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EDITION

01

# Bolanala



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA



A **NATION**   
THAT **WORKS**  **FOR ALL**

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# G20

SOUTH AFRICA 2025



## South Africa's theme for the G20 Presidency

### Solidarity, Equality, Sustainability

A connected world, built on a people-centred and inclusive future

Fair opportunities for all nations and people

Addressing today's needs and protecting our shared future

South Africa's G20 Presidency, 1 December 2024 - 30 November 2025



#G20SouthAfrica | [www.g20.org](http://www.g20.org)



## SECOND G20 TOURISM WORKING GROUP HOLDS IN-DEPTH DISCUSSION ON FOUR PRIORITIES FOR 2025

South Africa held a successful second G20 Tourism Working Group (TWG) meeting in eThekweni, KwaZulu-Natal from 11 May until 13 May 2025.

The South African Minister of Tourism, Ms Patricia de Lille, warmly welcomed officials to South Africa during the opening ceremony on the first day, emphasising the importance for South Africa to be the first African host of the G20 Presidency.

“The G20 summit is more than just an event, it is a statement that Africa is ready to take its rightful place in global economic leadership. It demonstrates our proven ability to host safe, world-class events on this scale,” Minister De Lille stated.

The Director General of the South African Department of Tourism, Mr Nkhumeleni Victor Vele chaired the meeting which was attended by senior officials and experts in the tourism sector of the G20 members, invited guest countries and international organisations.

The Tourism Working Group continued discussions on South Africa’s four tourism priorities and deliverables as agreed during the 1st virtual meeting on 5 March 2025.

### They were as follows:

- **Priority 1:** People-centred Artificial Intelligence (AI) and innovation to enhance Travel and Tourism Start-ups and MSMEs. The Deliverable is to create an action plan to enhance Travel and Tourism Start-Ups and MSMEs through AI and innovation.
- **Priority 2:** Tourism financing and investment to enhance equality and promote sustainable development. The deliverable is to host a seminar on enhancing partnerships for tourism financing and investment for sustainable development.
- **Priority 3:** Air connectivity for seamless travel. The deliverable is to agree on the G20 Tourism report on air connectivity for seamless travel.
- **Priority 4:** Enhanced resilience for inclusive, sustainable tourism development. The G20 members are required to deliver an Action Plan for enhanced resilience for sustainable development.

In general, there was a broad expression of support for South Africa’s G20 presidency and proposed priorities, while making a commitment to refine the deliverables. During the second Tourism Working Group members also shared their best practice, experiences and recommendations for inclusion in the action plans and reports.

The 3rd and last G20 Tourism Working Group Meeting will take place from 9 to 10 September 2025 in Mpumalanga Province. The outcomes of the TWG will inform the discussions at the G20 Tourism Ministers’ meeting on 12 September 2025 also in Mpumalanga Province.

The Tourism Working Group is among the 16 working groups of the G20 during South Africa’s Presidency focussing on “Solidarity, equality and sustainability”. The Tourism Working Group exchanged knowledge and best practices among the member countries with a view of crafting actionable deliverables.

### By Ministry







# BONDAY AT AFRICA'S TRAVEL INDABA 2025 – UNLIMITED AFRICA



“We are honoured to welcome you to the vibrant city of Durban KwaZulu –Natal which is the host of Africa’s Travel Indaba where culture and the spirit of Africa shines though” said Nombulelo Guliwe Chief Executive Officer for South Africa Tourism during her welcome speech at the BonDay event at Durban International Convention Center (ICC) on 12 May 2025.

The four-day programme and exhibition Indaba took place from 12 to 15 May 2025 under the Theme: “Unlimited Africa”, with 27 African Countries represented, 1,000 hosted buyers, and 1,300 exhibitors.

Kicking off with a powerful motivational message from Londy Ngcobo, also known as the Blaq Mermaid, Africa’s first female Dredge Master, who is passionate about unlocking Africa’s oceans economy. “Captain, your destiny is to laugh often, to win the respect of intelligent people and affection of children, to earn the appreciation of honest critics and endure the betrayal of friends.



To find the best in others, to leave the world a better place, and to know that even one life has breathed easier because you have lived and succeeded,” said Londy Ngcobo.

Ngcobo’s message resonated deeply and emphasized the impact of authenticity and sincerity in connecting with customers by moving beyond the transaction and forming a genuine connection.

The day was filled with informative panel discussions on topics ranging from transformational travel shifting in tourism demand, unlocking growth through impactful localization strategies, and successful strategies from African countries that seed business growth.

There is much talk about BOMA talks, structured around themes such as astro-tourism, the intersection of film and tourism, and inclusive and equitable tourism. Curated with industry experts, the aim was to move beyond theoretical discussions to delivering practical solutions and tangible strategies for the sector.

