TBCSA
TOURISM BUSINESS COUNCIL OF SOUTH AFRICA

MATTERS OF TOURISM

TOURISM LEADERSHIP CONFERENCE MAGAZINE

27-28 OCTOBER | SUN CITY RESORT

CELEBRATING 30 YEARS
INVESTING IN SOUTH AFRICAN TOURISM

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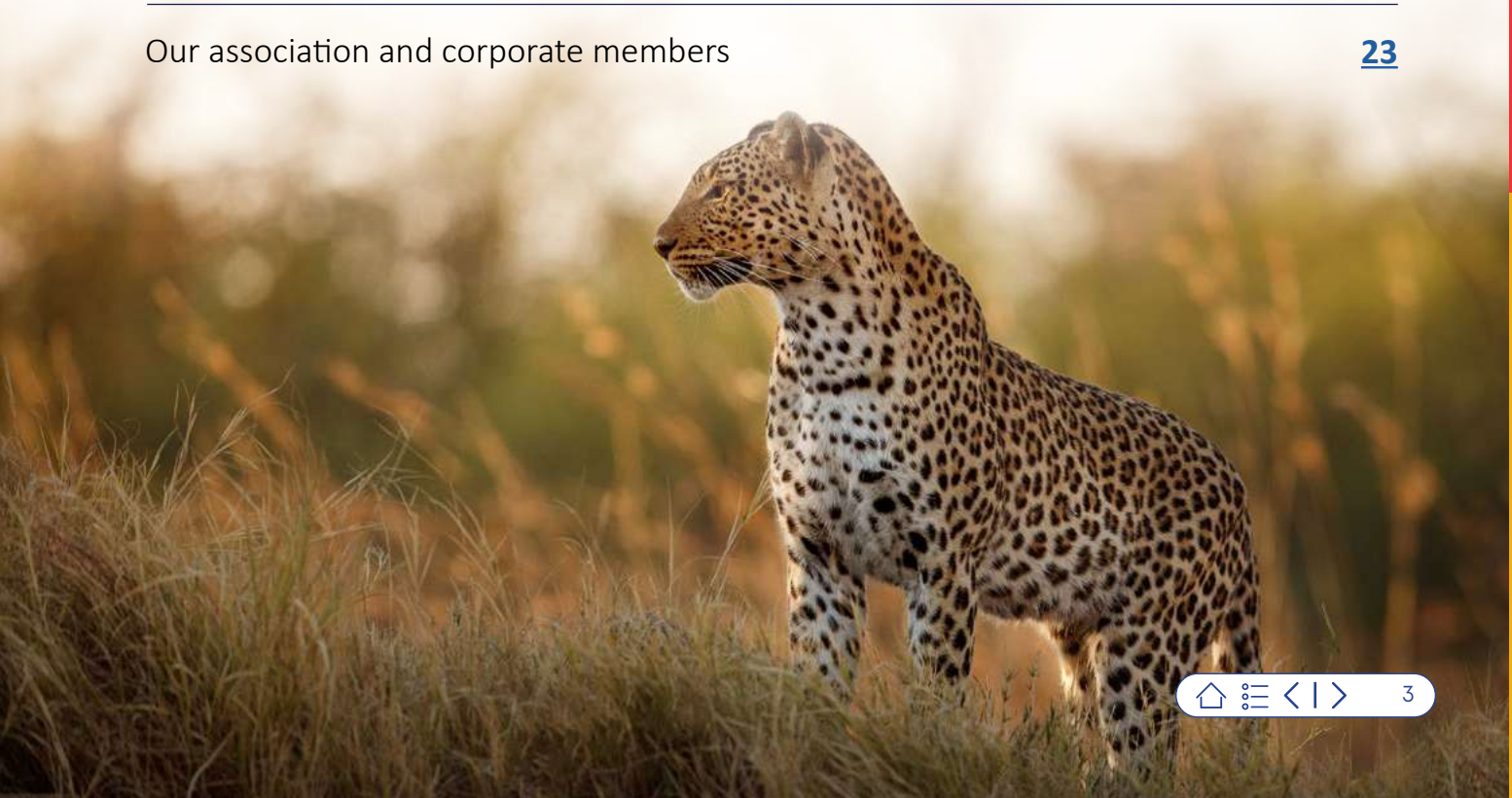

30 YEARS OF TOURISM: CELEBRATING PROGRESS, DRIVING TRANSFORMATION AND CREATING OPPORTUNITIES

JERRY MABENA, TBCSA CHAIRMAN

30 years on, tourism still matters!

