



MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA

Sector mourns passing of one of its pillars Mr Joe Motsogi

28 June 2021

The Minister of Tourism, Mmamoloko Kubayi, joins the tourism sector in conveying condolences to the family and associates of one of our great legends and patriot, Mr. Joe Motsogi - fondly known as “Bra Joe”.

Mr Motsogi founded JMT Tours & Safaris in 1997 after having worked in the entertainment industry for quite a long time. Mr Motsogi started guiding on a freelance basis, mainly for Springbok Atlas, after qualifying as a tourist guide in 1996.

He played a key role in the drawing up of guidelines for tourist guiding and served as chairman of Gauteng Guides Association and was also elected as chairman of the National Guides Association. Mr Motsogi also served as chairman of Gauteng Tour Operators Association and as 1st vice chairperson and treasurer for SATSA Gauteng Chapter. Over the years, he has collected several accolades through his tour guiding work including the ETEYA Gauteng, Welcome Awards semi-finalist 2006, Sowetan Sanlam Entrepreneur of the Year Award 1999.

“Tourist guiding is a very critical constituent of the tourism value chain and Mr Motsogi played an essential role in ensuring we constantly have tourist visiting South Africa. We are forever grateful for his patriotism in conducting his work and his immense contribution in uplifting the image of our country as a must visit destination,” Minister Mmamoloko Kubayi said.

Amongst other prominent global figures, he hosted Forest Whittaker, Lil Jon and Chris Rock as well as media personalities from various countries. Before joining the tourism industry, Mr. Motsogi worked as a sales representative for SAB, Distillers Corporation, Douglas Green of Paarl and Findlaters.

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