“Over the past year, the global tourism landscape has undergone a few dynamic and progressive shifts. We have witnessed a growing emphasis on sustainability. At the same time, technology continues to reshape how we travel by streamlining operations and enhancing visitors’ experience through

innovations such as artificial intelligence and virtual reality,” said Minister of Tourism, Patricia de Lille.

“With these advancements come new challenges and expectations. Today, travelers seek deeper, more authentic connections with local cultures and communities. South Africa, with its rich heritage, diversity, and welcoming spirit, is well-positioned to meet those demands.”

Minister further emphasized that, “This is the year to rediscover, to reignite our passion for travel, and to celebrate the extraordinary experiences that await us on our shores.”

In March this year, South Africa Tourism launched its latest global brand campaign, “South Africa awaits – come find your joy!” This campaign invites travelers to rediscover their sense of wonder, embracing the joy that traveling to South Africa can unlock, while showcasing the country’s diverse culture and adventurous experiences.

“Our efforts to grow domestic and international tourism remain steadfast,” concluded Minister de Lille.

**By Annah Mashile**





# AFRICA'S TRAVEL INDABA 2025 OPEN FOR BUSINESS

The trade show was officially opened on 13 May 2025 by South African Deputy President Paul Mashatile and Minister of Tourism Patricia de Lille, who rang the bell as a sign of unity to showcase the continent's boundless tourism potential and declare the trade show open.

In his keynote address, Deputy President Paul Mashatile said that "Our theme 'Unlimited Africa' is not just a statement, it is a declaration of Africa's promise and possibilities. It speaks of Africa unbound by old stereotypes, an Africa driven by ambitions and solutions. This is Africa, where intracontinental trade investments and tourism are no longer mere aspirations but rather everyday realities."

This month of May, we celebrate Africa Month, a time to commemorate the founding of the Organization of African Unity, established in 1963, now known to all of us as the African Union. This month, we are reminded to forge unity and strengthen the bond of solidarity amongst ourselves as African States. This is a call we must never forfeit until we witness a more integrated, prosperous, and peaceful Africa."

Deputy President said that "30 years ago, President Nelson Mandela spoke at the very event which was then named

Indaba International Tourism Workshop. On that day he reaffirmed the country's commitment to work with the rest of Africa in the tourism industry."

*"Tourism is a significant economic engine, a catalyst for social change, and a cornerstone for inclusive growth."*

"Africa is now welcoming many tourists to explore its beauty, mothers, hospitality and culture, many are drawn to uncover their roots that shape these remarkable men and women of our continent, and for this we should be proud. Furthermore, tourists from all over the world can now freely experience a diverse range of attractions from iconic

landmarks like the table mountains and Victoria falls.

Our vibrant African cities and wildlife reserves, not forgetting Uganda's diverse National Parks and Morocco's rich culture and landscapes, when you explore Africa's vast regions and different civilizations, you will surely be made by a rich history."

He stated that Africa Travel Indaba stands as a beacon of what is possible when we act together. It reminds us that tourism is not just about travel, but about connection, empowerment, and shared beliefs; it is about promoting each other's markets and harnessing what we have as diverse nations.

In conclusion, "Tourism is a significant economic engine, a catalyst for social change, and a cornerstone for inclusive growth. Let us demonstrate to the world that Africa is ready for business. With these words, I would like to declare the Africa Travel Indaba 2025 open officially!

**By Annah Mashile**

# BRIDGING THE GAP OF TOURISM SKILLS NEEDS



The 2025 NTCE (National Tourism Careers Expo) was held as part of Africa's Travel Indaba, which took place from May 13 to 15 at the Inkosi Albert Luthuli Convention Centre in Durban (ICC). The NTCE focused on bridging the gap between the skills of tourism graduates and industry needs, with a panel discussion featuring government, academic, and industry stakeholders. The event was themed "Unlimited Africa," celebrating the continent's tourism potential and encouraging collaboration.

It was on the 14th of May 2025 at ICC South Foyer, when Deputy Director-General Tourism Sector Support Services, Mmaditsonkie Setwaba mentioned that "By 2030, 11 million new jobs are expected to be created, according to the National Development Plan (NDP) 2030 in keeping with the objectives of the Tourism Human Resource Development Strategy (THRDS) and the National Tourism

Sector Strategy (NTSS), which directs the execution of skills development programs to promote employment and job creation in the tourism industry."

The networking session assisted education and training providers to understand the tourism industry's current and future skills demands and mobilise awareness and support for the NTCE scheduled to take place later this year in Limpopo province.

The main key topics discussion for the day focusing on industry demand side was the current and emerging skills needs in the tourism and hospitality sector, Industry trends influencing workforce development such as digital transformation, green tourism, customer experience and artificial Intelligence, the Role of the private sector in curriculum co-creation and experiential learning and employment opportunities.

