



# AFRICA CONNECTS™

2-4 September 2026

Redefining Intra-Africa travel &  
tourism growth trajectory through  
thought-leadership

#ATLF2026



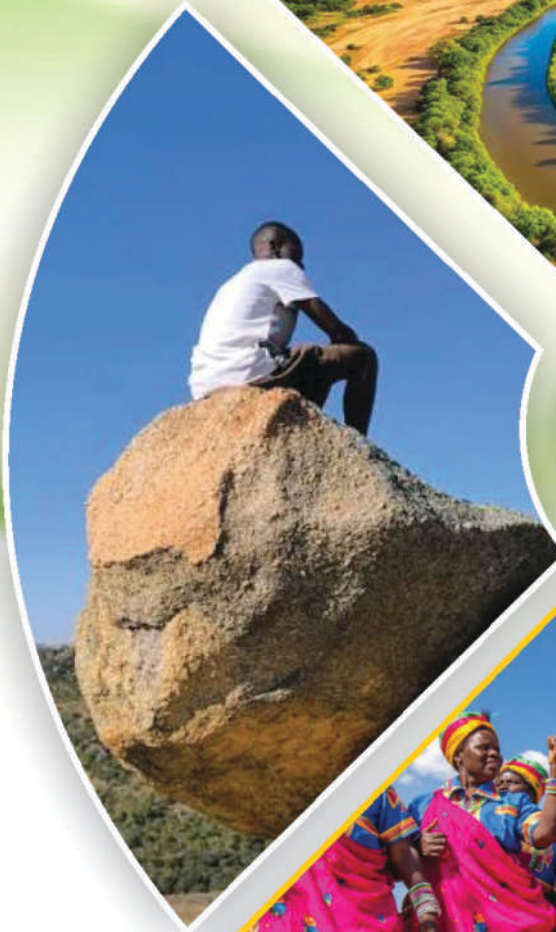
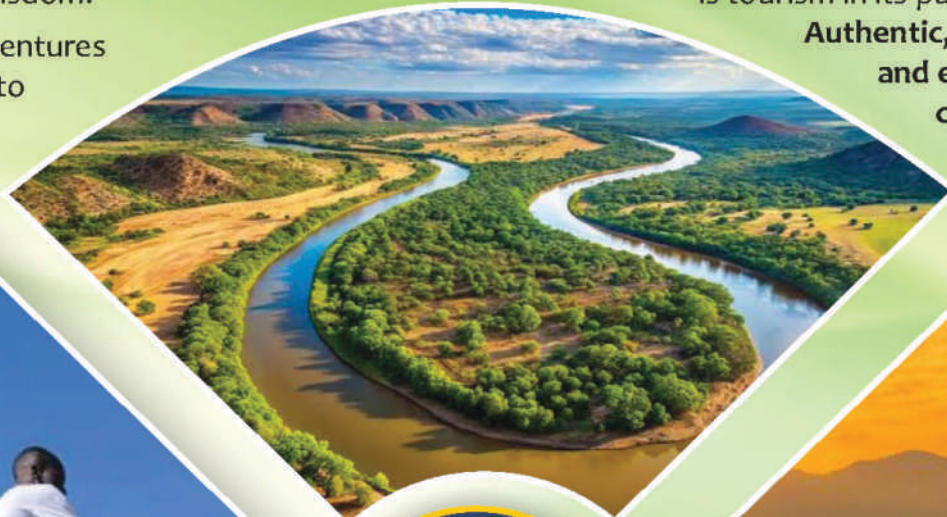
# Echoes of the **Untamed**

**Limpopo tourism** thrives as a symphony of pure adventure and profound connection. Wild safari thrills awaken the spirit amid roaming herds and golden light, while deep cultural immersion reveals living traditions and ancestral wisdom.

Vibrant eco-adventures invite travelers to tread lightly

through pristine landscapes, forging bonds with nature's raw power. Untamed wilderness and vibrant heritage weave an irresistible narrative of discovery and soul-stirring encounters that linger long after. This is tourism in its purest form:

**Authentic, exhilarating,  
and endlessly  
captivating.**



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**LIMPOPO**  
PROVINCIAL GOVERNMENT  
REPUBLIC OF SOUTH AFRICA





**Hon. Dr. Phophi Ramathuba**  
Premier Limpopo Province  
South Africa



**H.E. Shaikha Al Nowais**  
UN Tourism Secretary-General  
Spain



**H.E Wamkele Mene**  
Secretary-General AFCFTA  
Secretariat  
Ghana



**Elcia Grandcourt**  
Director Africa Department  
UN Tourism  
Spain

## Message by MEC, Hon. Dr Tshitereke Matibe

Limpopo is fast rising to its economic potential. We are entering a decisive phase in the transformation of our economy. It is a phase in which our geographic advantage, natural resources, tourism assets, entrepreneurial energy and strategic relationships must translate into greater investment, expanded markets and, most importantly, sustainable jobs for our people.

As the Department of Economic Development, Environment and Tourism, our mandate is clear: to build an economy that is more diverse, more competitive and more inclusive, while creating meaningful opportunities for young people, women, small businesses and communities across the province. We are therefore deliberately positioning our province firmly as an active gateway into the Southern African and broader African markets.

Our participation in the Ongwediva Annual Trade Fair (OATF) in Namibia is an important expression of this ambition. It strengthens the historic and growing relationship between Limpopo and Namibia, while creating a platform for our entrepreneurs and businesses to access new markets, forge partnerships and explore opportunities along regional value chains.

Our partnerships with Namibia, other SADC countries and the continent at large are indispensable creating value out of the geographical and relational setting of our province. They form part of a deliberate strategy to increase intra-African trade, strengthen regional value chains and position Limpopo enterprises to benefit from the opportunities presented by the African Continental Free Trade Area.

The Africa Tourism Leadership Forum provides another important platform through which we can advance this agenda. As we position Limpopo as a preferred destination for MICE and business tourism, we are deliberately bringing continental attention to a province whose economic potential extends generously beyond its borders. Tourism is a powerful economic multiplier, capable of supporting accommodation, transport, agriculture, creative industries, manufacturing, retail and thousands of small enterprises.

Limpopo possesses landscapes and tourism experiences that are among South Africa's most distinctive. From the majestic Soutpansberg and Waterberg landscapes to the iconic Kruger National Park, Mapungubwe, the northern



**Hon. Dr Tshitereke Matibe**  
MEC, Limpopo Economic  
Development & Tourism,  
South Africa



bushveld, wetlands, cultural heritage sites and world-class wildlife experiences, our province offers a remarkable combination of nature, adventure, heritage and culture.

We are the peak of South Africa—geographically positioned at the country's northern frontier. It is through us that South Africa touches the SADC region and connects naturally with Botswana, Zimbabwe and Mozambique, while providing strategic gateways into the wider African continent. This position is not simply a geographical fact; it is an economic advantage that we must continuously convert into trade, tourism, investment and jobs.

Our tourism performance demonstrates the strength of this foundation. In 2025, Limpopo recorded 7.6 million domestic trips, making it the second most-visited province nationally. This represented a 21.6% increase from 2024, generating R13.2 billion in revenue and 28.3 million bed nights. These numbers give us confidence, but they also challenge us to do more—to expand international arrivals, improve infrastructure and air connectivity, develop new tourism products and ensure that the economic value of tourism reaches communities and enterprises across all five districts.

Our economic transformation agenda extends from natural wealth above the soil, to that found beneath our feet. Limpopo is endowed with significant mineral resources, agricultural potential, strategic infrastructure opportunities, special economic zones and a growing base of entrepreneurs and SMMEs.

Through initiatives such as the Musina-Makhado Special Economic Zone and the Fetakgomo-Tubatse Special Economic Zone, we are laying the foundations for industrialisation, beneficiation, manufacturing and new value chains. Our objective is to move from an economy that exports raw potential to one that increasingly creates value locally and provides decent work for our people.

The province's participation in platforms such as the Ongwediva Annual Trade Fair and the Africa Tourism Leadership Forum is therefore part of one broader mission: to change the face of Limpopo's economy by connecting our businesses to markets, our resources to investment, our tourism assets to visitors and our young people to opportunities.

We recognise that government cannot achieve this transformation alone. It requires strong partnerships with the private sector, development finance institutions, municipalities, organised business, communities, academia and our regional and continental counterparts. It requires innovation, research, infrastructure and a business environment that enables enterprises to move from survival to sustainability and from local operations to regional and international competitiveness.

