TOURISM LEADERSHIP CONFERENCE '24

PROGRAMME

SUN CITY, SOUTH AFRICA | 18 - 20 SEPTEMBER 2024

WEDNESDAY, 18 SEPTEMBER 2024

08:00 – 15:00	TBCSA GOLF DAY **Venue:** Gary Player Golf Course **Leisure Activities:** Non-Golfers
12:00 – 19:00	REGISTRATION AND COLLECTION OF NAME TAGS
18:00 – 22:00	WELCOME NETWORKING EVENT **Venue:** Botsalanong Boma **Programme Director:** Dorcas Dlamini Mbele **Welcome:** Ms Rosemary Anderson **Welcome to Sun City:** Mr Brett Hoppe **Golf Prize Giving:** Mr David Frost

THURSDAY, 19 SEPTEMBER 2024

07:00 – 17:00	DELEGATE REGISTRATION
08:00 – 08:10	OPENING CEREMONY **Singing of the National Anthem**
08:10 – 08:20	WELCOME TO THE NORTHWEST PROVINCE **Speaker:** Premier of North West Province
08:25 – 08:35	WELCOME AND CONFERENCE PURPOSE **Speaker:** Mr Jerry Mabena - TBCSA Chairman
08:35 – 08:55	OPENING ADDRESS **Speaker:** Hon. Maggie Sotyu - Deputy Minister of Tourism
08:55 – 09:30	**The Future of South Africa's Tourism Sector:** A Bold 15-Year Vision ***Panelists:*** *Graham Wood – Sun International COO* *Moseketsi Mpeta – Tourvest Accommodation CEO* *Velma Corcoran – Airbnb Director: Policy* *Ross Volk – MSC Cruises MD* *Victor Tharage – Director General (Department of Tourism)* **Moderator:** *David Green (CEO of the V&A Waterfront Company)*

TOURISM LEADERSHIP CONFERENCE '24

PROGRAMME

SUN CITY, SOUTH AFRICA | 18 - 20 SEPTEMBER 2024

THURSDAY, 19 SEPTEMBER 2024 CONTINUED...

09:35 – 10:30 Conversation with the Minister of Home Affairs
(Visa Waivers, e-visa and progress)
Speaker: Hon. Dr Schreiber - Minister of Home Affairs
Moderator: Otto de Vries (CEO Asata)

10:35 – 11:00 NETWORKING BREAK

11:10 - 11:40 Leveraging Data to Shape South Africa's Economic Trajectory f
or Sustainable Growth
Speaker: Dr Pali Lehohla (Former statistician General)

11:50 – 12:50 Panel Discussion: Aviation's Impact on South Africa's Travel and Tourism Future

Panelists:
Rodger Foster – Airlink
Dr Alex Stancu – IATA
Tebogo Tsimane – SAA
Wilson Tauro – KLM
Rampa Rammopo – Lanseria Airport
Moderator: *Gillian Saunders – Tourism Expert*

12:50 – 13:30 TBCSA Report Back: Lessons from the Trevor Noah Campaign for South Africa
Yes for Youth: The Tourism Sector's Commitment to Combating Unemployment
TOMSA Collaborative Fund: Advancing the Tourism Sector for Collective Benefit

13:30 – 14:30 NETWORKING LUNCH

14:30 – 16:00 BREAKAWAY SESSION 1
Building Resilience in a Changing Tourism Landscape

Tourism in South Africa and the continent has always been affected by various challenges. How does tourism adapt to unforeseen circumstances and foster industry resilience? How do we prepare for the next pandemic, climate change, water challenges, energy crisis, or Political issue as an industry? What are the scenarios, and how do we respond?

Panelists:
Pam Yako - SanParks
Monika Iuel - WEGRO
Aaron Munetsi – AASA
Winile Mntungwa – Durban Tourism
Moderator: *Prof Slabbert – NW University*

TOURISM LEADERSHIP CONFERENCE '24

PROGRAMME

SUN CITY, SOUTH AFRICA | 18 - 20 SEPTEMBER 2024

THURSDAY, 19 SEPTEMBER 2024 CONTINUED...

14:30 – 16:00 **BREAKAWAY SESSION 2**
Tourism for All: Inclusivity in Tourism

Inclusive tourism aims to provide equal opportunities and embrace diversity, making travel accessible to all—travellers, communities, and small businesses alike. This approach can drive economic growth and contribute to sustainable development. But is tourism in South Africa genuinely inclusive? Is it creating economic opportunities for everyone, fostering skill development, ensuring safety and security, and promoting diversity? What programs do the sector need to implement to guarantee inclusivity?

Panellists:
Dr. Eddy Khosa – Chairman (Tourism Transformation SA)
Thami Matshego – CEO NWTPB
Akash Singh – CEO of Sigma International
Hilton Theunissen – VP GrowthWheel International
Moderator: *Oupa Pilane – Chairperson SATSA*

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**
Speaker: Mr Jerry Mabena - Chairman of the TBCSA

19:00 – 23:00 **GALA DINNER**
Master of Ceremonies
Welcome: TBCSA Board Member

TOURISM LEADERSHIP CONFERENCE '24

PROGRAMME

SUN CITY, SOUTH AFRICA | 18 - 20 SEPTEMBER 2024

FRIDAY, 20 SEPTEMBER 2024

08:45 – 09:00	**OPENING AND WELCOME** **TBCSA Deputy Chairperson:** Lindelwa Isabelle **Setting the Scene:** Tumelo Selikane - MD Nielsen Sports SA
09:00 – 09:50	The intersection between sports, culture, arts, and tourism **Speaker:** Gayton McKenzie - Minister of Sports, Arts and Culture **Moderator:** Tumelo Selikane - MD Nielsen Sports SA
09:50 – 10:00	**Video Short:** Cruise Tourism
10:00 – 10:30	**Spotlight on:** Panel Discussion - Funding in the Tourism Sector ***Panelists:*** *Dineo Skwambane (Acting Head – SBU) – IDC* *Lwandiso Makupula (Exec manager Wholesale Lending) – SEFA* *Donald Mabusela (Senior Manager DTIC) – DTIC* ***Moderator:*** *Jerry Mabena*
10:30 – 10:45	**NETWORKING TEA BREAK**
10:50 – 11:20	**Destination Marketing**: Domestic and International Strategy and plans – What is SAT up to, what are the plans **Speaker:** CEO of South African Tourism **Moderator:** David Frost
11:30 – 11:50	Report back – National Public Transport Regulator **Speaker:** DDG Mokonyama
11:50 – 12:30	**Spotlight on:** Business Tourism **Speaker:** Glenton de Kock – CEO SAACI **Speaker:** Otto de Vries – CEO ASATA **Moderator:** Lenny Kunga – Senior Director VISA
12:30 – 12:40	Day 2 Recap and way forward **Speaker:** Mr Tshifhiwa Tshivhengwa - TBCSA CEO
12:40 – 13:00	Closing Remarks **Speaker:** Mr Jerry Mabena – TBCSA Chairman
13:00 – 14:00	**NETWORKING LUNCH**