On the supply-side was the curriculum responsiveness and quality assurance in tourism education, capacity-building for TVET colleges and higher education institutions and funding models for skills development such as SETAs, public-private partnerships), and learner readiness and smooth transition into the labour market.

Panel member included Mr Tshifhiwa Tshivhengwa, Tourism Business Council of South Africa (TBCSA) CEO- Demand Side. Prof Nellie Swart, Tourism Educators South Africa (TESA) Chairperson — Supply Side. Ms Neo Matsena, South African College Principals Organisation (SACPO) CEO - supply Side. Ms Veena Govender, — Department of Basic Education (DBE) — Supply Side. Mr Morris Chauke, — Quality Council for Trade and Occupations (QCTO) — Quality Assurance. Mr Tsholofelo Pooe, Harambee Demand & Supply Facilitation. Mr Mosuoek Sekonyela, Yes4Youth — Demand & Supply Facilitation and Mr Zukile Mvalo, Department of Higher Education — Demand & Supply.

"Tourism and hospitality sector are critical contributors to the South African economy, creating employment, entrepreneurs, and inclusive growth, however the sector often faces misalignment between skills supplied by training institutions and employers requirements. These challenges create complications by rapid changes in consumer behaviour, technological advancement and evolving world of work in a post pandemic landscape." Further said DDG Setwaba.

Setwaba emphasised the importance of collective action, stating that it is essential for us to come together to plan and develop the necessary instruments that will help us achieve our set priorities. "We have been collaborating with CATHSETTA to identify ways to realize these goals. Our aim is to engage the private sector and all stakeholders in partnerships that will result in meaningful outcomes, such as growing the sector and developing the right skills to reduce unemployment and alleviate poverty. Together, we can make a difference".

**By Annah Mashile**









DEPARTMENT OF TOURISM  
MARKET ACCESS SUPPORT  
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## YOUR DUNE ESCAPE AWAITS WITH **TWIN VENTURE**

Set against the striking backdrop of the Atlantis white sand dunes, Twin Venture invites you to experience the exhilarating beauty of nature like never before.

Specialising in outdoor adventure, the Cape Town-based company offers heart-pounding quad biking and sandboarding experiences designed to delight both adrenaline enthusiasts and nature lovers alike.

At the heart of Twin Venture's offering is a commitment to safety, professionalism, and unforgettable experiences. Their team of experienced guides ensures each excursion is both thrilling and secure, using top-of-the-line equipment and offering friendly, expert support throughout your adventure.

### **Quad Biking: For All Types of Adventurers**

Whether you're a motorsports enthusiast or a first-time rider, Twin Venture's quad biking experiences cater to a wide range of visitors:

- Adventure lovers seeking fast-paced, off-road fun
- Tourists wanting to explore Cape Town's unique landscapes through local adventure sports

- Families and groups looking for safe, family-friendly outdoor fun
- Corporate teams in search of engaging team-building experiences
- Motorsports fans drawn to quad biking as a dynamic and accessible motorsport alternative

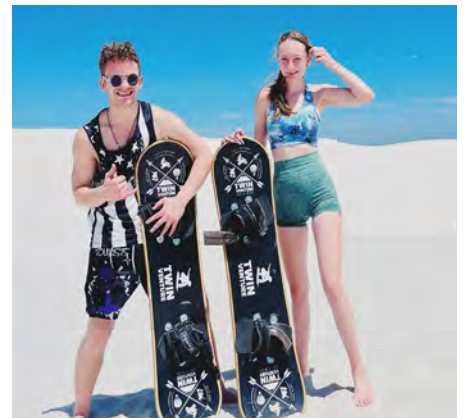
### **Sandboarding: Ride the Dunes**

For those craving a unique, adrenaline-filled challenge, sandboarding across the pristine dunes is a must-try. It's especially popular among:

- Adventurous individuals in search of new, unconventional outdoor activities
- Travelers visiting coastal or desert regions who want to explore local adventure offerings

Whether you're planning a family outing, a team-building event, or simply want to try something new, Twin Venture offers an authentic taste of Cape Town's adventurous side.

**By Sifiso Halama**





# DEPARTMENTAL DOMESTIC MARKET ACCESS SUPPORT PROGRAMME EMPOWERS 50 TOURISM ENTREPRENEURS AT WTM AFRICA 2025

By Sifiso Halama



The Department of Tourism led a strong push for inclusive economic participation at the World Travel Market (WTM) Africa 2025 by supporting 50 tourism businesses through its Domestic Market Access Support Programme (DMASP). Held from 09 to 11 April in Cape Town, the trade show marked a significant moment for emerging enterprises and the broader African tourism industry.

The DMASP provides financial support to Exempted Micro Enterprises (EMEs), enabling them to showcase their tourism products and services at major trade fairs, exhibitions, and consumer events. At WTM Africa 2025, these beneficiaries had a chance to exhibit alongside industry leaders on a global platform.