As Limpopo deepens its engagement with Namibia, Botswana, Zimbabwe, Mozambique, Zambia and other African partners, we are reminded that our borders should not limit our ambitions. They should define the opportunities for collaboration, trade and shared prosperity.

We therefore welcome delegates, investors, buyers, entrepreneurs, tourism professionals and business leaders to Limpopo and to the platforms through which we are opening the province to Africa and opening Africa to Limpopo.

The future we seek is a Limpopo that creates more jobs, produces more value, attracts more investment and competes confidently in Africa and the world.

There is more to explore in Limpopo

**#Go Limpopo #WeAreLimpopo**

## Message by Executive Mayor, Polokwane

It is with immense pride and pleasure that the City of Polokwane welcomes delegates, tourism leaders, policymakers, investors, business executives, entrepreneurs and partners from across Africa and beyond to the 8th Africa Tourism Leadership Forum and Awards in our City of Stars.

Hosting this prestigious Pan-African gathering is a significant honour for Polokwane and a powerful affirmation of the important role that African cities can play in advancing the continent's tourism economy.

As the capital city of Limpopo Province, Polokwane is strategically positioned as a gateway to the Southern African Development Community (SADC), connecting markets, communities and destinations across the region. We see tourism as far more than leisure and recreation. Tourism is a powerful engine for economic growth, investment, job creation, entrepreneurship and inclusive development.

The City of Polokwane is committed to creating an enabling environment for tourism development and investment, while working with government, business and communities to position our city as a competitive, inclusive, safe and sustainable destination.

As we position Polokwane as the economic hub of Limpopo, we recognise that partnerships are essential to unlocking our full potential. The conversations, ideas and relationships emerging from this Forum can help drive practical interventions that expand opportunities for businesses, empower entrepreneurs, create employment and strengthen Africa's tourism value chain.

This gathering also reflects our commitment to building a vibrant, innovative and people-centred municipality—one that is confident in its potential and ready to contribute to Africa's shared prosperity.

On behalf of the Council, residents and business community of Polokwane, I warmly welcome all participants to our City.

**Let us connect, collaborate and unlock Africa's tourism potential together.**

**Enjoy the warmth, diversity and hospitality of our people.**

**Welcome to the City of Stars. Welcome to Polokwane.**



**Cllr Makoro John Mpe**  
Executive Mayor  
Polokwane Municipality  
South Africa

## Message by Board Chairperson

It is with great pride and enthusiasm that I welcome delegates, tourism leaders, policymakers, investors, business leaders, development partners and industry stakeholders to the Africa Tourism Leadership Forum and Awards (ATLF) 2026, taking place in Polokwane, Limpopo, South Africa, from 2–4 September 2026.

The hosting of the eighth edition of ATLF in Limpopo is both an honour and an opportunity for our province to contribute meaningfully to the advancement of African tourism. Limpopo is a province endowed with exceptional natural beauty, rich cultural heritage, diverse tourism offerings and strategic proximity to neighbouring African markets. We therefore consider the province a fitting setting for conversations focused on intra-African travel, regional cooperation, investment and tourism-led economic development.

Since its establishment, ATLF has evolved beyond a platform for dialogue. It has developed into an important continental convening platform that brings together government, the private sector and development institutions to address the opportunities and challenges facing Africa's tourism economy. Its growing emphasis on business-to-business and business-to-government engagement, investment, skills development, innovation and recognition demonstrates the important relationship between tourism policy and commercial execution.

The 2026 Forum comes at an important moment for our continent. As the implementation of the African Continental Free Trade Area (AfCFTA) advances, tourism has a significant role to play in strengthening intra-African trade, facilitating the movement of people, creating employment and expanding opportunities across regional value chains. The discussions around visa openness, air connectivity, cross-border tourism corridors, coordinated destination marketing and investment are therefore not merely industry conversations; they are central to Africa's broader economic integration agenda.

For Limpopo, this Forum also provides an opportunity to showcase what our province can contribute to Africa's tourism future. We believe that tourism must increasingly be positioned as a catalyst for inclusive economic growth, entrepreneurship, investment and community development. In particular, the participation of women, young people, small businesses and emerging tourism entrepreneurs is essential if we are to build a tourism economy that creates opportunities across all levels of society. ATLF's focus on women and youth entrepreneurs and its efforts to connect smaller operators to larger markets are therefore particularly significant.



**Mr. Freddy Greaver**  
Board Chairperson  
Limpopo Tourism Agency  
South Africa

As the Limpopo Tourism Agency, we recognise that the success of tourism cannot be measured solely by visitor numbers. It must also be reflected in the growth of businesses, the creation of decent employment, increased investment, stronger communities, improved connectivity and meaningful partnerships across borders.

We therefore encourage all delegates to use ATLF 2026 not only as a platform to exchange ideas, but as an opportunity to establish partnerships, identify investment opportunities, develop practical solutions and turn dialogue into measurable action. The Forum's emphasis on structured deal-making, investment promotion and institutional partnerships reinforces the importance of moving from conversation to implementation.

### **An Invitation from Limpopo**

Allow me to leave you with more than a message — let me leave you with an invitation.

Come back to Limpopo

Come back to the land where the baobabs stand like ancient sentinels, where the Kruger National Park stretches into the horizon and every sunrise tells a story of Africa.

Come and walk among the echoes of our ancestors at Mapungubwe, where history, culture and nature meet at the confluence of three nations. The ancient Kingdom of Mapungubwe reminds us of Africa's sophisticated history, trade, and civilisation while the iconic Golden Rhino stands as a powerful symbol of African ingenuity, prosperity and enduring heritage.

Come and experience the majesty of Modjadji, the Rain Queen, and the sacred traditions of Balobedu to the breathtaking Waterberg Biosphere, the tranquillity of our wilderness, the warmth of our people and the richness of our living cultures.

Come taste Limpopo.  
Come hear Limpopo.  
Come discover Limpopo.  
Come invest in Limpopo.

Come and experience a province where every road leads to another story, another adventure and another reason to stay a little longer.

Because Limpopo is not simply a destination you visit.

Limpopo is a destination you experience.  
A destination you remember.  
A destination that calls you back.

When you depart Polokwane, take a piece of Limpopo with you — and leave with the promise that you will return.

## Message by Africa Tourism Partners

Greetings to our distinguished guests, ministers, hospitality leaders, tourism advocates, and colleagues. Limpopo, located on South Africa's northern border, is known for its remarkable landscapes and rich cultural heritage. This year, the province will host the 8th Africa Tourism Leadership Forum, which has united over 8,000 stakeholders from across the continent since 2018, including industry leaders, executives, policymakers, investors, professionals, entrepreneurs, and youth.

The Africa Tourism Leadership Forum serves as a strategic platform to promote intra-African travel, hospitality, and tourism investment. The selection of previous hosts, such as Ghana (2018), South Africa (KwaZulu Natal, 2019), Rwanda (2020 and 2021), Botswana (2022-2024), and Ghana (2025 as Creative Connect Afrika), demonstrates the forum's capacity to support Limpopo in establishing itself as a premier destination for both global and intra-African tourism and investment.

Limpopo is a key frontier for tourism and hospitality investment in Africa. As South Africa's northern gateway, bordering Botswana, Zimbabwe, and Mozambique, it serves as a strategic hub for intra-African trade, cross-border eco-tourism, and hospitality development. The province connects sub-Saharan economies and provides investors with direct access to the expanding Southern African Development Community (SADC) tourism market. Its unique position offers significant, untapped commercial potential.

The province features world-class eco-tourism and leading conservation assets, including Kruger National Park, which is central to South Africa's flagship wildlife reserve and supports high-growth sectors. Other key attractions include the Great Limpopo Transfrontier Park, a major conservation area connecting three countries and enabling large-scale tourism initiatives. The Mapungubwe Cultural Landscape, a UNESCO World Heritage Site, offers unique opportunities for cultural tourism and luxury heritage lodges.



**Kwakye Donkor**  
Chief Executive Office  
Africa Tourism Partners  
South Africa

The luxury and business hospitality sectors in Limpopo remain largely underdeveloped, with significant demand for eco-lodges, wellness retreats, and glamping experiences. There is a demonstrated need for business hotels and convention centers to support cross-border trade. Further opportunities are present in high-end culinary ventures associated with the province's commercial tropical farming sector.

Special Economic Zones, including Musina-Makhado, offer tax incentives, infrastructure support, and access to state-owned nature reserves and cultural sites to facilitate private lodge development.

We appreciate the opportunity to be welcomed by the provincial leadership, learn from their experiences, and explore potential intra-Africa hospitality, tourism, business, and investment opportunities with you.