It is my pleasure to welcome you to Sun City for the 2026 Tourism Leadership Conference.

This year marks 30 years of the Tourism Business Council of South Africa (TBCSA), an opportunity to celebrate our achievements, reflect on the transformation of our industry and confront the work that still lies ahead.

Over the past three decades, tourism has become an important contributor to South Africa's economy, creating businesses, supporting livelihoods and opening opportunities across the country, including in rural villages and townships. We should be proud of this progress, but recognise that the benefits of tourism are not yet shared widely enough. Too many communities, particularly in rural areas, remain on the margins. Transformation must go beyond ownership and representation to meaningful participation, market access and opportunities for small businesses to thrive.

Our conference theme, "30 Years On: Tourism Still Matters", is therefore both a celebration and a call to action. One of our biggest challenges is ensuring tourism receives the recognition and priority it deserves as a driver of economic growth and job creation. Its inclusion this year in Phase 3 of the Government-Business Partnership is an important step forward.

Building on existing partnerships between government and the private sector, we must now strengthen collaboration, accelerate ongoing work and ensure policies and investment support deliver tangible results. We must also continue making the case for tourism's contribution to GDP and employment, while ensuring its growth creates meaningful opportunities for more South Africans, particularly in rural areas and townships.

This brings me to one of my favourite parts of our annual conference: the Youth-led Tourism Initiatives Competition. Nelson Mandela once told young people: "Be the script writers of your destiny and feature yourselves as the stars that showed the way towards a brighter future."

These words remind us that young people must not simply inherit the tourism industry we have built. They must help shape its future. This year's winners come from four provinces, bringing fresh ideas and ambition to build businesses that respond to their communities' needs. We are delighted to welcome them to Sun City, providing conference access, accommodation and opportunities to engage with industry leaders.

But their participation must not end here. I encourage our members and partners to engage with these entrepreneurs, offer mentorship, open procurement networks and explore opportunities for market access, skills development and investment. We all have a role in helping promising enterprises become sustainable businesses. Their stories are featured in this magazine. I encourage you to read them, meet these young people and consider how your organisation can contribute to their success.

As we celebrate 30 years, we must also consider the industry we want to build over the next three decades: one that is more inclusive, creates opportunities beyond traditional tourism centres and enables more South Africans to share in its growth. This milestone would not have been possible without our members, partners and everyone who has supported the Council over the years. On behalf of the Board, thank you for your commitment to our industry.

I wish you a productive and engaging conference. May the discussions and connections we make at Sun City strengthen our collective commitment to turning conversations into action. Enjoy your stay, the hospitality and the opportunity to reconnect with colleagues from across the sector.

I look forward to spending the next few days with you.

Jerry Mabena

Chairman, TBCSA

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THE PROGRAM AT A GLANCE

DAY 1 | 27 OCTOBER

We get straight into the business of tourism, looking at how South Africa is being marketed to the world, what it will take to win more travellers at home and abroad, including where the MICE sector goes next. Once the formal programme is done, it's time to connect and unwind at the Welcome Cocktail, Sun City Hotel poolside.

The conference conversations may be serious, but there's still room to have some fun with the wardrobe.

Welcome Cocktail | Sunshine Tropical Luxury
Come dressed in all shades of yellow - starts at 19:00pm

Gala Dinner | African Red Couture
Come dressed in Red and black tie - starts at 19:00pm

THE PROGRAM AT A GLANCE

DAY 2 | 28 OCTOBER

Day 2 takes a wider look at the issues shaping tourism right now. Where is global tourism headed and how can Africa take advantage? What do the numbers tell us about the size of South African tourism? And, what are global aviation trends telling us about where and how people are travelling?

- We ask where South Africa's next tourism growth will come from and whether our cities are functioning well enough to support a thriving tourism economy?
- TBCSA also takes stock on its 30th anniversary, looking at the progress made, partnerships built, and the priorities ahead.
- We then turn to the consumer, looking at how travellers are paying for travel and what this tells us about the changing spending patterns?
- The conversation then moves to the bigger environment in which tourism operates. Is South Africa positioned for growth? We look at progress that's being made on tourist transport operating licences, an issue the sector has been grappling with for some time.
- We end the formal programme with Mteto Nyati, a leadership masterclass on building businesses that last. Which then leads us to the Gala Dinner to close our time together at Sun City.

