



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

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MEDIA STATEMENT

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CABINET CONFIRMS THE SOUTH AFRICAN TOURISM BOARD APPOINTMENT

Cabinet has given its concurrence to the appointment of the new South African Tourism (SA Tourism) Board, marking an important milestone in the ongoing strengthening of the organisation's leadership as it continues to drive tourism growth and contribute to South Africa's economy.

Welcoming the appointment, Minister Patricia de Lille said: "I am confident that the collective expertise, diversity and experience of the newly appointed Board will provide the strategic leadership required to strengthen South African Tourism, unlock new opportunities for growth and ensure that tourism continues to create jobs, stimulate investment and contribute meaningfully to South Africa's economic prosperity. I look forward to working with the Board as we continue to position South Africa as a destination of choice for travellers and investors from around the world."

The members of the South African Tourism Board are:

1. Ms Akona Nobulali Matsau (Deputy Board Chairperson)
2. Ms Carol Kholeka Zama;
3. Ms Mamochekoane Ramashole;
4. Ms Sandika Daya;
5. Ms Hazel Thulisile Xulu;
6. Dr. Karen Smit;
7. Mr. Khomotso Brian Mosehla;
8. Mr. Graham Ian Wood;
9. Mr. Luyanda Mpahlwa;
10. Mr. Anwar Jappie; and
11. Ms Tasneem Carrim (Departmental Representative)

The appointment of the Chairperson will be published in the Government Gazette following concurrence from the Cabinet.

The Board has been appointed for 3 years in terms of section 13 of the Tourism Act, 2014 (Act No. 3 of 2014). Their names have been published in the *Government Gazette* No. 55176. The new Board members take office today, 11 August 2026, marking the end of the interim Board's term.

"On behalf of Government, I wish to thank the Board that was appointed in the interim for its professionalism, dedication and invaluable service over the past year. Their leadership during

this transitional period ensured stability, strengthened the organisation and enabled South African Tourism to remain focused on delivering its mandate. I have no doubt that the incoming Board will continue to build on this momentum,” adds Minister de Lille

Cabinet’s concurrence means, Minister de Lille has achieved the outcome she consistently sought throughout the selection process: a skills-based Board with the collective capability to provide strong governance, strategic oversight and support to South African Tourism during a critical period of organisational renewal. The emphasis throughout was on assembling a complementary mix of expertise prescribed by the Tourism Act and aligned to the organisation’s future needs, including tourism sector knowledge, destination marketing, governance, finance, risk, digital transformation, technology and public-sector experience. Just as importantly, the Board has been constituted to understand their non-executive duties which include strategic direction and oversight while the executive deals with the management of the day-to-day operations.

The Minister was equally focused on ensuring that the Board reflects a balanced combination of experience, diversity and fresh thinking. Beyond meeting statutory requirements, she wanted a Board that works as a cohesive team, brings together established leaders and emerging talent, and possesses the networks, judgement and credibility to strengthen South African Tourism’s performance and reputation.

The confirmed Board provides the breadth of skills required to support the implementation of the Tourism Growth Partnership Plan, strengthen governance and financial oversight, embrace digital innovation and destination competitiveness, and position South African Tourism to drive sustainable growth, increased visitor numbers, greater investment and inclusive economic impact for the country.

South African Tourism is a public entity established in terms of the Tourism Act, 2014 (Act No. 3 of 2014), under the Department of Tourism. As South Africa’s official destination marketing organisation, its mandate is to market the country as a leading domestic and international leisure and business events destination, with the objective of growing tourism demand, increasing visitor arrivals, stimulating investment, creating jobs and contributing to inclusive economic growth.

THE END

For streaming links, images, videos and further information please scan the QR Code and join the Tourism Department’s National Multimedia WhatsApp Group.



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BOARD MEMBERS PROFILES

1. **Ms Akona Nobulali Matsau:** A seasoned executive with extensive leadership experience in the private sector. She brings strong operational and commercial expertise, financial acumen, governance capability and strategic management experience across diverse industries.
2. **Ms Sandika Daya:** A digital transformation specialist with a background in applied mathematics and computer science. She offers skills in strategic governance, financial controls, budget oversight and stakeholder engagement.
3. **Ms Mamochekoane Ramashole:** An executive with deep aviation and travel-sector experience. Her skills include executive-level travel operations, procurement and governance leadership, aviation project management, stakeholder management and commercial strategy.
4. **Dr Karen Smit** A leader in disability inclusion with an MBA and a doctorate in disability studies. She brings expertise in accessibility advocacy, disability employment promotion and gender inclusion.
5. **Ms Hazel Thulisile Xulu** A governance and risk specialist with qualifications in internal auditing. She contributes skills in internal audit, enterprise risk management, compliance, strategic assurance and oversight.
6. **Ms Carol Kholeka Zama** A Chartered Accountant with experience in digital transformation, tourism, destination marketing, investment promotion, conservation and insurance. She previously served on the SA Tourism Board and brings strong financial and strategic leadership.
7. **Mr Anwar Jappie** A specialist in digital transformation and innovation with experience in strategic governance, partnerships and global go-to-market strategies.
8. **Mr Khomotso Brian Mosehla** An experienced executive with corporate finance expertise, governance experience and board leadership across listed companies, state entities and private investment organisations.
9. **Dr Luyanda Mpahlwa** An architect and heritage specialist with experience in corporate governance, strategic planning, urban regeneration, heritage management, infrastructure oversight and policy implementation.
10. **Mr Graham Ian Wood:** A Chartered Accountant with over two decades of leadership experience in hospitality and leisure. He brings strategic leadership, stakeholder engagement, governance and commercial acumen.
11. **Ms Tasneem Carrim (Departmental Representative)** A senior official with extensive experience in public policy, governance and departmental oversight.