We are equally honoured by your presence at the 8th edition of the Africa Tourism Leadership Forum and its associated events, including the Limpopo and African Cultural Event and the 8th Africa Tourism Leadership Awards.



# ABOUT US



## AFRICA TOURISM PARTNERS

Africa Tourism Partners (ATP) is a UN Tourism Distinction Award winner and Pan-African tourism development and strategic destination marketing advisory firm.

We specialise in strategy formulation and implementation, master planning, investment facilitation and project management, strategic marketing development, MICE strategic planning and capacity building in the travel, tourism, hospitality, aviation and golf sub-industries.

The firm leverages the expertise it has established, global strategic partners and global networks to execute impactful and uniquely designed programs with measurable outcomes. We are also the conveners of Africa Tourism Leadership Forum and Awards, Africa MICE Academy (Business Tourism & MICE Masterclass) and Africa Youth in Tourism Innovation Summit & Challenge with UN Tourism.

## OUR SERVICES



**STRATEGY FORMULATION  
& ADVISORY SERVICES**



**INVESTMENT  
FACILITATION**



**STAGING OF SIGNATURE  
BUSINESS TOURISM EVENTS  
AND EXHIBITIONS**



**TRAINING IN MARKET  
READINESS, ACCESS, &  
DEVELOPMENT**



**GOLF TOURISM ADVISORY &  
PROJECT MANAGEMENT**



**MICE & CONVENTION  
BUREAU STRATEGY  
FORMULATION & CAPACITY  
BUILDING**



**TRAINING IN TOURISM ACCOMMODATION YIELD AND  
REVENUE MANAGEMENT, TOURISM ACCOMMODATION  
MANAGEMENT, MARKETING, BUSINESS DEVELOPMENT &  
SALES, MARKETING**



**TOURISM MARKETING  
REPRESENTATION**

# 2018 -2025 Highlights (including CCA) Selected events social



# About AfCFTA Forum on Tourism, Creatives and Cultural Industries

## Creatives Connect Africa (CCA) 2026



Under the African Continental Free Trade Area (AfCFTA) Protocol on Trade in Services, tourism and cultural services are among the sectors included in progressive liberalization negotiations. The AfCFTA Agreement, the Protocol on Trade in Services, and the Protocol on Trade in Goods aim to promote sustainable tourism and cultural development in both trade in services and goods. They seek to enhance Africa's economic competitiveness, promote cultural diversity, support sector growth, and improve social and environmental outcomes.

Tourism and creative sectors have become increasingly interconnected globally. Destinations are no longer marketed only through natural attractions and heritage assets. They are increasingly shaped by music festivals, sporting events, film productions, cultural experiences, fashion showcases, wellness activities, gaming, digital content creation, and other entertainment forms that influence travel decisions and destination appeal.

The inaugural 2025 AfCFTA Tourism, Creatives and Cultural Industries Forum and Festival was organised under the theme: "Lights, Camera, Trade: Unlocking Africa's Film, Fashion and Music Creative Industries under the AfCFTA." The event successfully brought together policymakers, tourism boards, filmmakers, musicians, fashion designers, investors, development partners, entrepreneurs, and creatives from across the continent.

The event featured masterclasses, policy dialogues, exhibitions, creative and cultural showcases, networking sessions, startup engagements, film screenings, fashion shows, music, and business-to-business meetings. It also produced key recommendations to improve access, mobility, investment, intellectual property protection, financing mechanisms, and regulatory cooperation for Africa's creative economy. Building on these achievements, the 2026 edition aims to expand the conversation beyond individual creative sectors and position entertainment as a major driver of tourism development, destination competitiveness, trade in services, and economic transformation across Africa.

The AfCFTA Secretariat, in collaboration with Africa Tourism Partners (ATP), the Creative Africa Nexus (CANEX) initiative, the Black Star Experience (BSE), the Office of Diaspora Affairs under the Office of the President of Ghana, and the Ghana Tourism Authority, will organize the second edition of Creatives Connect Afrika, the 2026 AfCFTA Forum and Festival on Tourism, Creatives and Cultural Industries, under the theme: "Entertainment-Led Tourism: Transforming Pan-African Creative Wealth into Global Economic Influence." Please follow up on our letter with CANEX and try to set up a meeting asap.

The Forum and Festival is scheduled from 30 November to 3 December 2026 in Accra, Ghana. This event will serve as a continental platform convening policymakers, tourism authorities, entertainment industry leaders, creatives, investors, sports organizations, destination marketers, development partners, entrepreneurs, youth, and innovators. Attendees and partners will examine entertainment's role as a strategic pillar in the creative industry to drive tourism growth and support the implementation of the African Continental Free Trade Area (AfCFTA).

## Who should attend?



The 2nd Creative Connect Afrika will be attended by Ministers responsible for Tourism, Culture, Sports and Creative Industries; Tourism Boards; Destination Marketing Organizations; Sports Federations; Film Commissions; Musicians and Entertainment Executives; Festival Organizers; Animation Studios; Content Creators and Influencers; Investors and Venture Capitalists; Development Partners; Startups and SMEs; Academia and Research Institutions; and Youth and Creative Entrepreneurs.

## Proposed Activities

The Forum and Festival will take place over four days and will feature the following:

- Day 1: Masterclasses and Closed-Door Technical Meetings
- Day 1-2: High-Level Policy Dialogues and Panel Discussions
- Days 1-3: Wellness and Lifestyle Tourism Experiences
- Days 2 and 3: Film, Animation and Creative Content Festival
- Day 3: Music, Sports, and Entertainment Tourism Showcase
- Days 2-4: Exhibitions and Interactive Showcases
- Days 2-4: Business Matchmaking and Investment Forum
- Day 2-4: Cultural and Entertainment Showcases
- Day 1-4: Continental Launches and Promotional Events

## Conclusion

The 2026 AfCFTA Forum and Festival on Tourism, Creatives and Cultural Industries presents a unique opportunity to position entertainment-led tourism as a catalyst for Africa's economic growth and integration. By convening policymakers, investors, tourism stakeholders, creatives, sports leaders, and entrepreneurs, the Forum will foster dialogue, innovation, investment, and collaboration. This initiative aligns with AfCFTA objectives and advances Africa's tourism and creative economy agenda.





### **About Africa Tourism Leadership Forum**

ATLF is a major Pan-African dialogue platform focusing on travel, tourism, hospitality, and aviation. It features dedicated investment roundtables and sessions like "Investing in Africa's Tourism and Hospitality" to connect ministers, investors, and hotel groups to drive capital and growth. It serves as a prominent pan-African platform that brings together stakeholders from the travel, tourism, hospitality, and aviation sectors to facilitate networking, share insights, and formulate collaborative growth strategies. The Forum seeks to shape the next decade of travel and hospitality investment through executive dialogues and B2B sessions, while promoting intra-African trade, sustainable hospitality, and funding for tourism startups.

### **The principal focus areas for the 2026 Africa Tourism Leadership Forum (ATLF) are as follows:**

- Hospitality and Tourism Investment and Economic Development: Stimulate hotel brand expansions from East, West, and Southern Africa into Limpopo's urban and leisure nodes.
- Aviation and Connectivity: Enhancing air access, connectivity, and visa openness to facilitate intra-African travel and support tourism growth.
- Innovation and Digitalization: Advancing technology integration within Africa's hospitality sector.
- Capacity Building: Empowering youth and women throughout the tourism value chain.
- Intra-African Business-to-Business Engagement: Showcasing destinations and facilitating speed marketing and curated networking sessions.

### **The Forum's core objectives include:**

- Intra-Africa Travel: Facilitating seamless movement across African borders.
- Brand Equity: Strengthening the global image and perception of "Destination Africa."
- Strategic Networking: Fostering connections among policymakers, business leaders, and entrepreneurs.
- Knowledge Sharing: Disseminating data-driven insights and best practices in sustainability.

### **Who is attending - Target Audience?**

The Forum hosts more than 500 delegates from over forty countries during its three to four-day program. Key speakers include global thought leaders, policy-makers, C-suite executives, and

industry professionals. Attendees also include captains of industry, CEOs from airlines, airports, aviation companies, hotel groups, NGOs, public and private enterprises, and tourism authorities, as well as chief information officers, chief marketing officers, and academic representatives.

### Why Attend?

#### Profit – Socio-economic

- Keeping tourism spend in the destination for job creation and financial inclusion.
- Providing brand exposure and targeted market access for partners and delegates to grow and expand their business
- Provide relevant strategic insights for sustainable tourism investment.

