connectivity for seamless travel*

- The TWG welcomed the G20 Tourism report on air connectivity for seamless travel.
- The TWG emphasized a need for transport and tourism sectors to work together to address issues of air connectivity for seamless travel.
- Some TWG members indicated that they would engage their transport sectors for inputs to enrich this deliverable, notwithstanding the tourism inputs that have been discussed.

4. THE 2ND G20 TOURISM WORKING GROUP MEETING:

Discussion on Deliverable 4: *Action plan for enhanced resilience for sustainable tourism development.*

- The TWG welcomed the Action plan for enhanced resilience for sustainable development.
- The TWG appreciated this deliverable as it is a continuation from previous presidencies.
- The TWG acknowledged a need at times for a regional approach when action is taken to address specific disasters as part of resilience.
- The TWG noted the proposal from the Chair that a Special TWG Meeting will be convened around July 2025 to finalise this deliverable considering the inputs and comments made during the 2nd TWG meeting.
- The TWG noted the recommendation that case studies will be included in an Addendum.

4. THE 2ND G20 TOURISM WORKING GROUP MEETING:

1. The G20 Tourism Working Group held substantive discussions on 11 and 12 May 2025. In attendance
 - 15 G20 members
 - 7 guest countries
 - 3 international organisations
2. G20 Tourism Working Group engagement and exposure to the South African Tourism Sector included:
 - Access to the official opening of the Africa Travel Indaba and walk about
 - The Official Reception Dinner
 - A site visit to Groutville and Tinley Manor
 - The Inanda heritage tour

4. THE 2ND G20 TOURISM WORKING GROUP MEETING: PARTNERSHIPS

The G20 Tourism Working Group Meeting was jointly prepared by:

- The Department of Tourism
 - South African Tourism
 - The KwaZulu Natal Department of Economic Development, Tourism and Environmental Affairs
 - KwaZulu Natal Tourism and Film
 - Ethekewini Municipality
 - Durban Tourism
 - The South African Police Service
 - The State Security Agency
 - NATJOINTS
- ❖ With support from the Tourism Business Council of South Africa and the South African Communications Industries Association

5. G20 TOURISM OUTREACH

The following outreach events are planned on the G20 priorities in the three Municipal Districts in the Mpumalanga province and one district in the Northern Cape:

1. Symposium in partnership with the Mpumalanga University: Ehlanzeni District (Date tbc)
 2. Community Engagement: Gert Sibande District (July 2025)
 3. Community Engagement: Nkangala District (July 2025)
 4. Community Engagement: Frances Baard District (Date and Details tbc)
- This programme will form part of the **build-up programme** leading to the Tourism Ministerial G20 meeting and share information on G20
 - This programme aims to advance **participatory democracy** and creating awareness of South Africa's hosting of the G20.
 - Stakeholders are being engaged on potential **legacy initiatives** to be included in the outreach programme aligned to the theme.

5. G20 TOURISM OUTREACH PURPOSE:

- Understanding Global Governance: By explaining the G20's role in global governance, communities can better comprehend how international cooperation addresses global challenges.
- Job Creation and Economic Growth: The G20's focus on economic growth and job creation can have a direct impact on local communities, improving their economic well-being.
- Increased Trade and Investment: By promoting free trade and investment, the G20 can help local businesses expand their markets and attract foreign investment.
- Climate Change and Sustainability: The G20's efforts to address climate change and promote sustainability can have a significant impact on local communities, helping them mitigate the effects of climate change.
- Empowering Local Voices: Informing the community about the G20's benefits encourages local voices to be heard, promoting active participation in global discussions.

5. G20 TOURISM OUTREACH TARGET AUDIENCE

- Tourism industry stakeholders (accommodation providers, tour operators, travel agents)
- Community members (women, youth and people living with disabilities)
- Faith-Based Organisations
- Local Businesses
- Students
- Community Radio Stations (to amplify the reach in other local municipalities)
- Development Organisations and NGOs
- Community-based tourism initiatives and SMEs
- Traditional leaders.
- Civil society Organisations
- National, Regional and Community Mainstream Media.

5. G20 TOURISM OUTREACH: GERT SIBANDE DISTRICT

- The Department of Tourism proposes to host an outreach programme titled *“Our Tourism, our Future”* which is derived from the priority *“Enhanced Resilience for Inclusive, Sustainable Tourism Development”* in early **July 2025** in the Gert Sibande District, hosted by the Mkhondo Local Municipality.
- It aims to bring together stakeholders from the tourism industry, government, and local communities to discuss strategies for building resilience in the tourism sector, and promoting inclusive, sustainable tourism development.
- Mkhondo Local Municipality offers a mixture of natural beauty, rich history and exciting outdoor activities.

5. G20 TOURISM OUTREACH: NKANGALA DISTRICT

- The Department of Tourism proposes to host a community outreach programme titled, *“My tourism my investment”* which is derived from the priority: *“Tourism Financing and Investment to Enhance Equality and Promote Sustainable Development”* to be held in the Nkangala District, hosted by the Dr JS Moroka Local Municipality.
- The outreach aims to bring together stakeholders from the tourism industry, government, financial institutions, and development organisations to discuss how preserving our tourism sites and products today will be an investment in the future.
- Dr JS Moroka LM is the home to the Esther Mahlangu Village, a small rural community that showcases the traditional Ndebele culture and way of life. Esther Mahlangu is a world-renowned South African Artists, known for her vibrant and colourful Ndebele murals and paintings.