CONFERENCE **SPEAKERS AND PANELISTS**

Jerry Mabena
Jerry Mabena is Chairman of the Tourism Business Council of South Africa (TBCSA) and an experienced executive in the tourism and hospitality industry. He has held senior leadership roles in tourism businesses, including Motsamayi Tourism Group, and has served on the TBCSA board.

A look at how South Africa can strengthen its appeal to travellers at home and abroad.

Tshifhiwa Tshivhengwa
Tshifhiwa Tshivhengwa is Chief Executive Officer of the Tourism Business Council of South Africa (TBCSA), the umbrella organisation representing the country's tourism private sector. He advocates for tourism investment, industry transformation and policies that support sustainable growth and job creation.

Global Tourism Outlook:
How Can Africa Take Advantage?

Hon. Najib Balala
Najib Balala is Executive Vice-President for Advocacy, Government Affairs and Research at the World Travel & Tourism Council (WTTC). A former Kenyan Cabinet Secretary for Tourism and Wildlife, he has extensive experience leading tourism policy and promoting the sector's development.

Tourism by the Numbers:
A view from Stats SA

Nozipho Tshabalala – *Moderator*
Nozipho Tshabalala is a South African executive facilitator, moderator and leadership specialist. She has worked with senior leaders and organisations on strategic conversations, leadership development and organisational change.

Joe de Beer
Joe de Beer is a Deputy Director-General at Statistics South Africa, with extensive experience in official economic statistics. His work has included national accounts and the measurement of economic activity, providing an important statistical foundation for economic policymaking.

Global Tourism Outlook: What global aviation trends tell us about travel

Lee-Anne Bac – *Moderator*
Lee-Anne Bac is an Advisory Partner specialising in tourism at BDO South Africa. She is an experienced tourism economist and adviser whose work focuses on the sector's economic contribution, performance and development.

Negar Rezvany
Negar Rezvany is an economist and industry analysis specialist at the International Air Transport Association (IATA). Her work focuses on aviation economics and industry analysis, helping to inform discussions about airline performance and global air transport trends.

South Africa's Tourism Sector:
Where Will Growth Come From Next?

Lindelwa Isabelle – *Moderator*
Lindelwa Isabelle is Deputy Chairperson of the Tourism Business Council of South Africa. She serves in tourism industry leadership and representation, contributing to discussions on private-sector development and the future of South Africa's tourism economy.

Ramasela Ganda
Ramasela Ganda is Group Chief Executive Officer of Zeda Limited, the mobility group associated with Avis and Budget vehicle rental operations in southern Africa. She is a chartered accountant and experienced business executive with a background in financial management and corporate leadership.

George Mothema
George Mothema is Chief Executive Officer of the Board of Airline Representatives of South Africa (BARSA), which represents the interests of airlines operating in the country. His work focuses on aviation industry advocacy and engagement with stakeholders on issues affecting airline operations and connectivity.

Lidia de Olim
Lidia de Olim is Chief Executive Officer of Bidvest Travel Holdings, a position she has held since 2017. She leads one of Africa's largest travel management groups and has played a role in advancing travel services and innovation across the continent. She is also an advocate for gender diversity and women's leadership in the travel industry.

CONFERENCE **SPEAKERS AND PANELISTS**

Functional Cities, Thriving Tourism: Why Local Government Matters

Wrenelle Stander
Wrenelle Stander is Chief Executive Officer of Wesgro, the official tourism, trade and investment promotion agency for Cape Town and the Western Cape. She has more than 30 years of experience across aviation, energy and tourism, including previous leadership roles at Comair, Sasol Gas and Air Traffic and Navigation Services.

Ross Volk
Ross Volk is Managing Director of MSC Cruises South Africa, a position he has held since December 2016. A chartered accountant, he joined MSC Cruises as Chief Financial Officer in 2015 following a career at KPMG. He oversees the company's South African commercial and cruise operations and advocates for cruise tourism as a driver of economic growth and job creation.

Professor Busani Ngcaweni
Professor Busani Ngcaweni is an academic and public policy specialist associated with the University of Johannesburg. He previously served as Principal of the National School of Government and has extensive experience in public administration, government strategy and institutional development.

Sithole Mbanga
Sithole Mbanga is Chief Executive Officer of the South African Local Government Association (SALGA), which represents municipalities across the country. His work involves local government advocacy, institutional support and strengthening municipalities' capacity to deliver services.

Hlengiwe Dube
Hlengiwe Dube is Senior Manager of Tourism Services at Durban Tourism, with more than 15 years of experience across the public and private sectors. She promotes destination development, tourism partnerships and community-based tourism, and has represented Durban at international industry events.