#### People – Developmental

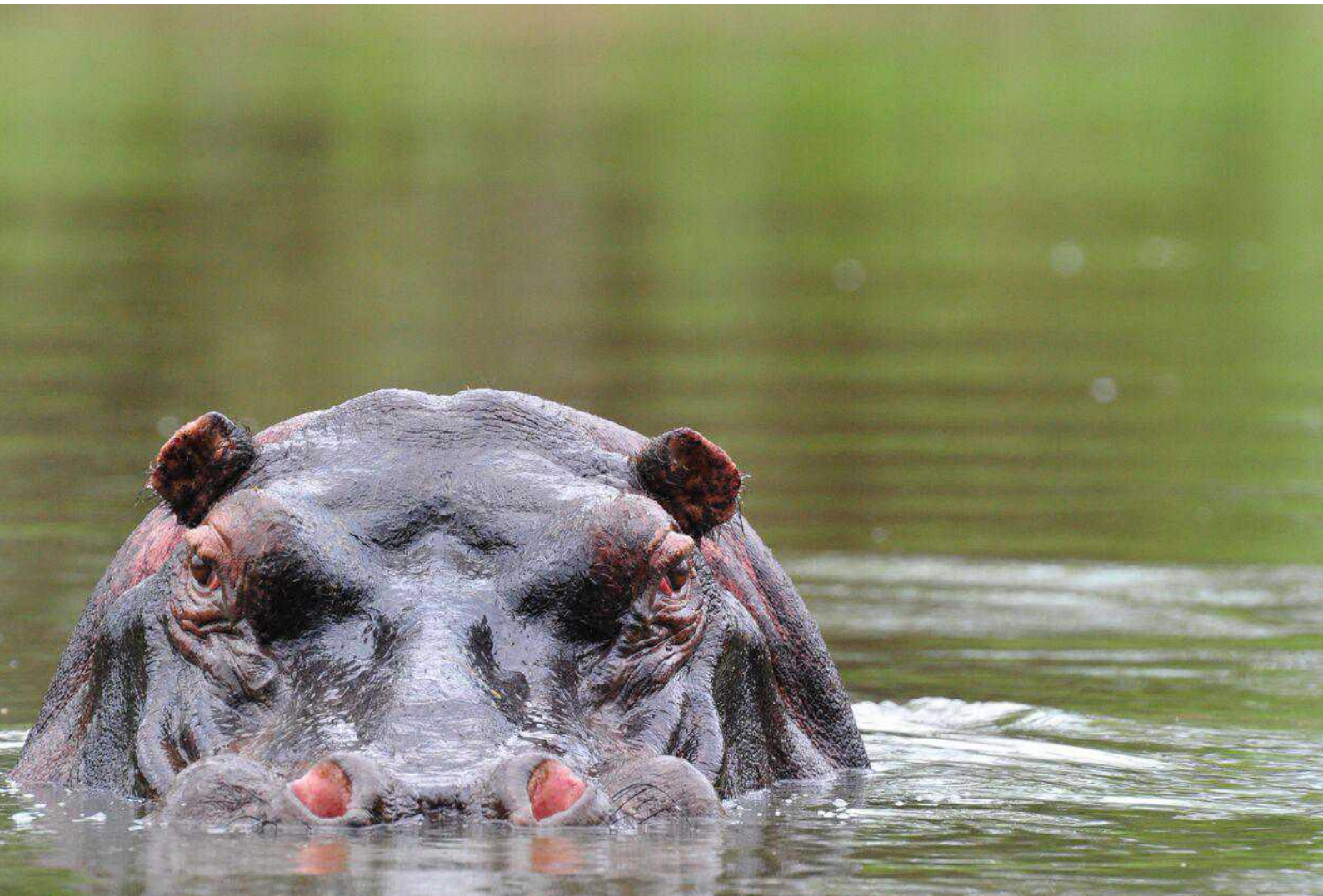
- Women & Youth empowerment – Provide access to decent employment and viable small enterprise support and opportunities.
- Education – Strengthening the quality of travel and tourism education through capacity building, skills development and mentorship for all.
- Leadership development – Provide access to mentorship, coaching and Thought Leadership Development
- Social cohesion & peer-to-peer learning.

#### Planet – Advocacy and training for Sustainability

- Conservation & Preservation of Arts, Culture & Heritage.
- Leverage innovative initiatives to drive tourism growth in targeted local community/ies in the destination



# Our Host Province and Partners





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Tax, audit, advisory and sustainability, held together by people who know your sector.

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Elevating people.  
Elevating business.  
Elevating society.

**BDO**



# NAMIBIA

## Africa's Untamed Luxury

Discover one of the world's most extraordinary destinations where endless desert landscapes, abundant wildlife, luxury safari experiences, and rich cultural heritage create unforgettable journeys.

From the iconic red dunes of Sossusvlei to the untamed beauty of the Skeleton Coast and the wildlife paradise of Etosha National Park, Namibia offers authentic experiences crafted for the discerning traveller.

### LUXURY SAFARI

Indulge in world-class lodges and exclusive safari experiences surrounded by breathtaking wilderness and unmatched tranquillity.



### ICONIC LANDSCAPES

From the towering dunes of Sossusvlei to the rugged beauty of the Skeleton Coast, discover landscapes found nowhere else on earth.



### WILDLIFE PARADISE

Encounter desert-adapted elephants, the Big Five, and extraordinary biodiversity across Namibia's iconic national parks and reserves.



### RICH CULTURE

Experience vibrant cultures, warm hospitality, and timeless traditions that create authentic and unforgettable journeys.



Namibia Tourism Board

[www.visitnamibia.com.na](http://www.visitnamibia.com.na)

# Africa Tourism Leadership Awards

This is the only pan African industry awards of its kind in Africa. It recognizes and celebrates change-makers and innovation pioneered by Africans, in Africa, for African travel, tourism, hospitality and aviation industries.

Particular attention and recognition is given to nominees who can prove their commitment to leadership through sustainability in tourism practices and policy-making. Nominees and winners include individuals, small enterprises, countries, heads of states, destinations, cities, hotel groups, organizations, ministers, policy-makers and entrepreneurs.

## Award Categories

- **Leading in Progressive Policies' Award:** A country, head of state, minister or government organization/team who has shown progressive and excellence in policy-making for sustainable tourism growth and development in their destination.
- **Most Innovative Business Tourism Destination Award:** Most Innovative and Sustainable Business Tourism and MICE Destination in Africa based on destination rating, number of classified hotels, value for money, value chain development, number of visitors vs socio-economic benefits to the destination and/or green credentials.
- **Outstanding Entrepreneurship Award:** An entrepreneur (or a small group of entrepreneurs) who has shown excellence in entrepreneurship in Africa's travel, tourism, hospitality and/or aviation industry.
- **Outstanding Africa Tourism Media & Marketing Award:** The most influential media and/or marketing contribution to changing the image of Africa.
- **Outstanding Accommodation Facility / Group Award:** Accommodation facility with best world class facilities, quality standards, service excellence provided to guests and sustainable practices (i.e. green credentials, decent employment practices, staff development opportunities) in Africa. Small operations are highly encouraged to participate.
- **Women in Leadership Award:** The most inspiring and influential leading woman who has and continue to make an outstanding contribution to changing the course of tourism development in Africa.
- **Outstanding Tourism Transportation Award:** Tourism transport organization providing the highest quality standard of service to travelers and has sustainability environmental credentials. This includes the most reliable and efficient transportation companies serving all destination in Africa including remote tourism destinations in Africa.
- **Championing Sustainability Award:** Destination, business, third sector organization or policy that has made an outstanding contribution to conservation/ environmental protection and community development.
- **Destination Africa - Lifetime Award** This will be offered to an individual who has made exceptional lifetime contribution in creating positive change in relation to "Destination Africa" beyond the African continent.
- **Youth Empowerment:** Showcasing emerging talent. Further information regarding award categories, the founding organization, or the upcoming 2026 event is available upon request. organisation, or the upcoming 2026 event.

