



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

MEDIA INVITATION

DEPUTY MINISTER OF TOURISM MS. MAKHOTSO SOTYU TO LAUNCH THE FREE STATE WOMEN IN TOURISM CHAPTER TO ADVANCE TRANSFORMATION

10 AUGUST 2026

#WomensMonth2026 – In commemoration of Women's Month, the Deputy Minister of Tourism Ms. Makhotsu Sotyú will launch the Free State Women in Tourism Chapter and host a strategic session to highlight and celebrate the valuable contribution that is made by women in the tourism sector.

The Deputy Minister's event is a strategic platform that fulfils the Department's objectives to drive inclusive growth, transformation and job creation in the tourism sector by ensuring the active participation of the citizenry, in particular women, youth and people with disabilities.

South Africa commemorates Women's Month in August paying homage to more than 20,000 women who marched to the Union Buildings in 1956 against the extension of the Pass Laws to women. This year marks the 70th anniversary of the 1956 Women's March, and it will be commemorated under the theme: *"Empowered Women, empower the nation."*

The two-day Women in Tourism Chapter launch and the strategic engagement event will share information on the Department's capacity and empowerment programmes to encourage women to actively participate in initiatives that will improve their career and business prospects. SMMEs can look forward to engagements with various Tourism stakeholders and Development Finance Institutions (DFI).

The Women in Tourism Chapter launch and the strategic engagement is hosted in collaboration with the executives from Free State Department of Economic, Small Business Development, Tourism and Environmental Affairs (DESTEA), the Lejweleputswa District Municipality, and the Free State Tourism and Gambling board.

MEMBERS OF THE MEDIA ARE INVITED TO ATTEND AS FOLLOWS:

Date: 12 -13 August 2026

Time: 08h00 – 16h00

Venue: Aldam Holiday Resort, near Ventersburg – Free State Province

RSVP: Members of the Media can confirm their attendance by 11 August 2026 at 12h00 noon to **Bheka Kweyama** Cell: 071 868 4141 E-mail: bkweyama@tourism.gov.za