For many of the departmental beneficiaries, this was a breakthrough moment. Ms Nomonde Tshagala of Hamboluhle Travel and Shuttle Services shared: "I am so happy being here. It is a dream come true to showcase my tourism business and meet potential clients at such a global event."

Musa Ntshangase from Thokazi Royal Lodge, Nongoma in KwaZulu-Natal, echoed her sentiments: "After getting this opportunity to be part of exhibitions at WTM, I am looking forward to further growth after meeting buyers and interacting with different players in the sector. I am grateful for the Department's Market Access Programme, which offers us an opportunity to grow our businesses and contribute to economic growth."

The WTM Africa 2025 was a perfect opportunity for these young businesses, as the trade show set a new record by welcoming delegates from 96 countries, the highest number in the event's 11-year history. This year also saw 742 exhibitors, including first-time participation from Zambia, the Netherlands, Qatar, Croatia, Sierra Leone, and São Paulo. Thirteen new buyer countries joined the event, from regions as diverse as Southeast Asia, South America, and Eastern Europe.

WTM Africa 2025 proved to be a high-impact business platform, generating a record 38,559 appointment requests between buyers and exhibitors.

The event also featured:

- Responsible Tourism Awards
- Travel tech and tourism investment showcases
- Sessions on business and eco-tourism
- Content across five dedicated theatres

WTM Africa 2025 concluded as a bold statement of African tourism's resilience, innovation, and upward trajectory on the global stage. The trade show made a powerful declaration that Africa's tourism sector is not only back, but is also boldly shaping the future of global travel.







# SOUTH AFRICA'S JURASSIC ERA... THE KGODUMODUMO DINOSAUR INTERPRETATION CENTRE

By Dr Laetitia Jacobs and Unathi Khetsi

South Africa has one of the richest fossil records in the world. Approximately 66% of South Africa's land surface yields fossils. From some of the oldest rocks in the world (dating back 3.6 billion years) which contain some of the earliest traces of life, to mammal ancestors, to dinosaurs, to the Cradle of Humankind, the country offers a remarkable geological and paleontological timeline.

The Free State hosts the world's oldest and most diverse Early Jurassic dinosaur faunas. In particular, Golden Gate Highlands National Park, is a unique window into Earth and South Africa's deep past and dinosaur heritage.

Dinosaurs were around for three Mesozoic time periods, the Triassic, Jurassic and Cretaceous. Across these time periods, there were three main groups of dinosaurs, which are Ornithischia, Sauropodomorpha and Theropoda. The Golden Gate Highlands National Park has rocks dating to the Triassic and Jurassic periods, and fossils representing all three major dinosaur groups.

The Department of Tourism successfully secured R120 million in funding from the European Union through National Treasury for the implementation of the Kgodumodumo Dinosaur Interpretation Centre which showcases the rich paleo-heritage in South Africa.

The project consists essentially of two elements: the construction of the Interpretation Centre itself and the development of the exhibition housed within it. This unique project was implemented by South African National Parks (SANParks), with scientific guidance from paleo-scientists, Dr Kim Chapelle and Prof Jonah Choiniere and was completed in March 2025.



***On Sunday,  
22 June 2025,  
Minister Patricia  
de Lille launched  
the Kgodumodumo  
Dinosaur  
Interpretation  
Centre.***





On Sunday, 22 June 2025, Minister Patricia de Lille launched the Kgodumodumo Dinosaur Interpretation Centre.

This initiative is an iconic tourism facility at the site of the ground-breaking discovery of a nest of fossilised eggs (embryos) of the dinosaur species *Massospondylus*. This dinosaur species are the oldest known dinosaur embryos, resulting in increased interest in the Golden Gate Highlands National Park in Clarens, Free State Province.

The launch program included a special traditional ceremony between His Majesty King Moremoholo Mopeli: Basotho Royal Council, SANParks and the national, provincial and local political principles represented at the event, symbolising the unity and partnership between traditional leadership and government authorities.

Along with the launch, the Kgodumodumo Dinosaur Interpretation Centre received its grading certificate from the Tourism Grading Council South Africa, as a 3-star facility in the "Events Venue" Category. We welcome all event organisers to utilise this state-of-the-art venue for all conferences, meetings, conventions and functions.

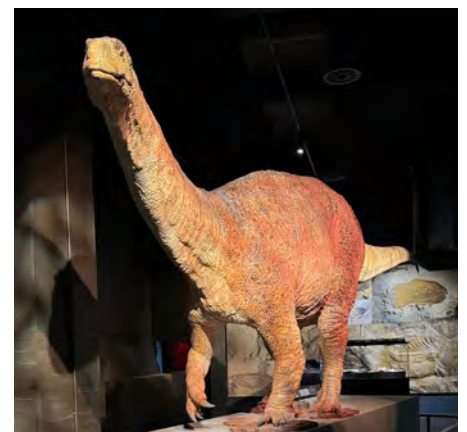
This project further contributes to the development and promotion of potential tourism products in this rural area. This is in line with the objectives of achieving geographical spread and diversification of tourism attractions, especially in under-represented rural locations.