### Entries Criteria

Criteria For Nomination - Three (3) nominees from each category based on the following attributes:

- Nominees must be a stakeholder in Africa's travel, tourism, hospitality and aviation industries – including public, private, third sector stakeholders, individuals or group of individuals, destinations and communities operating in Africa.
- Nominees must be involved in an outstanding project or initiative and demonstrate consistent achievements over a period of a minimum of 2 years.
- Nominees must be able to demonstrate the sustainability of their operation in terms of the economic, environment and social impact (e.g. environmentally sensitive, ethical in their operations, inclusive in their workforce engagement).
- Nominees must demonstrate some level of innovation in entrepreneurship and/or technology with measurable results.
- Nominees must be change-makers (individuals, organizations, countries and destinations) who are enhancing the competitiveness of Africa's Travel and Tourism industry.
- Industry Recognition: Honouring excellence, innovation, and leadership within the African tourism sector.
- Sustainability: Acknowledging businesses that implement eco-friendly and community-based tourism practices.

### Rules For Nominees

- Only one nominee will receive an Award in each category.
- Auditing of awards will be done by BDO, South Africa
- Nominees must be change-makers (individuals, organizations, countries and destinations) who are enhancing the competitiveness of Africa's Travel and Tourism industry.
- The nominees can self-nominate or be nominated by others and awards will be adjudicated will be adjudicated by an esteemed panel of renowned and globally recognised industry experts and professionals and audited by BDO Advisory Services.
- All nominees will be notified by Africa Tourism Partners about their nomination.
- Finalists may be asked to provide supporting materials including photos, videos, weblink, newspaper articles, brochures for marketing purposes to help promote themselves to voters.
- By accepting nomination, the nominee agrees (he/She, organization, destination or country representative) to attend the ATLF and Awards Ceremony in Gaborone Botswana
- Only one nominee will receive an Award in each category.

### Benefits for Winners

- Complementary invitation to ATLF Master Class Awards Dinner and any side events.
- An opportunity to showcase services, products or destination during ATLF.
- The opportunity to present the awardee's work to the world at ATLF, and 12 months outstanding international media and digital marketing exposure at no cost.

**NB: NO FEES are to be paid by nominees.**

## About the AYTIS and Challenge

The Africa Youth in Tourism Innovation Summit (AYTIS) & Challenge is hosted by Africa Tourism Partners in collaboration with UNWTO and BDO. It is the “one and only” pan-African Youth and start-ups in Tourism Summit and innovation challenge in tourism on the continent.

The Challenge is an exclusive platform designed to empower innovative African youth in the travel and tourism sector. It provides opportunities for funding, mentorship, partnerships, and global exposure, enabling participants to present their groundbreaking projects to an international audience and secure the necessary support to bring their ideas to life.

This competition invites and welcomes innovative ideas and solutions that goes beyond technology but are travel, tourism and MICE industry related projects for review and adjudication by a preeminent panel of industry leaders. Through the summit and other media platforms, top 5 finalists of the Africa Youth in Tourism Innovation Challenge are introduced to industry leaders, mentors and potential funders and/or partnerships.





# 8th EDITION

## AFRICA TOURISM LEADERSHIP FORUM (ATLF) & AWARDS 2026

### PROGRAMME

PROGRAMME DIRECTOR: NALEDI MOLEO  
NEWS ANCHOR, ENCA AND INTERNATIONAL MEDIA PERSONALITY

2 SEPTEMBER 2026  
DAY 1 - TRAINING AND TRADING DAY

| Time          | Programme Schedule                                                                                                                                                                                                            | Host Presenters                                                                                                                                                                                   |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09:00 - 13:00 | <b>VENUE: MEROPA CASINO AND ENTERTAINMENT WORLD</b><br>Masterclasses: MICE, Tourism and Hospitality <ul style="list-style-type: none"> <li>• MICE Masterclass</li> <li>• Quality Assurance and Grading Masterclass</li> </ul> | <b>Presented by:</b> <ul style="list-style-type: none"> <li>• South African Tourism</li> <li>• Southern Africa Association of Conference Industries</li> <li>• Africa Tourism Partners</li> </ul> |
| 13:00 – 1400  | <b>Networking Lunch</b>                                                                                                                                                                                                       | <b>Limpopo Tourism Agency and Africa Tourism Partners</b>                                                                                                                                         |
| 14:00 - 16:00 | B2B Speed Marketing Sessions                                                                                                                                                                                                  | <b>Programme Director: Naledi Moleo</b> - News Anchor, ENCA and International Media Personality, South Africa.                                                                                    |
| 19:00 – 21:00 | <b>B2B NETWORKING SESSION</b> - SPEAKERS, INVESTORS, HOSTED BUYERS, EXHIBITORS, PARTNERS AND MEDIA ONLY.                                                                                                                      | <b>Limpopo Tourism Agency</b>                                                                                                                                                                     |

**9:00 - 16:00** **ATLF HOSPITALITY & TOURISM INVESTMENT ROUNDTABLE**  
**Closed Session by invitation only**  
**VENUE: PARK INN BY RADISSON, POLOKWANE CITY** Presented By:

- Industrial Development Corporation (IDC)
- Africa Tourism Partners,
- BDO South Africa

**19:00 – 21:00** **B2B NETWORKING COCKTAIL SESSION**  
**MEROPA CASINO AND ENTERTAINMENT, POLOKWANE CITY**

**2 SEPTEMBER 2026**  
**DAY 1 - TRAINING AND TRADING DAY**

| Time          | Programme Schedule                                                                                                         | Host Presenters                                                                                                                                                                                                                                                                |
|---------------|----------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 08:00 – 09:00 | <ul style="list-style-type: none"> <li>Registration and Accreditation of Delegates</li> <li>Welcome Refreshment</li> </ul> |                                                                                                                                                                                                                                                                                |
| 09:00 – 09:30 | <p><b>OPENING SESSION</b></p> <p>Message of support by Board Chairperson of LTA</p> <p>Keynote Address:</p>                | <ul style="list-style-type: none"> <li><b>Freddy Greaver</b> - Board Chairperson, Limpopo Tourism Agency, South Africa.</li> <li><b>Hon. Dr. Tshitereke Matibe</b> - MEC, Limpopo Department of Economic Development, Environment and Tourism (LEDET), South Africa</li> </ul> |

**SESSION 1**

|               |                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09:30 – 11:30 | <p><b>Meetings Incentives Conferences and Exhibitions (MICE) Masterclass - The Experts' Insights</b></p> <p><b>Topic:</b> Demonstrating the economic significance and value of the global MICE industry for scalable tourism and hospitality enterprises - Africa and Non-African perspectives.</p> | <p><b>Moderator: Gerrit David</b> - Lead Advisor TaranisCo Advisor, South Africa.</p> <p><b>Scene Setting:</b></p> <ul style="list-style-type: none"> <li><b>Adele Hartdegen</b> – CEO, Johannesburg Expo Centre and Dogan Exhibitions and Events, South Africa.</li> <li><b>Dr. Dušan Borovčanin</b> - Advisor for International Relations and Cooperation with the BIE EXPO 2027 Belgrade, Serbia</li> </ul> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li><b>Adele Hartdegen</b> - CEO, Johannesburg Expo Centre and Dogan Exhibitions and Events, South Africa</li> <li><b>Dr. Dušan Borovčanin</b> - Former CEO, EXPO 2027 Belgrade and Serbia Convention Bureau, Serbia.</li> <li><b>Corne Koch</b> - Chief Convention Bureau Officer, South Africa Tourism.</li> <li><b>Inga Mtolo</b> - Senior Consultant Strategic Development and Advisory, BDO, South Africa.</li> </ul> |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**11:30 – 11:45 Refreshment and Networking Break**

**2 SEPTEMBER 2026**  
**DAY 1 - TRAINING AND TRADING DAY**

**SESSION 2**

| Time          | Programme Schedule                                                                                                                                                                                                                                                                                                                                                               | Host Presenters                                                                                                                                               |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11:45 – 13:00 | <p><b>Masterclass by Tourism Grading Council of South Africa</b> - What tourism accommodation and hospitality stakeholders need to know</p> <p><b>Topic: Why Get Graded</b> - The significance of star grading, basic quality verification, and quality assurance in African tourism accommodation and facilities</p> <p><b>VENUE: MEROPA CASINO AND ENTERTAINMENT WORLD</b></p> | <p><b>Bronwen Auret</b> - Chief Quality Assurance Officer (CQAO), South African Tourism.</p>                                                                  |
| 13:00 – 14:00 | <p><b>Networking lunch and Visual Inserts</b></p>                                                                                                                                                                                                                                                                                                                                | <p>Limpopo Tourism Agency and Africa Tourism Partners.</p>                                                                                                    |
| 14:00 – 16:00 | <p>Destination Showcase and B2B Speed Marketing Session</p>                                                                                                                                                                                                                                                                                                                      | <p><b>Presented by:</b><br/>Limpopo Tourism Agency (LTA)<br/>Africa Tourism Partners.<br/>AfCFTA endorsed Africa Tourism Private Sector Alliance (ATPSA).</p> |

**9:00 - 16:00**      **CLOSED SESSION - INTRA-AFRICA TOURISM AND HOSPITALITY INVESTMENT ROUNDTABLE & DIALOGUE (BY INVITATION ONLY)**

**VENUE: PARK INN BY RADISSON, POLOKWANE CITY**

**14:00 – 16:00**      **AFRICA CONNECTS™ B2B OPEN SESSION LTA AND ATPSA/AFCTA DESTINATION B2B SESSION**  
This interactive session showcases African destinations while facilitating direct business engagements. Expected outcomes include new partnerships, destination marketing exposure, and increased intra-African trade connections.