Government, Politics and the Economy: Is South Africa Positioned for Growth?

Xoli Mngambi – *Moderator*
Xoli Mngambi is a South African broadcaster, journalist and television presenter known for his work in current affairs and political interviews. He has extensive experience facilitating discussions on governance, public policy and the country's political and economic landscape.

Dr Mpumelelo Mkhabela
Dr Mpumelelo Mkhabela is a South African political analyst, author and former journalist. His commentary focuses on governance, political leadership, public policy and the relationship between politics and economic development.

John Loos
John Loos is a South African economist and property market analyst with extensive experience in economic research and financial services. He is particularly known for his analysis of property markets, household finances and broader economic trends.

Tourism and the Digital Economy: How We Are Paying for Travel

Sandeep Chagger
Sandeep Chagger is Managing Director for Africa at Peach Payments, a leading digital payments provider. He has extensive experience in digital banking, financial technology and operational leadership, including previous senior roles at AfrAsia Bank. His work focuses on expanding digital payment solutions and improving payment connectivity across African markets.

Fixing Tourist Transport Operating Licences: Progress on NPTR Reform

Mathabatha Mokonyama
Mathabatha Mokonyama is a senior public servant who has served as Acting Director-General of South Africa's Department of Transport. He previously served as Deputy Director-General for Public Transport and has experience in transport policy and public transport administration.

WHAT THIS YEAR'S THEME MEANS
TSHIFHIWA TSHIVHENGWA

A year of progress for tourism - what a year it has been for the industry! And what a year for us to be marking 30 years of the TBCSA.

As I look at the turnaround across our sector, it is particularly rewarding to see many of the issues we have advocated for and worked towards over the years delivering results.

In many ways, this is what 30 years of TBCSA has been about: making the case for tourism, getting our sector into the right rooms and conversations, and working with our partners to unlock its potential.

One of the biggest developments for me this year is tourism being included in the next phase of the Government-Business Partnership, and recognised as one of the sectors that can help drive South Africa's growth.

We have been advocating and lobbying for this for the longest time. To see tourism being given that recognition in our 30th year, makes me particularly proud. We asked for tourism to have a greater role in the country's growth story, and now we have the opportunity to demonstrate what we can deliver. The numbers are an important part of making that case. Stats SA will join us on Day 2 of the conference to take us through the latest data about our sector. The last Tourism Satellite Account showed an industry moving closer to becoming a trillion-rand economy. I am looking forward to hearing what the latest data tells us about where we are and where the opportunities lie. We have also continued our work of marketing South Africa. The second edition of our Trevor Noah campaign has been rolled out and I know many of you will be interested in how it has performed. I will share more about the campaign, its performance and what we have learnt during my feedback session on Day 2.

We have also been cooking up something for the domestic market. Just Travel SA will air on the SABC 1 channel and other SABC platforms, showcasing all nine provinces and experiences across different budgets. We want South Africans to see more of their own country and to see themselves as travellers. Of course, tourism does not operate separately from what is happening around us.

As South Africans prepare to vote in the local government elections, the programming committee and I thought carefully about what this means for our sector. The state of our cities and municipalities directly affect tourism. Roads, water, safety, cleanliness and functioning public spaces are all part of the visitor experience. That is why we have included a conversation on functional cities and thriving tourism in this year's programme. We are also looking beyond South Africa. Having the WTTC and IATA represented, gives us the opportunity to hear what is happening in tourism and aviation globally, and consider where South Africa fits into that picture.

The global economy is going through a lot at the moment, and people's travel budgets are feeling the pinch. Peach Payments will help us understand how travellers are paying for travel and what those patterns are telling us about the consumer. There are many more conversations to look forward to over the next two days, which you will read about in the pages that follow.

Before we get into them, I want to thank our speakers, panellists and facilitators who have been so gracious with their time. Thank you also to the media covering our activities and helping us take these conversations beyond the walls of Sun City. To the TBCSA team who work incredibly hard each year to bring this conference to life, thank you. There is a lot of work that happens behind the scenes to make these two days possible.

To our service providers, who continue to go above and beyond to support us year-after-year, we appreciate you. To the delegates, I urge you to attend as many sessions as you can. Ask questions, engage with our speakers, and importantly, engage with one another.

Don't forget to enjoy the social programme as well.

