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MEDIA RELEASE

'TBCSA BOARD HOLD SUCCESSFUL STRATEGIC SESSION

PRETORIA, 12 SEPTEMBER 2018 – The Tourism Business Council of South Africa (TBCSA) board chairman convened this past weekend 7 to 9 September 2018 a strategy session to discuss and agree on the direction of the organization

This was an important strategy session for the newly elected TBCSA board to discuss the key focus areas in the next 3 years. Key to the strategy is to reposition the TBCSA as a leading and informing voice for travel and tourism sector. The board discussed various areas, projects, and initiatives that the TBCSA needs to deliver on to better serve the sector. “It is time for the TBCSA to lead the travel and tourism sector and deliver on the sector needs” said the Chairman of the TBCSA, Mr. Blacky Komani.

The travel and tourism sector is well positioned to grow the economy of this country, it directly employs over 700 000 people and contributed over R412bn to GDP in 2017. The new strategy will be a catalyst for further growth in the sector in the next 3 years or more

The new strategy has set the wheels in motion for TBCSA management to present the implementation plans for board approval. The board is confident that the strategy will serve the needs of the sector through collaboration with all sector associations and businesses.

“We are now ready and to assert our voice as the leader in the tourism space and serve the sector” said the Chairman of the TBCSA, Mr. Blacky Komani.

The Board strategy session was very well attended and had robust participation from board members. A clear indication of getting the organization back on track and active within the space it rightfully owns.

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Editors Notes:

Tourism Business Council of South Africa (TBCSA) is the umbrella organisation for business in the travel and tourism industry. We are a non-profit, member-centric organisation representing the unified voice of business. We serve to unite and influence the diverse travel and tourism industry to contribute to a competitive, responsible and inclusive travel and tourism (and South African) economy.