**19:00 – 21:00**      **B2B NETWORKING COCKTAIL SESSION**  
**MEROPA CASINO AND ENTERTAINMENT, POLOKWANE CITY**

3 SEPTEMBER 2026

DAY 2 - OPENING CEREMONY & PLENARY SESSIONS FOR ALL REGISTERED DELEGATES  
AND PARTICIPANTS

VENUE: MEROPA CASINO AND ENTERTAINMENT WORLD, POLOKWANE CITY

## SESSION 1

| Time          | Programme Schedule                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Host Presenters                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11:30 - 13:00 | <p><b>MINISTERIAL AND EXECUTIVES INSIGHTS INTO REGIONAL OUTLOOK AND GLOBAL DYNAMICS</b></p> <p>AfCFTA Forum on Tourism, Creatives and Cultural Industries: Key trends influencing Africa's tourism and creative sectors within the African Continental Free Trade Area (AfCFTA) framework.</p> <p>This session examines significant trends influencing Africa's tourism and creative sectors within the African Continental Free Trade Area (AfCFTA) framework. It evaluates how entrepreneurs and industry leaders can utilize culture, heritage, and creative industries to generate commercial value from the expansion of intra-African travel, trade, and markets. Attendees will gain strategies to enhance the competitiveness of their businesses and organizations, as well as to advance regional trade and collaboration.</p> | <p><b>Moderator: Kagisho Bapela</b> - Head: Services Strategic Business Unit, Industrial Development Corporation, South Africa.</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• <b>Emily Mburu-Ndoria</b> - Director, Trade in Services, Investment, Intellectual Property Rights &amp; Digital Trade (DTIID), AfCFTA Secretariat, Ghana.</li> <li>• <b>Hon. Barbara Rwodzi</b> - Tourism and Hospitality Industry, Zimbabwe.</li> <li>• <b>Hon. Anselm Nyangana Marungu</b> - Ministry of Environment, Forestry and Tourism, Namibia.</li> <li>• <b>Joel 'Kachi Benson</b> - Emmy Award Winning Film Producer - JB Multimedia Group, Nigeria</li> <li>• <b>Hon. Susan Nakawuki Nsaambu</b> - Minister of State for Tourism, Wildlife and Antiquities, Uganda.</li> <li>• <b>Charlene Ludick</b> – General Manager, Meropa Casino &amp; Entertainment World, South Africa</li> </ul> |

13:00– 14:00 Network Lunch - Visual Inserts

## SESSION 2

|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 14:00 – 15:00 | <p><b>REINVENTING THOUGHT-LEADERSHIP:</b><br/>Rooted in Heritage, Culture and Creative Industries - AfCFTA perspective<br/>Understanding how tourism businesses and brands can leverage Africa's soft power to shape strategy, destination brand identity, and market influence.</p> <p>This session explores how heritage, culture, festivals, music, fashion and creative industries can be commercialised and positioned as strategic tourism assets to strengthen destination identity, drive tourism demand, and unlock new economic opportunities. The discussion will highlight how African destinations can leverage their cultural soft power to enhance competitiveness, attract investment, and grow sustainable tourism and creative economies.</p> | <p><b>Moderator: Amb. Albertus Aochamub</b> - Interim CEO, The Meat Corporation of Namibia</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• <b>Hon. Funani Jerry Maseko</b> – Member of the Executive Council (MEC), Limpopo Department of Sport, Arts and Culture, South Africa.</li> <li>• <b>Daro Umaigba</b> - An award-winning filmmaker, photographer, and storyteller, Nigeria.</li> <li>• <b>JudySheila N. Mugo</b> - Director of Content, Pulse East Africa.</li> <li>• <b>Obinna Emelike</b> - Assistant Editor, Business Day, Nigeria and Award Winner, CNN Multi Choice Award</li> </ul> |
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**3 SEPTEMBER 2026**  
**DAY 2 - OPENING CEREMONY & PLENARY SESSIONS FOR ALL REGISTERED DELEGATES**  
**AND PARTICIPANTS**  
**VENUE: MEROPA CASINO AND ENTERTAINMENT WORLD, POLOKWANE CITY**

**SESSION 3**

| Time          | Programme Schedule                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Host Presenters                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 15:00 – 16:00 | <p><b>BUSINESS LEADERS' DIALOGUE</b></p> <p><b>Rethinking Policy for Air Access growth &amp; Aviation protectionism:</b> Air access and Aviation reforms to boost MICE growth and address missed aviation policy opportunities limiting Africa's tourism potential.</p> <p>This session explores key reforms to improve air access across Africa, enhance travel facilitation, and unlock tourism and business travel (MICE) opportunities. It also examines the impact of aviation protectionism on connectivity and tourism growth, highlighting missed policy opportunities and pathways for more inclusive and sustainable sector development.</p> <p>Status on Aviation in African-Indian Ocean (AFI) Region - Opportunities and potential traffic/tourism stimuli.</p> | <p><b>Scene Setting:</b></p> <ul style="list-style-type: none"> <li>• <b>Elcia Grandcourt</b>, Director, Africa Department, UN Tourism, Spain</li> <li>• <b>Somas Appavou</b> - Regional Director External Affairs for Africa, IATA, Nairobi, Kenya</li> </ul> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• <b>Somas Appavou</b> - Regional Director External Affairs for Africa, IATA, Nairobi, Kenya</li> </ul> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• <b>Tebogo Tsimane</b> - Chief Commercial Officer, South African Airways, SA</li> <li>• <b>Abigail Shansonga</b> - Acting CEO, Zambia Tourism Agency, Zambia.</li> <li>• <b>Tshifhiwa Tshivhengwa</b> - Chief Executive Officer, Tourism Business Council of South Africa, South Africa</li> <li>• <b>Bronwen Auret</b> - Chief Quality Assurance Officer (CQAO), SA.</li> <li>• <b>Aaron Munetsi</b> - CEO, Airlines Association of Southern Africa, SA.</li> </ul> |

**SESSION 4**

|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 16:00 – 16:45 | <p><b>FIRE CHAT</b></p> <p><b>Real-time datasets:</b> A significant opportunity for actionable pricing, targeting, and operational strategies for DMOs, investors and tourism accommodation owners.</p> <p><b>AI &amp; The Exponential Shift:</b> The strategic imperatives of technological acceleration in shaping the growth trajectory of tourism businesses and destination arrivals<br/> This session explores how AI and emerging technologies are transforming tourism businesses and destination competitiveness. It will highlight the strategic imperatives of technological acceleration in shaping the growth trajectory of tourism businesses and destination arrivals.</p> | <p><b>Scene-Setter - Diego Rodriguez Royo</b> - Co-Founder and CEO of Passporter, Spain.</p> <p><b>Interviewer: Nils Heckscher</b> - Managing Director, PKF Hospitality, Head of Africa &amp; Middle East, South Africa .</p> <p><b>Interviewees:</b></p> <ul style="list-style-type: none"> <li>• <b>Diego Rodriguez Royo</b> - Co-Founder and CEO of Passporter, Spain.</li> <li>• <b>Prof. Kobby Mensah</b> - CEO, Ghana Tourism Development Company, Ghana</li> </ul> |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

