



MINISTRY
TOURISM
REPUBLIC OF SOUTH AFRICA

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MEDIA STATEMENT

Minister of Tourism, Lindiwe Sisulu engages key UK decision makers

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The tourism industry is well on its way to recovery and global business events are once again reigniting the sector. On the backdrop of the tenth edition of the Meetings Show in London, United Kingdom (UK), Minister of Tourism, Lindiwe Sisulu will over the next couple of days be engaging with key tourism industry and government stakeholders.

Launched in 2013, the Meetings Show brings together leaders in the business events sector to share insights and opportunities for doing business.

“It is critical for us to use such opportunities to ensure that we position South Africa as both a business events and leisure destination, as well as to engage key decision makers in our sources markets such as the UK,” says Minister Sisulu.

Over and above participating at the Meetings show with the aim to position South Africa’s business events brand, Minister Sisulu will use this time to obtain market intelligence from key UK stakeholders.

Part of her engagements include a meeting with the South African All-Party Parliamentary Group (APPG) whose purpose is to foster mutually beneficial relationships between the UK and South Africa, in particular between the two parliaments, civil society, business and commerce, and arts and culture.

“If anything, the pandemic has taught us the importance of building relationships and collaborating, in order to advance our efforts in marketing South Africa as a foremost tourism destination,” says Sisulu.

Over and above interviews with key tourism trade and mainstream media, Minister Sisulu will also be meeting with the Prime Minister's Trade Envoy to South Africa, Andrew Selous MP, in an effort to strengthen trade relations between South Africa and the UK.

“The United Kingdom has over the years remained a key market for South Africa and we are committed to investing in the market for greater partnership in the future,” concludes Sisulu.

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