



MEDIA STATEMENT

Tourism Investment Summit (SATIS) 2026

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Minister of Tourism Patricia de Lille hosted South Africa's Tourism Infrastructure Investment Summit (SATIS) in Johannesburg yesterday, convening global leaders, policymakers, investors and industry stakeholders to drive investment in tourism infrastructure and to advance a sustainable pipeline of projects for South Africa's tourism sector.

Tourism's recognition as a sector with immense economic potential to attract investment and generate jobs at scale is gaining momentum globally. Tourism Minister Patricia de Lille said SATIS is poised to position South Africa as a highly attractive destination for tourism infrastructure investment.

"This Summit takes place at an important moment for tourism, because globally and domestically there is growing recognition that tourism must be viewed as an economic sector with significant capacity to generate investment and create jobs on a scale."

"In August, President Cyril Ramaphosa identified tourism alongside mining, infrastructure, and agriculture and agro-processing as four key sectors under Phase Three of the Government-Business Partnership, with a focus on accelerating inclusive economic growth, job creation and confidence," Minister De Lille said.

SATIS 2026 showcased a pipeline of fifteen (15) tourism infrastructure investment opportunities with a potential value of R3,5 billion.

The North West MEC for Economic Development, Conservation, Environment and Tourism, Bitsa Lenkopane, submitted 11 tourism projects for the SATIS pipeline. These projects, valued at R1,2 billion, will now go through the screening process and be added to the investment booklet. These opportunities are expected to empower communities, grow local economies and strengthen South Africa's competitiveness in the global tourism market.



Statistics South Africa (Stats SA) recently announced that South Africa welcomed over 1 million international tourists in August 2026. Minister De Lille added that growth in tourist arrivals is a positive outcome of the partnerships driven through the Tourism Growth Partnership Plan.

“Our collaboration with the private sector to grow tourism is yielding positive results.”

“Initiatives such as the launch of the Electronic Travel Authorisation (ETA) digital visa system and government’s R6.5 million investment in implementing the Tourism Route Development Marketing Plan strengthened national coordination among government, provinces and the private sector, will go a long way in boosting confidence in South Africa as a tourism destination and an investment market,” Minister De Lille said.

Tourism is one of South Africa’s most compelling growth sectors, with the potential to drive GDP growth, create jobs and attract foreign direct investment. Sustained investment in tourism infrastructure is expected to strengthen the country’s long-term economic resilience, enhance its global competitiveness and unlock inclusive opportunities across the tourism value chain.

According to UN Tourism, South Africa is among the top 20 countries that are leading tourism growth globally. Speaking at SATIS 2026, UN Tourism Senior Investment Specialist Juan Gómez García said strong tourism demand lays a foundation for tourism infrastructure investment.

“Tourism Infrastructure investments must go beyond assets and empower communities by creating economic opportunities. Bankable tourism investments rely on bankable tourism destinations. Leveraging tourism demand creates a positive environment for investment and a broader pipeline of investable projects,” Juan Gómez García added.

For further information on the SATIS 2026 and the Tourism Investment projects visit www.tourism.gov.za

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