The project launch proceedings included a ministerial walk-about, ribbon cutting and coupled with a certification ceremony of tourist guide learners as part of training provided by the Department of Tourism. The event was graced by community stakeholders in and around Eastern Free State as well as learners from the Clarens Primary School, as part of Youth Month.

Another interesting aspect of the centre is the Phoka Coffee Shop which serves a blend of heritage and passion on its premise. The shop also had the opportunity to proudly serve dignitaries.

The Free State Province and the Department of Tourism arranged for local arts and crafts to be on display during the launch for guests to purchase. This aspect of the event provided an opportunity for direct economic contribution to the local communities.

***SANParks  
proudly announces  
that Africa's first  
Dinosaur Interpretation  
Centre is now open to  
the public with  
free entry until  
30 September 2025!  
Don't miss this unique  
journey into South  
Africa's ancient past.***







# DETERMINING THE FUTURE OF **ASTRO-TOURISM**

The National Astro-Tourism Broader Stakeholders Workshop and Governance body meeting took place at Carnarvon Primary School in the Northern Cape from 2 to 3 April 2025, Chaired by Deputy Director-General for Destination Development, Dr Shamilla Chettiar.

“We are here to develop a strategy together as a team with a common purpose of developing South Africa and Astro-Tourism’s success and awareness.” said DDG Chettiar

The National Astro-Tourism Strategy aims to position South Africa as a world-class astro-tourism destination, focusing on infrastructure development, the optimal functioning of astronomy-tourism streams, and community transformation.

South Africa has the potential to be a leading astro-tourism destination due to the lack of light pollution, favorable weather, the Southern sky advantage, four of the world’s best-preserved meteorite impact craters being on South African soil, and our unique indigenous starlore.

We tell and share South Africans’ unique stories and experiences, this is a privilege. We also share our astrological story and try

to encourage people to visit South Africa to experience and hear our stories.

We are grateful for the partnership formed between the Department of Science and Technology, the National Research Forum, the Northern Cape Department, and the Local Government.

With a lineup of presentations from different stakeholders, among them was Mr Takalani Nemaungani, who gave an overview of the National Astro-tourism Strategy and strategic framework on Economic and Social impact.

Nemaungani said, “From Kimberley to Carnarvon, signage should be improved, we should work closely with the local government, and also make sure that the gravel roads are tarred to make the travel time shorter. This will ensure that communities around the area benefit. We need to preserve our dark skies by limiting light pollution to be able to hold the Dark Skies Conference here in South Africa to see how best we can implement our astro-tourism strategies and plans.”

Doctor Danie Cunnama also introduced the significance of astronomy in South

Africa and the importance of dark skies accreditation and mitigating light pollution. Not forgetting Doctor Laetitia Jacobs, who presented a study on how to develop an astro-tourism route.

***“We are here to develop a strategy together as a team with a common purpose of developing South Africa and Astro-Tourism’s success and awareness.”***







The focus was on South Africa's unique southern skies with cloudless nights and dry high altitude sites. The Southern Hemisphere gives access to celestial sights unseen in the north because many rural areas have low light pollution and radio-quiet zones. Dark skies are important and matters because astronomy needs dark skies, many wildlife rely on natural darkness for navigation and breeding.

The rationale of the project's awareness, training programmes, and uplifting the community, according to Dr Binneman, the focus is on implementing the Memorandum of Agreement for SKA Carnarvon Exploratorium for tourism enterprise development and supporting youth empowerment and employment.

The potential of community-led astro-tourism is that this will bring economic opportunities such as job creation, small business development, and local artisanship as well as cultural and educational benefits and environmental stewardship.

Day two of the workshop focused on three pillars of the strategy, namely the Indigenous Celestial Narratives and Human Capacity Development, Infrastructure Development, and Inclusive Tourism Growth and Partnerships.

***The strategic pillars  
are developed  
through a  
multidisciplinary  
consultancy  
process involving  
both the tourism  
and astronomy  
stakeholders in South  
Africa.***

Among other decisions made at the workshop was the recommendation to hold an Astro-Tourism Conference, called International Dark Sky, in the next year or two to increase participation and attendance for everyone involved in the related space.

There is a need to identify the local experts at SAAO and Dark Sky International, as community safety is a big concern. The message is to use lighting responsibly and to determine the cost and processes required.

**By Annah Mashile**

# DEPUTY MINISTER OF TOURISM CONDUCTS A STAKEHOLDER ENGAGEMENT IN THE FREE STATE PROVINCE



Deputy Minister of Tourism Ms Makhotso Magdeline Sotyú conducted a Stakeholder engagement from 11 to 12 April 2025 in Fezile Dabi District Municipality in the Free State Province.

