



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

Private Bag X424, Pretoria, 0001, South Africa. Tel. (+27 12) 444 6780, Fax (+27 12) 444 7027
Private Bag X9154, Cape Town, 8000, South Africa. Tel. (+27 21) 469 5800, Fax: (+27 21) 465 3216

MEDIA ADVISORY

DATE: 26 JANUARY 2026

REFLECTING ON 2025 TOURISM & THE ROAD TO MEETINGS AFRICA 2026

The Minister of Tourism, Patricia de Lille, invites the media and key tourism stakeholders to a special engagement reviewing South Africa's tourism performance and looking ahead to major industry milestones.

The session will unpack tourism arrival numbers from January to December 2025, offering insight into the country's performance and trends shaping South Africa as a premium tourism and MICE destination of choice.

The Minister will also provide an update as we get ready to host the 20th edition of Meetings Africa, taking place from 23–25 February 2026, celebrating two decades of connecting Africa to the world through business events.

Event Details

Date: Tuesday, 27 January 2026

Time: 12h00 – 14h00

Venue: GCIS Office, Tshedimosetso House, 1035 Schoeman St, Hatfield, Pretoria

We look forward to your participation in this informative and forward-looking session.

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.



RSVP:
Aldrin Sampear
Spokesperson for the Minister of Tourism
Email: asampear@tourism.gov.za
Mobile: +27 67 138 3487