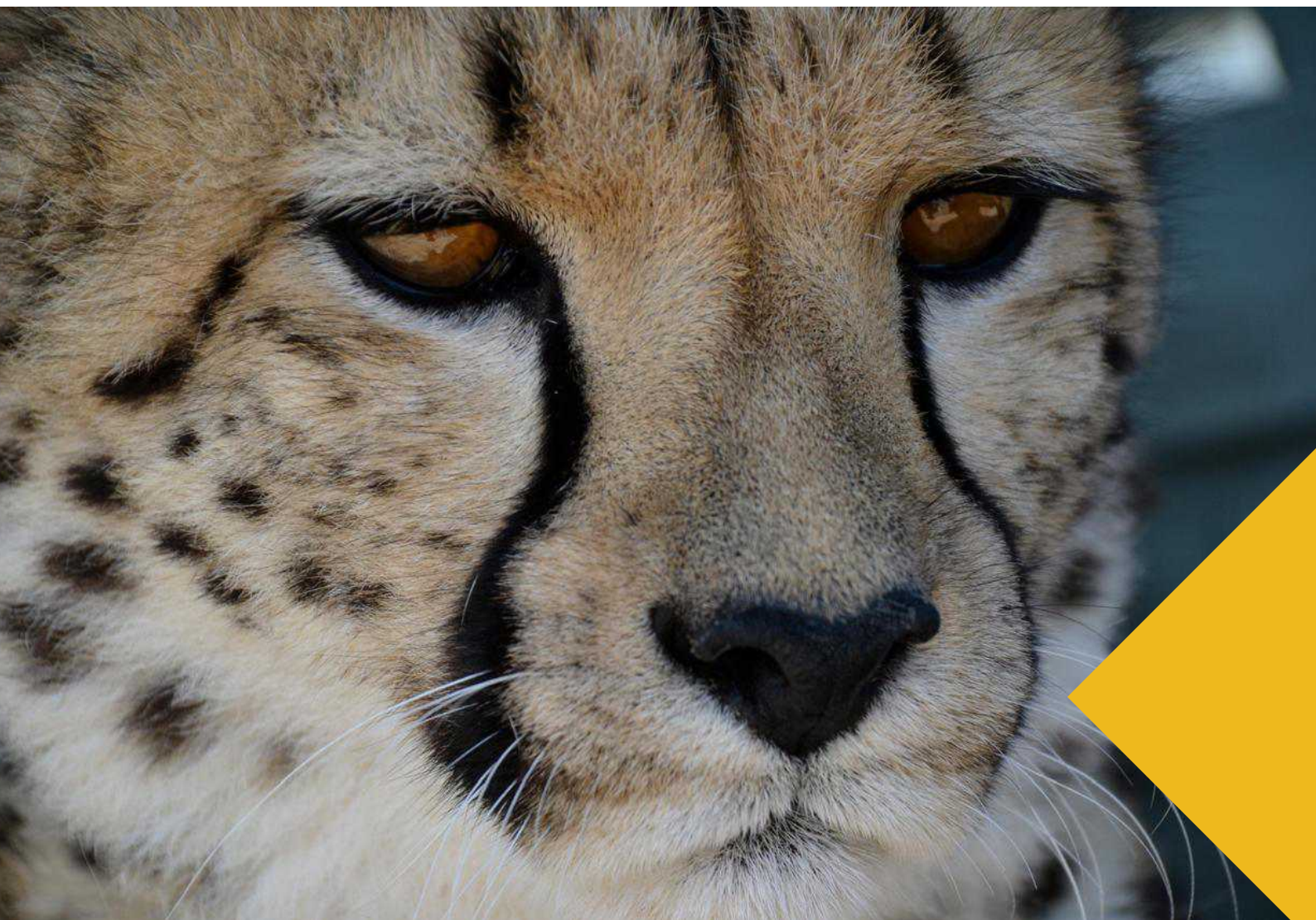
3 SEPTEMBER 2026

DAY 2 - OPENING CEREMONY & PLENARY SESSIONS FOR ALL REGISTERED DELEGATES  
AND PARTICIPANTS

VENUE: MEROPA CASINO AND ENTERTAINMENT WORLD, POLOKWANE CITY

## SESSION 5

| Time          | Programme Schedule                                                                                                                                                               | Host Presenters                                                                                                                     |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| 16:45 - 17:00 | <b>Synthesis of the Day and End of Day by:</b>                                                                                                                                   | <ul style="list-style-type: none"> <li>• <b>Keleabetswe Tlouane</b> - Deputy Director-General (DDG), LEDET, South Africa</li> </ul> |
| 19:00 – 22:00 | <b>Official Welcome Cocktail: Limpopo Experience and African Cultural Night.</b><br><b>Hosted by: Polokwane City, Limpopo, South Africa.</b><br><b>Venue: Polokwane Stadium.</b> |                                                                                                                                     |



**4 SEPTEMBER 2026**  
**DAY 3 - INDUSTRY DEEP DIVES & CLOSING**

| Time          | Programme Schedule                                    | Host Presenters |
|---------------|-------------------------------------------------------|-----------------|
| 08:00 – 09:00 | <b>Registration and Accreditation of participants</b> |                 |

**SESSION 1**

|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09:00 – 09:45 | <p><b>Collaborative Leadership Insights</b></p> <p><b>Public-Private-Community (PPCPs) Collaboration and Emerging Tourism Markets:</b> A legacy for leadership in addressing industry challenges and unlocking opportunities.</p> <p>This session explores how strengthened public-private-community partnerships can address industry challenges while unlocking new growth opportunities. It will examine the rise of emerging tourism markets and strategies to reduce reliance on traditional source markets, driving year-round demand, diversification, and resilience in the sector.</p> | <p><b>Moderator - Safiyya Akoojee</b> - Director, Fortunatus, Dubai.</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• <b>Veruschka Pekeur</b> - Board Chairperson, Northern Cape Economic Development Trade and Investment Promotion Agency, South Africa</li> <li>• <b>Scott Lovett</b> - Partner, Advisory Project &amp; Infrastructure Advisory, BDO, Australia.</li> <li>• <b>Sebulon Chicalu</b> - CEO, Namibia Tourism Board , Namibia.</li> <li>• <b>Nicanor Sabula</b> - CEO, Association of Eastern and Southern Africa Travel Agents (AESATA), Kenya.</li> <li>• <b>Rodney Bunhiko</b> – Project Coordinator, UNESCO, Southern Africa Office, Zimbabwe.</li> <li>• <b>Guy Stehlik</b> - Founder and CEO, BON Hotels, South Africa.</li> </ul> |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**SESSION 2**

|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09:45 – 10:30 | <p><b>Thought - leadership Conversation Sustainable conservation and wildlife management:</b> Strategic assets to unlocking the real value of Africa's tourism future through sustainability and social impact.</p> <p>This session highlights the role of sustainable conservation and wildlife management as key drivers of Africa's tourism value – with Limpopo and SANPARKs as case studies. It will explore how aligning environmental protection with social impact can unlock long-term growth and resilience in the sector.</p> | <p><b>Scene Setting:</b></p> <p><b>Dr. Shatha Al Kaud</b> - Founder and CEO, Emportality Consultancy, Saudi Arabia and the United Arab Emirates.</p> <p><b>Moderator: Dr Shatha Al Kaud</b> - Founder and CEO, Emportality Consultancy, Saudi Arabia and the United Arab Emirates.</p> <p><b>Panellists:</b></p> <ul style="list-style-type: none"> <li>• <b>Ben-Anane Nsiah</b> - Deputy CEO, Ghana Tourism Authority, Ghana</li> <li>• <b>Epson Kasuto</b> - Chief Marketing Officer, Namibia Wildlife Resorts (NWR), Namibia.</li> <li>• <b>Justice Ofentse</b> - Acting Chief Executive Officer Botswana Tourism Organization (BTO), Botswana</li> <li>• <b>Dr George Wambura</b> - Lead wildlife economy, SADC Secretariat, Botswana.</li> </ul> |
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**4 SEPTEMBER 2026**  
**DAY 3 - INDUSTRY DEEP DIVES & CLOSING**

**10:30 - 10:45 Coffee Break and Visual Inserts**

**SESSION 3**

10:45 – 11:30

**Mainstreaming Inclusivity and Diversity:** A Purpose-Driven Approach to enhancing the profitability of African tourism and hospitality Businesses in local municipalities.

This session explores how inclusive and diverse business models can improve competitiveness, profitability, and sustainable growth within Africa's tourism and hospitality sector. The discussion will focus on strengthening the participation of youth, women, local enterprises, and municipalities across the tourism value chain while promoting greater economic inclusion and business resilience.

**Moderator: Akwasi Obeng-Adjei** - Executive, Risk (Business Bank), Absa Group Ltd, South Africa.

**Panellists:**

- **Mokwena Morulane** - Managing Director Cresta Marakanelo Limited, Botswana.
- **Hafsa H. Mbamba** - Tourism Delivery Manager, Zanzibar Presidential Delivery Bureau, Zanzibar.
- **Christelle Grohmann** - Partner and Director, BDO, South Africa.
- **Oupa Pilane** - Co-Founder and Director, Graskop Gorge Lift Company, South Africa.
- **Sadiq Dinquar** - Founder CEO - Afriluxe Tourism Advisory Services

**SESSION 4**

12:15 – 13:15

**Traditional Tourism Accommodation and Short-Term Rentals** - Tourism business opportunity for local hospitality and local community tourism investors.