During this two-day program, the government and business partners engaged, exchanged information, and offered practical business support services to participating tourism businesses and community members.

"The goal is to create an inclusive and responsible tourism ecosystem by providing platforms for industry stakeholders to collaborate, exchange knowledge, and exhibit innovative tourism products that promote sustainability. Also, we want to show a commitment to advancing sustainable tourism practices in South Africa, especially within the Free State region," explained Mr Sibonelo Nzimande, Chief Director Enterprise Development, Responsible Tourism and Domestic Tourism Development

Among the delegates was Dennis Khasudi, Executive Mayor of Fezile Dabi Municipality, who said, "As we move forward, we should not leave anyone behind. The District Development Model (DDM) is a concept that assists, elevates, and ensures that the government takes care of its people and creates sustainable jobs. The Deputy Minister of Tourism is here to inform the Free State community of the available opportunities within the Tourism sector." "We also encourage all Small, Medium, and Micro Enterprises (SMMEs) to work closely with the local municipalities to benefit the community. Let us walk and work together to achieve what is needed in our communities."

The handover report was given to the Deputy Minister of Tourism, who is now officially taking over as the champion of the DDM in the Free State Province until 2029. She will be responsible for all four local municipalities: Fezile Dabi, Metsimaholo, Moqhaka, and Ngwathe.

"Engaging stakeholders and communities in meaningful dialogue builds trust, establishes transparency, and encourages active participation. At the same time, this provides us a chance to ensure that all perspectives are considered as we move forward," said Deputy Minister Sotyú.

"Tourism's economic significance will take center stage as around 135 G20 meetings will be held nationwide in 2025. The G20 Presidency presents an opportunity to highlight the nation's unparalleled hospitality, world-class infrastructure, quality-assured accommodation, experiences, and ability to host global events."

"During the year, G20 delegates can engage with and experience South Africa's diverse tourism experiences in all nine provinces; its rich heritage and cultures through its vibrant cities, "dorpies" and townships as well as its arts and crafts allowing G20 delegates to leave with a lasting memory while contributing to the South African economy."

Sotyú highlighted that most people in South Africa have limited information about Tourism and think that Tourism is only about travelling. Tourism is also about opportunities and growing the economy to eradicate poverty. In the Department of Tourism, we have Ms Lerato Matlakala, who is responsible for Tourism Destination Development and Works for the Tourism Expanded Public Works Programme (EPWP). She works closely with municipalities and communities to fund infrastructure, routes, and training needs. Transformation and equity funds are available to assist us. We need to re-examine the requirements for our people to participate and qualify for funding.



*"We also encourage all Small, Medium, and Micro Enterprises (SMMEs) to work closely with the local municipalities to benefit the community. Let us walk and work together to achieve what is needed in our communities."*

The Department of Tourism also offers a range of programmes designed to support and promote the tourism industry. These include financial assistance for tourism enterprises through the Tourism Incentive Programme (TIP), economic incentives for adopting responsible practices through the Green Tourism Incentive Programme (GTIP), and support for small tourism enterprises through the Tourism Grading Support Programme (TGSP).

Other key initiatives include the Tourism Equity Fund, the Market Access Support Programme, and a variety of skills development programmes. These efforts, as highlighted by Deputy Minister Soty, reflect the Department's commitment to fostering growth, inclusivity, and sustainability within the sector.

She concluded by saying, "To all tourism entrepreneurs and SMMEs here today, I want to say that the future of tourism is sustainability. Your businesses have the power to redefine African tourism. Let us embrace sustainability and not see it as a challenge. Welcoming travelers with warm hospitality and tourist guides in Batho Pele principles, sharing hidden gems of our rich country and those around Mangaung."

**By Annah Mashile**







# TOURISM SAFETY CAMPAIGN STRENGTHENS COMMUNITY COLLABORATION IN NELSON MANDELA BAY

By Sifiso Halama and Stanley Montsho

On 17 April 2025, Deputy Minister of Tourism, Ms. Maggie Soty, alongside Deputy Minister of Public Service and Administration, Ms. Pinky Kekana, and Deputy Minister of Transport, Mr. Mkhuleko Hlengwa, led a high-impact Tourism Safety Awareness Campaign in the Nelson Mandela Bay Municipality, Eastern Cape.

The campaign focused on the following key objectives:

- Raising awareness about the increase in criminal incidents targeting tourists in Gqeberha and surrounding areas, including Motherwell, Addo, Kirkwood, Paterson, and Colchester.
- Promoting tourism safety in and around key attractions such as Addo Elephant National Park.
- Encouraging community involvement in safety initiatives to protect both their spaces and the tourists who visit them.

The campaign began with a Roadside Tourism Safety Awareness Operation at Astron Garage on Motherwell Road (R355), just off the N2 Highway, an important route to tourism hotspots like Addo Elephant National Park.