6. G20 LEGACY PROJECT: TOURISM HACKATHON

- South Africa has embraced the theme: “Solidarity, Equality, Sustainability” for its G20 Presidency.
- One of the G20 task forces is on the “Artificial Intelligence (AI), Data Governance and Innovation for Sustainable Development”.
- To respond to this focus area, the Department of Tourism has prioritised “Digital Innovation to enhance travel and tourism start-ups and Micro, Small, Medium Enterprises (MSMEs)”.
- The Hackathon challenge will be part of the South African G20 Tourism legacy, involving students from Institutions of Higher learning with Tourism and Hospitality background

6. G20 LEGACY PROJECT: TOURISM HACKATHON

DELIVERY MODEL:

Competitions where participants will develop ideas utilizing AI technologies to respond to the challenges faced by broader rural communities and travel and tourism sector in pursuit of inclusive growth and sustainability.

The Project will be delivered in four (4) Phases.

1. Pre-Selection Phase – May 2025
2. Bring students together, assign to groups, brief them on the Hackathon process and themes, during June 2025 (Youth Month)
3. Hackathon Final in parallel with the 3rd Tourism Working Group Meeting in September 2025
4. Acceleration Phase: Expose the awardees to a network of support for commercialisation and scale up

7. NEXT G20 TOURISM MEETINGS AND RELATED EVENTS

1. Extraordinary G20 Tourism Working Group Virtual Meeting: July 2025 – discussion of consolidated outcomes
2. G20 Tourism Hackathon (May to September 2025)
3. G20 Tourism Outreach Programme (July 2025)
4. 3rd G20 Tourism Working Group Meeting: 9 – 10 September 2025
5. G20 Tourism Working Group Seminar on Investment and Financing: 10 September
6. G20 Tourism Ministers Meeting, 12 September 2025



G20
SOUTH AFRICA 2025



Solidarity

Equality

Sustainability

Thank you



ANNEXURE: VENUES FOR THE OUTREACH PROGRAMME

GERT SIBANDE DISTRICT



Gert Sibande Statue

MKHONDO LOCAL MUNICIPALITY CITY HALL



Mkhondo City Hall is a municipal property that is located in the town of Mkhondo. The Outreach is targeting a total of 350 Stakeholders, Community members and Media.

DR JS MOROKA: GA-MORWE COMMUNITY HALL



Ga-morwe is a community hall is a municipal property that is located in Siyabuswa. The Outreach is targeting a total of 400 Stakeholders, Community members and Media. The mobilization will be done through the LTOs and the Public Participation Office in the Municipality.

DR JS MOROKA TOURISM OFFERINGS





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ANNEXURE: OVERVIEW OF THE HACKATHON CONCEPT

G20 LEGACY PROJECT: TOURISM HACKATHON PHASE ONE

- This phase is termed as pre-selection phase.
- Took place on the 05 – 06 May 2025 in Johannesburg, Sandton.
- The Department partnered with Tourism Educators South Africa and the Middle East Africa (MEA) – South Africa (MEA-SA) Game Changers who hosted a Future Leadership Challenge (FLC).
- A total number of 18 Institutions participated in the FLC from eight provinces participated in the challenge.
- This is an annual event hosted by MEA-SA to recognize top four performers in each Institution to participate on the FLC.

G20 LEGACY PROJECT: TOURISM HACKATHON

PARTICIPATING SCHOOLS

- Cape Peninsula University of Technology (CPUT) Western Cape
- University of Johannesburg (UJ) Gauteng
- Tshwane University of Technology (TUT) Gauteng
- University of South Africa (UNISA) Gauteng
- Walter Sisulu University (WSU) Eastern Cape
- University of Mpumalanga(UMP) Mpumalanga
- University of Pretoria (UP) Gauteng
- University of Venda(UNIVEN) Limpopo
- Durban University of Technology (DUT) KwaZulu-Natal
- University of KwaZulu-Natal
- Central University of Technology (CUT) Free State
- North-West University (NWU) North West
- NHL Stenden South Africa - Eastern Cape
- Swiss Hotel School (SHS) Gauteng
- International Hotel School (IH) Gauteng

G20 LEGACY PROJECT: TOURISM HACKATHON PHASE ONE

- Based on the FLC challenge, all 18 participating schools will form part of the Hackathon challenge.
- Amongst the top four participating students per School, two students are nominated to participate in the Tourism Hackathon.
- The selected students are the ones to comprise the groups that will compete at the Hackathon challenge in September 2025.
- The Teams will work together online for at least 15 weeks to prepare for the final Hackathon.

G20 LEGACY PROJECT: TOURISM HACKATHON PHASE TWO

- The second phase involves bringing all 36 students into one place.
- Formulate groups comprising of five (5) students per group.
- Provide them with guidance in terms of the Hackathon and the focus area of this challenge.
- The identified venue for this challenge is the Western Cape, Cape Town at the University of Western Cape.
- The phase is planned to align with the Youth Month Celebration on the 15 – 16 June 2025.

G20 LEGACY PROJECT: TOURISM HACKATHON PHASE THREE

- Final of the Hackathon is hosted on the sidelines of the G20 Tourism Working Group Ministerial meeting (9 - 12 September 2025 – Mpumalanga Province).
- The following slide presents a proposed outline of the three days programme.

G20 LEGACY PROJECT: TOURISM HACKATHON

PHASE THREE PROGRAMME

Day 1 10 September 2025	Day 2 11 September 2025	Day 3 12 September 2025
<ul style="list-style-type: none"> • Registration and welcome • Opening ceremony and keynote address • Introduction of themes • Team formation and brainstorming • Hacking begins 	<ul style="list-style-type: none"> • Mentorship sessions • Hacking continues • Final hacking • Project submission • Project presentation and judging 	<ul style="list-style-type: none"> • Project presentation to the Ministers meeting • Award ceremony and closing remarks

G20 LEGACY PROJECT: TOURISM HACKATHON PHASE FOUR

- This is an acceleration phase after the Hackathon competition has been concluded.
- Expose the awardees to a network of support for commercialisation and scale up.