

# PROGRAMME AT A GLANCE

## WEDNESDAY, 6 SEPTEMBER 2023

- 08:00 – 15:00 **TBCSA GOLF DAY** - Gary Player Golf Course  
**LEISURE ACTIVITIES** – Non-Golfers
- 12:00 – 19:00 **REGISTRATION AND COLLECTION OF NAME TAGS**  
*Venue: Hall of Fame*
- 18:00 – 22:00 **WELCOME COCKTAIL**  
*Venue: Valley of Waves*  
*Theme: A night at the African beach (casual attire/ no swimwear)*  
**Programme Director:** Mr Tshifhiwa Tshivhengwa | TBCSA CEO  
**Welcome:** Mr Sandile Ntseoane | TBCSA Board Member  
**Welcome remarks:** Mr Fouad Caunhye | Qatar Airways Regional Manager

## THURSDAY, 7 SEPTEMBER 2023

- 07:00 - 17:00 **DELEGATE REGISTRATION**
- 08:00 – 08:10 **OPENING CEREMONY**  
Singing of National Anthem
- 08:10 – 08:20 **WELCOME TO THE NORTHWEST PROVINCE**  
**Hon. Nono Maloyi** | Acting Premier of North West Province
- 08:25 – 08:35 **WELCOME AND CONFERENCE PURPOSE**  
**Mr Blacky Komani** | TBCSA Chairman
- 08:35 – 08:55 **OPENING ADDRESS**  
**Hon. Patricia de Lille** | Minister of Tourism
- 08:55 – 09:35 **PRACTICAL COMMITMENT BY THE INDUSTRY**  
TBCSA, TOMSA and Gauteng Tourism
- 09:35 – 10:05 **ENABLERS OF GROWTH**  
Conversation with the Hon. Minister of Home Affairs  
**Hon. Dr Aaron Motsoaledi** | Minister of Home Affairs  
**Ms Tanya Cohen** | Public Private Growth Initiative
- 10:05 – 10:35 **CONVERSATION WITH STATS SA – WHERE IS SOUTH AFRICA HEADED?**  
*South Africa faces many challenges domestically as well as global challenges that have an impact on economic growth. Amid these challenges, where is South Africa headed economically and job creation? What are the levers that need to be turned to accelerate growth? What policies are required?*  
**Mr Joe de Beer** | Deputy Director General  
*Economic Statistics. Statistics South Africa*  
**Ms Anita Mendiratta** | Special Advisor to the Secretary General  
*United Nations World Tourism Organization*

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## THURSDAY, 7 SEPTEMBER 2023 CONTINUED...

- 10:35 – 11:00**      **NETWORKING BREAK**
- 11:00 – 11:30**      **HOTSEAT CONVERSATION: GLOBAL, REGIONAL AND LOCAL TOURISM GROWTH FORECAST**  
Why tourism matters in Africa and South Africa. What policies are required?  
**Ms Elcia Grandcourt** | Africa Director of United Nations World Tourism Organization  
**Ms Anita Mendiratta** | Special Advisor to the Secretary General, *United Nations World Tourism Organization*
- 11:30 – 12:00**      **REPORT BACK: 2022 TOURISM LEADERSHIP CONFERENCE AND 2030 TOURISM GROWTH STRATEGY**  
What has been achieved and what is outstanding?  
**Mr Tshifhiwa Tshivhengwa** | TBCSA CEO
- 12:00 – 12:45**      **THE WHOLE OF GOVERNMENT AND PRIVATE SECTOR APPROACH.**  
How do we develop policies that enable tourism growth?  
**Mr V Tharage** | Director General of Tourism  
**Mr Y Simons** | Lead – E-visa Department of Home Affairs  
**Mr Zakhele Thwala** | Deputy Director General, Civil Aviation - Department of Transport  
**Mr Michael Tollman** | TBCSA Board Member  
**Mr Ross Volk** | CEO - MSC Cruises South Africa  
**Moderator:** Mr Dan Ngwepe | Public Private Growth Initiative
- 12:45 – 13:30**      **PANEL DISCUSSION: TOURISM RECOVERY AND BEYOND**  
(How do we make Tourism matter?)  
*The Travel and Tourism industry is in recovery mode, although South Africa still lags compared to 2019 in the number of tourists and spending. What must South Africa and the SADC region do to recover to 2019 levels and grow? What policies are required?*  
**Panellists:**  
**Mr Elmar Conradie** | FlySafair CEO  
**Akona Matsau** | Bidvest Services South Africa CEO  
**Mr Martin Wiest** | Tourvest Destination Management -CEO  
**Mr Fouad Caunhye** | Qatar Airways Regional Manager  
**Moderator:** Ms Pam Yako | SANParks Board Chairperson
- 13:30 – 14:30**      **NETWORKING LUNCH**

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## THURSDAY, 7 SEPTEMBER 2023 CONTINUED...

14:30 – 16:00

### BREAKAWAY SESSION 1

#### Setting the scene: Mr Derek Martin - REVPAR

How are we going to grow our arrivals?