This activation was a collaborative effort, supported by the Department of Transport, the Department of Public Service and Administration, and the South African Police Services (both National and Provincial).

Other stakeholders included the Eastern Cape Department of Economic Development, Environmental Affairs and Tourism; Eastern Cape Parks and Tourism Agency; Nelson

Mandela Bay Municipality; SANParks; Coega Development Agency; South African Township and Village Tourism Association (SATOVITO); Motherwell Business Association; Motherwell Community Policing Forum; Motherwell Taxi Association; Cross Border Roads and Transport Agency; and the Road Traffic Infringement Agency.

Following the roadside activation, a community engagement session took place at the Coega Vulindlela Accommodation and Conference Centre, drawing approximately 250 local residents. The session played a vital role in inclusive tourism development by ensuring that local communities were involved in decision-making processes. By empowering residents, this approach fosters cultural pride, economic growth, and a sense of shared responsibility in safeguarding tourism assets.

In her address, Deputy Minister of Tourism, Ms. Maggie Soty underscored the importance of continued partnership between the government and communities to drive tourism growth in Nelson Mandela Bay. She emphasised that sustainable tourism can only thrive when local communities are engaged, informed, and active participants in creating a safe and welcoming environment for visitors.





# #TravelWise in Mzansi

## Welcome to South Africa

There's so much to see, and so many uniquely South African experiences to explore.

Whether you are traveling in a group or alone, we want to ensure you have an unforgettable stay as you explore our beautiful country responsibly.

Information on our top tourism attractions and activities is available at our Visitor Information Centre (VIC) in all our airports, and on [www.southafrica.net](http://www.southafrica.net)

Our tourism offerings are best explored with the aid of certified tourist guides. We have more than 10 000 certified tourist guides across the country that can easily be identified with their unique badge and identification cards. Visit [www.tourism.gov.za](http://www.tourism.gov.za) to access information on guides near your destination.

**Enjoy your stay in Mzansi!**



## #ResponsibleTraveller Tips



### LOCATION:

- » Update the GPS App on your mobile device to accurately navigate through our country



### CLIMATE: South Africa's climate can get extremely hot and dry

- » Wear sunscreen and a hat
- » Wear the appropriate clothing and foot wear for outdoor activities
- » Carry enough water to stay hydrated
- » Avoid drinking water from rivers and streams



### BE WATER WISE:

- » Read and follow the signs to ensure an enjoyable experience at the Beach
- » Only swim in designated areas

- » Take care when swimming as rip currents can pull you out to sea
- » Lifeguards are on call to ensure your safety



### PERSONAL SAFETY: We care about your safety

- » Ensure your personal possessions are with you at all times
- » Keep passports and important documents in a safe at your hotel, and carry a copy whilst out and about
- » Do not share your banking details or pin code with anyone
- » Alert your hotel before going for a walk alone, or an excursion

**Useful contacts: Should you require support or find yourself in distress, contact the authorities for assistance:**

**Police (SAPS):** (T) 10111 | **Ambulance/Fire:** (T) 10177 | **Covid-19 emergency no:** 0800 029 99

**Tourism Complaints:** (T) 012 444 6000 or 0860 686 747, E-mail: [complaints@tourism.gov.za](mailto:complaints@tourism.gov.za)



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA



**SOUTH AFRICAN TOURISM**

June 2025

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## EXPLORE THE **WINE ROUTES OF THE WESTERN CAPE**, SOUTH AFRICA

*The Western Cape of South Africa is the heart of the country's wine industry, home to some of the world's most renowned vineyards. The region is not only celebrated for its exceptional wines but also for its vibrant culinary scene, offering a feast for the senses.*

With over 20 wine routes to explore, the Western Cape invites wine lovers, food enthusiasts, and travellers to immerse themselves in a unique experience of fine wines, gourmet cuisine, engaging wine tourism experiences and scenic landscapes.

### **GARDEN ROUTE & KLEIN KAROO**

#### **Klein Karoo Wine Route**

Spread out across the Klein Karoo with its uniquely South African cuisine, warm welcome and unspoilt landscapes, this diverse wine route stretches along the R62 from Montagu westwards through the towns of Barrydale, Ladismith, Calitzdorp and Oudtshoorn, to De Rust and Herold in the east. Various microclimates enable Klein Karoo winemakers to produce a wide variety of quality wines that include crisp whites and appealing reds, pot still brandies, and the ever-popular Muscadell and Cape Port.

#### **Plettenberg Bay Winelands**

South Africa's smallest wine region, the Plettenberg Bay Winelands' farms are owner-run and there are 8 open to the public. You can experience their tasting rooms, restaurants, wine cellar and viticulture tours. They produce a variety of cultivars – Sauvignon Blanc, Chardonnay and Pinot Noir – while their award-winning Méthode Cap Classique varieties are turning this area into a premier bubbly experience. Indigenous forest, mountains and a temperate coastline as well as the annual Plett Wine & Bubbly Festival over Easter holidays, add year-round fizz to visit this premier Garden Route destination.