Tshifhiwa Tshivhengwa

Chief Executive Officer, TBCSA

YOUTH-LED TOURISM IN ACTION: YOUNG LEADERS MAKING THEIR MARK

Youth unemployment remains one of South Africa's biggest challenges, and every sector has a role to play in finding ways to bring more young people into the economy and create opportunities for them to participate, build businesses and grow.

For the fourth year running, the Tourism Business Council of South Africa (TBCSA) is opening the Tourism Leadership Conference to a group of young people at no cost, giving them access to industry and business leaders they may not ordinarily have an opportunity to meet. Our wish is that they use the conference to learn, ask questions, make connections and gain a better understanding of the opportunities that exist across tourism.

To our delegates, we ask that you play your part as well. If one of these young people approaches you in the corridors, over coffee or between sessions, the generosity of your time, advice, and networks will help open their eyes to what's possible. Sometimes one conversation or introduction can open that important door.

This year, four young tourism leaders were selected through the TBCSA Youth-led Tourism Initiatives Competition. The competition was run on the council's social media pages. Below, we introduce the young people who will be joining us at the 2026 Tourism Leadership Conference.

Sandile Popi
Tokende Africa, Gauteng

Through Tokende Africa, founder and director Sandile Popi, is developing educational tourism experiences that connect young people with South Africa's heritage, culture and tourism industry.

The initiative has organised school tours and other learning experiences around Johannesburg, including visits to Soweto and the Wits Origins Centre. Its approach uses travel as an extension of learning, introducing young people to places, histories and experiences they may not otherwise encounter.

Tokende Africa has also developed "Sips of Knowledge", an informal platform centred on conversations about culture, heritage, tourism and leadership. In doing so, the initiative is helping make tourism something young people can experience, understand and potentially see themselves participating in.

Oyama Bam
Imbiza Cultural Tourism, Eastern Cape

Based in KuGompo, Eastern Cape province, Oyama Bam, founder and director of Imbiza Cultural Tourism, is developing a mobile cultural tourism experience built around Xhosa food, storytelling, music and cultural participation.

Rather than requiring visitors to travel to a particular cultural site, Imbiza takes the experience directly to tourists at their accommodation, helping address barriers such as transport, safety concerns and limited access to local cultural offerings. Imbiza has already delivered paid experiences, including activities held in December 2025 and March 2026 with approximately 12 participants per event.

While still growing, the initiative demonstrates how cultural experiences can be made more accessible to visitors while creating opportunities for local participation and a platform for a broader cultural tourism offering.

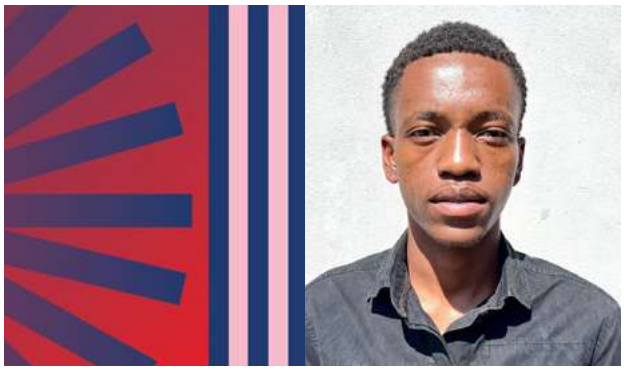
Inam Amy Siyengu
Agape Camping Site, Northern Cape

In Riemvasmaak in the Northern Cape, Inam Amy Siyengu founder and director of Agape Camping Site, is building a nature and adventure tourism offering along the Orange River.

The campsite combines its natural setting with experiences including camping, fishing, canoeing, hiking, birdwatching and cycling, with catering available on request. The site has attracted local and domestic visitors and provides another example of tourism development taking shape beyond South Africa's established tourism centres.

Its location along the Orange River highlights the opportunity to build visitor experiences around natural assets while drawing tourism activity into rural destinations and communities.

Thalente Tshezi
Florence's Grass, KwaZulu-Natal



From Bulwer in KwaZulu-Natal, Thalente Tshezi is taking an intergenerational craft tradition and connecting it with the tourism economy through Florence's Grass, under Gabangaye Tradings. The initiative produces handmade grass and natural-fibre products rooted in family knowledge and cultural heritage. Its work has reached tourism markets including Sani Pass, while Florence's Grass also participated at Africa's Travel Indaba 2026 where its products were showcased and sold.

The business has further sought to create market access for work produced by other local artisans. In this way, the initiative demonstrates another dimension of tourism: the ability of visitors and tourism platforms to support the continuation of traditional knowledge while opening commercial opportunities around heritage and craft.