*South Africa has set a realistic target to receive 15.6M tourists by 2030 with an ambition to get to 21M. What are the key ingredients for successful destination marketing to achieve the 2030 goals? What policies are required?*

#### Panellists

**Mr Enver Duminy** | CEO, Cape Town Tourism

**Ms Sthembiso Dlamini** | CEO, Gauteng Tourism Authority

**Mr David Frost** | TBCSA Board Member

**Ms Nomasonto Ndlovu** | Acting CEO South African Tourism

**Mr Nhlanhla Khumalo** | Acting CEO, Tourism KZN

#### Moderator

**Anita Mendiratta** | Special Advisor to the Secretary-General, United Nations World Tourism Organization

14:30 – 16:00

### BREAKAWAY SESSION 2: Sustainable Tourism

#### Setting the scene: Mr Iain Banner - E-Movement Chairman

*The South African Travel and Tourism Industry must work towards achieving sustainable tourism. Key elements such the green economy, the role of technology and the participation of SMMEs, Communities, Women and Youth are paramount. What policies are required to achieve such sustainability?*

#### Panellists

**Prof Alicia Fourie** | Gordon Institute of Business Science

**Mr Septi Bukula** | TBCSA Board Member

**Ms Nyari Samushongo** | WeThinkCode CEO – Technology

**Ms Thami Matshego** | North West Parks and Tourism CEO

**Mr Kossi Toulassi** | NEPAD, Head of Industrialisation, Trade and Markets

**Moderator:** Prof Elmarie Slabbert, North-West University

16:00 – 16:30

### NETWORKING BREAK

16:30 – 17:00

### FEEDBACK FROM BREAKAWAY SESSIONS

Breakaway session 1

Breakaway session 2

17:00 – 17:30

### SUMMARY OF THE DAY AND CLOSURE

**Mr Blacky Komani** | Chairman of the TBCSA

19:00 – 23:00

### GALA DINNER

**Master of Ceremonies:** Donovan Goliath

**Theme:** Platinum elegance

**Welcome:** Ms June Crawford | TBCSA Board Member

**Introduction of Keynote speaker:** Ms Thami Matshego | CEO and Accounting Officer of North West Parks and Tourism Board

**Keynote Speaker:** Ms Virginia Thlapi | MEC Economic Development, Tourism and Environmental Affairs

**Guest Speaker:** Bongzi Msomi | Captain of the SA Netball Team

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## FRIDAY, 8 SEPTEMBER 2023

- 08:30 – 08:45**      **OPENING AND WELCOME**  
Mr Jerry Mabena | TBCSA Deputy Chairman
- 08:45 – 09:30**      **BRAND LEADERSHIP MASTERCLASS:**  
Mr Thebe Ikalafeng - Brand Africa Founder and Chairman
- 09:30 – 10:00**      **REPORT BACK ON STRUCTURED ENGAGEMENTS BY TBCSA AND SAT**  
Mr Tshifhiwa Tshivhengwa | TBCSA CEO  
Ms Nomasonto Ndlovu | Acting CEO SA Tourism Board  
Mr David Frost | CEO - SATSA  
Moderator: Ms Lindelwa Isabelle | TBCSA Board Member
- 10:00 – 10:30**      **SPOTLIGHT ON: BUY LOCAL CAMPAIGN**  
Mr Eustace Mashimbye | Proudly SA CEO  
Mr Brett Hoppe | General Manager, Sun City Resort, *Sun International Local Procurement Case Study*  
Moderator: Mr Thulani Nzima | Chairman of the South African Township and Village Tourism Association
- 10:30 – 11:00**      **CONVERSATION WITH CEO OF SANPARKS ON VISION 2040**  
Ms Hapiloe Sello | South African National Parks CEO  
Moderator: Prof Diane Abrahams | Director of School of Tourism and Hospitality, *University of Johannesburg*
- 11:00 – 11:30**      **SPOTLIGHT ON: CORPORATE, DOMESTIC AND GOVERNMENT TRAVEL**  
Mr Phale Naake | Strategic Procurement – Government Travel Services  
Mr Otto de Vries | TBCSA Board member  
Mr Glenton de Kock | TBCSA Board member  
Moderator: Ms Lindiwe Sangweni-Siddo | COO of City Lodge Hotel Group
- 11:30 – 11:45**      **NETWORKING BREAK**
- 11:45 – 12:00**      **DAY 2 RECAP AND WAY FORWARD**  
Mr Tshifhiwa Tshivhengwa | TBCSA CEO
- 12:00 – 12:15**      **CLOSING REMARKS**  
Mr Tim Harris | Acting Chairman SAT
- 12:15 – 12:45**      **SPOTLIGHT ON: TBA**
- 12:45 – 13:00**      **CLOSURE OF CONFERENCE**  
Mr Blacky Komani | TBCSA Chairman
- 13:00 – 14:00**      **NETWORKING LUNCH**