### **CAPE OVERBERG**

#### **Bot River Wine Route**

In the rolling hills of the Bot River area, down-to-earth, sociable farmers make wines for lovers of the road less

travelled. Here you can taste wines made from the oldest vines in the region, as well as more recent varieties from new plantings. From historic and traditional wineries to the most modern state-of-the-art cellars, the common denominators are a warm welcome, handcrafted wines, a commitment to biodiversity and the desire to share hours of sociable sipping.

#### **Elgin Valley Wine Route**

The vineyards of the Elgin Valley Wine Route benefit from high altitudes and cold winters with abundant rainfall, and south-easterly sea breezes in summer. These elements ensure slow ripening, resulting in wines with purity of fruit, complexity and elegance. The route encompasses 15 wineries, while festivals include Elgin Cool Wine & Country Food and the Elgin Chardonnay Colloquium held annually in October. An exciting development is the Elgin Railway Market with a wine bar, crafts and food stalls.



### **Agulhas Wine Route**

The small town of Elim (meaning 'place of God') was established in 1824 by missionaries and vines planted to make sacramental wine. More than a century later, they replanted vineyards of the Agulhas Wine Route, en-route to the southernmost tip of the continent at Cape Agulhas, are cooled by the salt-laden winds that blow off the sea, while the area's uniquely diverse soil types encourage distinctive mineral and flinty flavours in the fruit.

### **Hemel-en-Aarde Wine Route**

Bordering Walker Bay – a breeding ground for Southern Right whales on their annual winter migration – is a 20-kilometre stretch of vineyards known for their unique terroir and maritime character, which derive maximum benefit from the high elevation and cool sea breezes. Situated close to the coastal town of Hermanus. The earth here has, over millions of years, shifted and moved, creating the wide variations that make up the area's three distinct appellations. Each winery produces small volumes of premium-quality wines in sustainably managed vineyards.

### **Stanford Wine Route**

The quaint village of Stanford in the Cape Overberg, two hours from Cape Town, is surrounded by ten wineries, ranging from large well-known farms to charming micro establishments. Here, you can taste the

unique wines of the cool-climate terroir, sample wholesome, delectable country cuisine, relax into laidback village life and soak up the tranquil landscape, book into a wide range of accommodation from five-star to home-from-home and make lifelong wine friends.

### **CAPE WEST COAST (WESKUS)**

#### **Darling Wine Route**

Darling, 'the flower of the West Coast', is an hour's drive from Cape Town. The town and surrounds are the home of vineyard plantings influenced by the nautical conditions of the nearby Atlantic Ocean. Mainly dryland, the plantings yield fruit of huge intensity and flavour, resulting in wonderful wines. Darling is a member of the Biodiversity and Wine Initiative, which aims to minimise the loss of natural habitats and contribute to sustainable wine production through better land-management practices.

#### **Swartland Wine & Olive Route**

The raw and rugged Swartland – an area of extreme diversity – boasts wide-open horizons. Here bush vines and trellised vines stand alongside wheat fields and olive groves in an area with many microclimates and soils. Vineyards stretch along the banks of the Berg River and clamber up the rolling hills so typical of this area and backroad wineries echo the terroir, with communities pursuing

individual expression through wine, food, word and art.

### **Namaqua West Coast Wine Route**

The varied West Coast Wine Route covers a wide range of locations, from tucked-away family-run farms to well-known mega-wineries. The route begins in the hills around the village of Trawal in the south and stretches north along the fertile Olifants River valley with its ideal growing conditions for distinctive wines, to Doring Bay to Lamberts Bay on the West Coast. The beauty of the region, popular with adventurous and active travellers, is enhanced by its down-to-earth and genuine people.

#### **Did you know?**

South Africa is the only country in the world that can accurately pinpoint the exact date of origin of its wine industry on 02 February 1659.

For more information about Cape Town and the Western Cape, visit <https://www.wesgro.co.za/travel/home>

For more about the wine routes of South Africa, visit [www.visitwinelands.co.za](http://www.visitwinelands.co.za)

**By WESGRO**





#### **PHYSICAL ADDRESS**

Tourism House, 17 Trevenna Street, Sunnyside, Pretoria 0002

#### **POSTAL ADDRESS**

Private Bag X424, Pretoria 0001

#### **CONTACT INFORMATION**





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**Call centre e-mail:** [callcentre@tourism.gov.za](mailto:callcentre@tourism.gov.za)

**Switchboard number:** +27 (0) 12 444 6000

**Switchboard fax:** +27 (0) 12 444 7000

**[www.tourism.gov.za](http://www.tourism.gov.za)**

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