Conclusion

These four initiatives are different in scale, geography and approach. One uses educational travel, another food and cultural participation, another nature and adventure, while another uses traditional craft. What connects them is that each represents a young South African already finding ways to participate, lead and build within the tourism economy.

Together, they reflect the breadth of opportunity that exists across tourism and the role young people can play not only in joining the sector, but in creating products, experiences and enterprises of their own.

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TOURISM'S NEXT 30 YEARS NEED MORE WOMEN AT THE TABLE

A recipe passed down from a grandmother. A career in aviation. A journey through conservation. Three very different stories, but each offers a glimpse of what greater participation by women could mean for the future of South African tourism. That was at the heart of the TBCSA's Women's Day Celebration, held at Constitution Hill's historic Women's Jail Precinct in Johannesburg, in the August month, as part of the organisation's 30th anniversary milestone.

Under the banner "Tourism Still Matters: Celebrating Women", the gathering brought together women from across tourism to reflect on the contribution they have made to the sector. The event was also a celebration of 20 years in tourism for TBCSA's Boitumelo Daniels, a fitting tribute given that she and her team organised the gathering. It also provided an opportunity to ask a forward-looking question: what will it take to grow women's participation in tourism over the next 30 years?

For Manti Maifadi, Co-Founder and Managing Director of Naledi Farm, the answer can begin with something as simple as a family tradition. A recipe and memories of watching her grandmother make bread has become part of an award-winning tourism experience welcoming visitors from around the world. Her story reflected one of the messages to emerge from the afternoon: there is no single route into tourism.

Women are building businesses, creating visitor experiences and working across aviation, hospitality, conservation, agritourism and other parts of the tourism value chain. The challenge for the next chapter is ensuring that women are not only participants in the industry, but increasingly owners, leaders, and decisionmakers.

The celebration deliberately connected that future with the women who helped shape the sector's past. Tourism pioneers Dr Tanya Abrahamse, Roshene Singh, and Vanya Lessing - reflected on leadership, change and the evolution of South African tourism. While former TBCSA leaders, Dr Abrahamse and Dr Mmatšatši Ramawela, were formally honoured for their contribution to the organisation and the industry.

TBCSA Deputy Chairperson, Lindelwa Isabelle, used her own tourism journey to encourage women to continue learning, speaking up and creating opportunities for others. Her message to "lift as you rise" captured an important theme of the day: progress is not only about individual success, but also opening doors for those coming behind you.

The celebration also sought to put that principle into practise. Women-led and emerging enterprises were given space to showcase their businesses, while local creatives were commissioned as part of the programme. Seventeen enterprise and exhibitor entries, and four creative contributors formed part of the event, including three Black women-led wine brands. Perhaps the clearest link to the future came from the Women's Vision Wall, where guests were asked one question: "What should TBCSA do for women in tourism over the next thirty years?"

Across the responses, recurring themes included opportunity, dignity, resilience and women's leadership. It was reminders that celebrating progress also means confronting the work that still remains. Now, as tourism leaders gather at Sun City for the TBCSA Tourism Leadership Conference, those conversations take on even greater relevance.

Thirty years after the TBCSA was established, industry is looking toward its next chapter: how tourism can contribute more to South Africa's economic growth, create opportunities and build a sector capable of competing in a changing global market.

Women will be central to that story.

Because if tourism still matters 30-years on, then who owns tourism businesses, who leads its institutions, who makes its decisions, and who gets the opportunity to shape its future, matters too!

TOURISM STILL MATTERS

30TH ANNIVERSARY TBCSA
TOURISM BUSINESS COUNCIL OF SOUTH AFRICA

TBCSA PILOT PROGRAMME TARGETS REAL NEEDS OF TOURISM ENTREPRENEURS

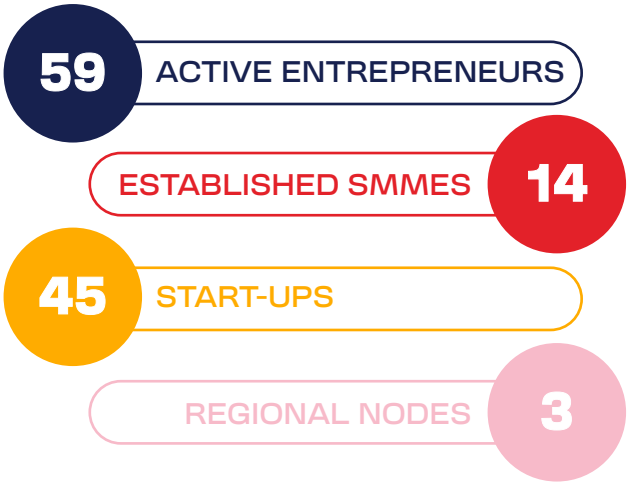
What does it take to turn a tourism idea into a business that can grow? A Tourism Business Council of South Africa (TBCSA) pilot is giving entrepreneurs practical support based on what their businesses actually need.

