

## **MEDIA ALERT**

### **SOUTH AFRICA TO COMMEMORATE WORLD TOURISM DAY 2026 IN LIMPOPO**

**22 September 2026**

The Department of Tourism with the Limpopo Provincial Government and tourism sector partners, will host South Africa's World Tourism Day celebration at Legend Golf & Safari Resort in the Waterberg District, Limpopo.

The celebration will take place under the theme: *"Growing South Africa's Tourism Sector in the Digital Era."* It will highlight the transformative role of digital technologies and artificial intelligence in reshaping tourism through improved visitor experiences, smarter destination management, greater operational efficiency, and more sustainable and inclusive tourism practices.

World Tourism Day forms part of Tourism Month, which encourages South Africans to explore the country's diverse tourism offerings and support local tourism businesses. Hosting the celebration in Waterberg will showcase Limpopo's diverse tourism products and destinations beyond the country's traditional tourism hotspots.

The formal program will include government and tourism sector leaders, local artists and cultural groups, a digital tourism activation in line with the theme, and a Sustainability Village. Members of the media will have opportunities to cover the programme and engage with tourism stakeholders.

#### **MEMBERS OF THE MEDIA ARE INVITED TO ATTEND AS FOLLOWS:**

**DATE** : 27 September 2026  
**TIME** : 09:00 for 11:00 until 15:00  
**VENUE** : Legend Golf & Safari Resort, Waterberg District, Limpopo

**RSVP** : Media can confirm their attendance with Ms. Tinyiko Maluleke and Mr. Bheka Kweyama  
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