



Koleka Cele

Women in Tourism Member Eastern Cape Province Business: The Hill Boutique Hotel



Koleka Cele's passion to see social and economic advancement in Tsolo in the Eastern Cape province, inspired her journey as an entrepreneur in the tourism. Despite its rural appeal and historical heritage, Tsolo is underdeveloped and yet has great potential for tourism.

"I had a desire to see development in Tsolo. Venturing into tourism gave me hope that I could contribute to the development of our rural town, even if it's one step at time. I built The Hill Boutique Hotel to create a haven of luxury and comfort that could also serve as a hub for tourism and business in the region," Cele said.

Cele's 4-star Boutique Hotel stands as a beacon of hope for the local community. Boasting an average of 25 luxurious rooms, 2 conference rooms, a restaurant, spa, gym and swimming pools, The Hill hotel provide employment and business opportunities for the local community, in addition to playing host to guests from who either sought a quiet retreat, or a place to intimately celebrate personal milestone.

"Building a Boutique Hotel from scratch, a first of its kind in Tsolo, makes me very proud. The construction of the facility was made possible through the funding I received from the National Empowerment Fund and Tourism Transformation Fund.

"We opened our doors for the first time in October 2024, and the business has brought hope and a bright future for the youth who are now a lovely addition to our staff compliment. We source our staff and other resources from the surrounding community, and this has reduced unemployment and uplifted the quality of living for families in our small community."

"I look forward to growing this business and elevating the hotel to a 5-star graded establishment by 2026. I plan to expand our offerings to include leisure activities such as a water park and other entertainment options, ensuring we cater to diverse guest experiences. There's also a lot of tourist attractions in and around my area that have been deserted for a while, so I plan to revive those attractions with the help of the local municipality and ECPTA," Cele added.

Words of Encouragement



As we celebrate Women's Month in August, I encourage women to push against all barriers and pursue their dreams regardless of the societal norms that are always trying to dim women's shine. It is possible and we have the power and the strength to make it happen,

- Koleka Cele



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