South Africa has no shortage of people with good tourism ideas. The challenge is often turning those ideas into businesses that can grow, reach customers and make money particularly in rural areas and townships.

The TBCSA together with implementing partner Sigma International, is testing a new approach through its 2026 Tourism Enterprise Incubation and Start-Up programmes in the Northern Cape and KwaZulu Natal provinces.

Rather than giving every entrepreneur the same support, the programme starts by looking at what each business needs and where the gaps are. The pilot currently supports 59 entrepreneurs across three regional nodes. Of these, 14 are established tourism SMMEs and 45 are start-ups. For the established businesses, the first step is understanding where they need help.

So far, 323 interventions have been identified across the 14 businesses: covering financial management, websites, digital marketing, grading, compliance, business modelling, mentoring and access to markets.



From idea to business

The start-ups are taking part in a tourism focused bootcamp covering the practical side of starting and running a business. This includes business modelling, financial literacy, compliance, marketing, digital tools and AI. Participants apply what they learn to their own business ideas and prepares to pitch them. More than R1.2 million in equipment-based seed capital is expected to be distributed across the regional cohorts.

Technology is also part of the programme. Established businesses have personalised AI Business Digital Agents, while start-ups are learning how to use AI for research, planning, marketing and business development.

“The power of this pilot is that we are not asking entrepreneurs to fit into a programme. We are building the support around what each business actually needs to become stronger, more competitive and more connected.

When we combine that with market access, committed partners and responsible use of AI, enterprise development becomes a pathway to self-empowerment, not dependency”, said Akash Singh, CEO of Sigma International. For the TBCSA, the programme is also about creating more opportunities for entrepreneurs to participate in the tourism economy.

“This pilot is about expanding meaningful participation in tourism: creating practical pathways for existing enterprises to grow, and for new entrepreneurs to enter the value chain. The learning from these rural and township nodes can help shape how the sector approaches enterprise development at greater scale”, argued Tshifhiwa Tshivhengwa, CEO of Tourism Business Council of South Africa (TBCSA)

The programme is still a pilot stage, but the thinking behind it is simple: meet entrepreneurs where they are, understand what they need, and give them practical support to grow.

JUST TRAVEL SA

Watch Just Travel SA on SABC1 on Mondays at 18:00, with repeats on SABC2 on Thursdays at 21:30. The series is also available on SABC Plus. A travel series showcasing South Africa, proudly brought to you by TBCSA and TOMSA.

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With a curated range of premium wines, Zulu Girl has already established a presence in high-value environments such as travel retail and premium outlets. The brand's ability to connect with consumers through both product quality and storytelling has positioned it as an emerging force within the lifestyle wine segment.

Zulu Girl is more than just a wine brand—it is a cultural expression. It reflects individuality, celebrates heritage, and embraces a global outlook while remaining proudly rooted in Africa.

As the brand grows, its ambition is clear: to expand across hospitality, retail, and international markets, building a recognisable and influential lifestyle brand that resonates far beyond the bottle.

Pamela Biyela & Sandy Ralekholela
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Beyond producing quality wines, Siwela creates meaningful engagements through tastings, events, and personalised experiences that bring people closer to the product. This experiential approach transforms wine into something more than a beverage—it becomes a lifestyle and a shared moment.

With a growing presence in leading retail outlets and a loyal customer base, Siwela Wines continues to build strong momentum across multiple channels. Its ability to connect emotionally with consumers is one of its greatest strengths.

As it expands, Siwela Wines is focused on scaling its experiential model, strengthening its brand, and becoming a leading lifestyle wine brand both locally and internationally.

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LucMo Wines is a contemporary wine brand that combines premium quality with accessibility, creating wines that are both refined and approachable. Built on a flexible and customer-focused model, the brand has developed a strong connection with its audience through direct engagement and carefully selected hospitality partnerships.

With a curated range of wines, LucMo focuses on delivering consistent quality while remaining responsive to market trends and customer preferences. Its presence in hospitality spaces adds an experiential element, allowing customers to engage with the brand in meaningful and memorable ways.

What sets LucMo apart is its emphasis on connection—creating wines that are not only enjoyed but experienced. The brand's approachable nature makes it accessible to a wide audience while maintaining a premium feel.

As LucMo Wines continues to grow, it is focused on expanding its footprint, strengthening its brand identity, and building lasting relationships with its customers across both local and broader markets.

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Crafted with purpose. Rooted in sustainability.

Makan Wines is a boutique, premium wine brand defined by craftsmanship, authenticity, and a deep commitment to sustainability. With a hands-on approach to winemaking, the brand produces small-batch wines that reflect care, quality, and intention.

Every bottle is a result of thoughtful production, where sustainability and environmental consciousness are central to the process. This focus not only enhances the product but also aligns with the values of a growing segment of conscious consumers.

Makan Wines appeals to those who appreciate authenticity and are drawn to products that carry both quality and meaning. Its boutique nature adds to its exclusivity and charm.

As the brand grows, it is focused on building a strong niche presence, expanding its reach within premium markets, and continuing to deliver wines that are both exceptional and responsible.

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Nielsen Sports SA

TRAVEL & TOURISM DIVISION

SPORT: TOURISM'S MOST UNDERSOLD ITINERARY

Why the next 30 years of domestic travel will be won between the whistle and the welcome.

By Tumelo Selikane, Managing Director, *Nielsen Sports South Africa*

Our sector has spent three decades learning that domestic tourism is its lifeblood. South African Tourism (SAT) reported that domestic tourists spent R111.6 billion in 2025, compared to R102.2 billion for international tourists. The question for the next 30 years is not whether South Africans will travel. It is what will move them.

Half of South Africa's local travel enthusiasts (50%) say attending a sports event motivates them to travel. That is more than wildlife and safari (47%) or food and wine (44%). Add the 37% who travel to take part in sport and the 25% who travel for school sport, and sport becomes one of the broadest reasons our people leave home.

Meet the new domestic traveller

This is not the traveller of 30 years ago. More than half are women (54%), and six in ten are under 35. Three in four have children at home, and three in four live in households earning under R20,000 a month. They mirror the country itself: a mainstream, value-conscious, family-led market. Essentially, when we design for the sports traveller, we design for South Africa.

They travel for people, not just points. Fans attend to see their favourite players (57%), but camaraderie (50%) pulls as hard as the sport itself. Joining family (31%) now outranks a day out with friends (26%).

The gap is the opportunity

Based on our research, here is what should keep every tourism leader awake, in a good way:

- 74% of these travellers want to take part in sport, yet only 37% travel to do so.
- 83% are interested in food and taste festivals, yet only 44% travel for culinary experiences.
- 76% watch their favourite sport live on screen, but only 35% attend in person.

The data also tells us why. Awareness, not appetite, is the constraint:

- Only 48% know about the Run Your City series, yet two-thirds of those who do are highly interested.
- Craven Week reaches just 42% of school-sport followers, but 73% of those aware want in.
- The Durban July (95% awareness) and the Comrades Marathon (90%) show what scale looks like once awareness is won.
- The demand exists. What is missing is conversion!

What's the solution?

- Sell the weekend, not the ticket. Bundle fixtures with family stays, food and nature experiences.
- Market events to travellers, not only to fans.

WHO WE SERVICE

Built for the organisations shaping South Africa's sports travel and tourism economy, we'll provide :

- All Spheres of Government evidence to guide tourism investment, infrastructure and policy decisions.
- Tourism Boards & DMOs data to sharpen destination positioning and visitor strategy.
- Federations & Event Organisers stronger bids, sponsor packages and legacy reporting.
- Sponsors & Brand Partners a credible, data-backed read on sports tourism ROI.

PRODUCTS WE OFFER

1. Economic Impact Assessment (EIA)
   Quantifies the true economic contribution of events and tourism activity, the evidence base for investment and policy decisions.
2. Inbound & Domestic Traveller Research
   Profiles the international and domestic tourist: who they are, why they travel, what they spend, and what brings them back.
3. Bidding & Host Destination Tourism Strategies
   Strategic advisory for destinations and rights holders bidding for, hosting or growing major sporting & entertainment events, aligning commercial, tourism and legacy goals.
4. Sports Travel & Tourism Insights Reports
   Ongoing, subscription-based research tracking fan behaviour and sentiment across South Africa's major sporting codes and events.

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THANK YOU TO ALL OUR ASSOCIATION AND CORPORATE MEMBERS FOR YOUR CONTINUED SUPPORT

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