**Moderator: Lee-Ann Bac** - Partner & Director, BDO South Africa.

**Panellists:**

- **Charles Kachelenga** - Chief Tourism Officer, Department of Tourism, Malawi.
- **Austin Hickey** – Head of Tourism, Hospitality and Leisure Consulting, BDO Ireland LLP
- **Zaim Muhammad** - Managing Director, Redberry Travel & Tourism Consultant, Dubai, United Arab Emirates (UAE).
- **Gillian Saunders** - Tourism and Hospitality Consultant, South Africa.
- **Martha Sidebi** - General Manager, Khoroni Casino Convention Resort, South Africa.

**12:15 – 13:15 Networking Lunch and Visual Inserts**

**4 SEPTEMBER 2026**  
**DAY 3 - INDUSTRY DEEP DIVES & CLOSING**

**SESSION 5**

13:15 – 14:00

**Accelerating Youth and Women Empowerment:**

Best practices for advancing financial inclusion of youth and women in travel, tourism, and hospitality through targeted enterprise development support.

This session examines strategies to promote financial inclusion and enterprise development for youth- and women-led businesses in tourism, travel, hospitality and economic participation across the tourism value chain emphasizing their role as key drivers of sector growth.

**Moderator: Keleabetswe Tlouane -**

Deputy Director-General (DDG), Limpopo Department of Economic Development, Environment.

**Panellists:**

- **Nyiko Maluleke** - Secretary of Limpopo Youth in Tourism (LimYiT), South Africa.
- **Octavius Maketo** – CEO, Ubuntu Aquatics CC, Namibia.
- **Devota Mdachi** - Director, Africa Tourism Partners, Tanzania, East Africa.
- **Winnet Muchanyuka** – Founder and CEO, Executive Concierge, Zimbabwe and Former CEO, Zimbabwe Tourism Authority and Aviation Professional.
- **Corne Koch** - Chief Convention Bureau Officer, South Africa Tourism.

**SESSION 6**

14:00 – 14:45

**Crisis and Resilience Preparedness:** Developing a crisis-ready tourism and hospitality sector in Africa to improve responsiveness and facilitate rapid recovery.

This session focuses on building a crisis-ready (climate change, geo-political tensions, wars and health pandemics) tourism sector by strengthening preparedness, response, recovery strategies to support long-term resilience and building a crisis-ready tourism sector with practical lessons from African and global examples.

**Scene Setting and Moderator:**

**Tshifhiwa Tshivhengwa** - Chief Executive Officer, Tourism Business Council of South Africa, South Africa

**Panellist:**

- **JS Anand** - Founder & CEO, Leva Hotels and Resorts, Dubai, United Arab Emirates.
- **Deborah Claire O Connor** - Associate Director Sustainability, BDO, South Africa.
- **June Chepkemei** - Chief Executive Officer, Kenya Tourism Board, Kenya.
- **Katlego Mphahlele** - Senior Deal Maker, Industrial Development Corporation, South Africa.
- **Kossi Toulassi** - Head of Industrialization Trade, Markets and Economic Analysis, AUDA-NEPAD, South Africa.

**4 SEPTEMBER 2026**  
**DAY 3 - INDUSTRY DEEP DIVES & CLOSING**

**SESSION 7**

14:45 – 15:30

**Optimising Tourism Route Development:** A structured approach to addressing the effects of changing global tourism demand in Africa.

This session examines structured strategies and the importance of route development to diversify tourism offerings, reduce the impact of shifting global demand, and support destination branding and marketing.

**Moderator: Nomasonto Ndlovu** – CEO, Beacon Africa Consultancy, South Africa

**Panellists:**

- **Egas Tembe** –Tourism Development and Investment Specialist, National Agency for Tourism Development and Investment , Mozambique
- **Moses Ngobeni** - CEO, Limpopo Tourism Agency.
- **Givemore Chidzidzi** - Former COO, Zimbabwe Tourism Authority and Tourism Expert.
- **Jonathan Denga** - Acting CEO of the Northwest Parks & Tourism Board (NWPTB), South Africa.
- **Barba Gaoganediwe** - Head of Destination Marketing, Gauteng Tourism Authority, South Africa

**SESSION 8**

15:30 – 15:45

**Synthesis of the day & roadmap for 2027**

- **Lee-Anne Bac** - Directors and Partners, BDO South Africa
- **Christelle Grohmann** - Directors and Partners, BDO South Africa

**19:00 – 22:00**

**Official Awards & Closing Gala Dinner**  
**‘Recognising Leadership, Excellence and Inspiration in Africa’s Travel & Tourism’**

**VENUE: MEROPA CASINO AND ENTERTAINMENT WORLD**

# SPEAKER FACULTY



**Hon Dr Phophi Ramathuba**  
Premier

Limpopo Province, South Africa  
South Africa



**HE Shaikha Al Nowais**  
UN Tourism  
Secretary-General

Spain



**HE Wamkele Mene**  
Secretary-General

AfCFTA Secretariat  
Ghana



**HE Khaled El-Enany**  
Director-General

UNESCO  
France



**Hon Patricia de Lille**  
Minister

Ministry of Tourism  
South Africa



**Hon Barbara Rwodzi**  
Minister

Ministry of Tourism & Hospitality  
Industry  
Zimbabwe



**Hon Susan Nakawuki Nsambu**  
Minister of State

Tourism, Wildlife and Antiquities  
Uganda



**Hon. Anselm Nyangana Marungu**  
Minister

Environment, Forestry & Tourism  
Namibia



**Emily Mburu-Ndoria**  
Director

AfCFTA Secretariat  
Ghana



**Hon. Dr Tshitereke B. Matibe**  
Member of the Executive  
Committee (MEC)

MEC, Limpopo Economic Development,  
Environment & Tourism (LEDET),  
South Africa



**Elcia Grandcourt**  
Director

UN Tourism  
Spain



**Hon. Funani Jerry Maseko**  
Member of the Executive  
Committee (MEC)

Limpopo Department of Sport, Arts  
and Culture  
South Africa



**Freddy P. Greaver**  
Board Chairperson

Limpopo Tourism Agency  
South Africa



**JS Anand**  
Founder & CEO

Leva Hotels  
UAE



**Cllr John Makoro Mpe**  
Executive Mayor

Polokwane City, Limpopo  
South Africa



**Moses Ngobeni**  
CEO

Limpopo Tourism Agency  
South Africa



**Amb Albertus Aochamub**  
Interim CEO

The Meat Corporation of Namibia  
Namibia



**Cllr Mamedupi Teffo**  
Executive Mayor

Capricorn District Municipality  
South Africa



**Elena Constantinou**

Regional Advisor for  
Culture, Regional Office for  
Southern Africa

UNESCO  
Zimbabwe



**Sebolun Chicalu**

CEO

Namibia Tourism Board  
Namibia



**Dr. Shatha Al Kaud**

Founder and CEO

Emportality Sustainability  
Consultancy  
UAE



**Tebogo Tsimane**

Chief Commercial Officer

South African Airways  
South Africa



**Tshifhiwa Tshivhengwa**

CEO

Tourism Business Council of  
South Africa  
South Africa



**Mokwena Morulane**

Managing Director

Cresta Marakanelo Ltd  
Botswana



**Akwasi Obeng-Adjei**

Executive, Risk (Business Bank)

Absa Group Ltd  
South Africa



**Diego Rodriguez**

Co-Founder and President

Passporter  
Spain



**Alex Ntiyiso Mabunda**

Group Chief Executive Officer

Ntiyiso  
South Africa



**Dr Dušan Borovčanin**  
Advisor

International Relations & Cooperation  
with the BIE EXPO 2027 Belgrade  
Serbia



**Katlego Mphahlele**  
Senior Deal Maker

Industrial Development  
Corporation (IDC)  
South Africa



**Guy Stehlik**  
Founder and CEO

BON Hotels  
South Africa



**Kagisho Bapela**  
Head: Services Strategic  
Business Unit  
Industrial Development  
Corporation (IDC)  
South Africa



**Adele Hartdegen**  
CEO  
Johannesburg Expo Centre and  
Dogan Exhibitions and Events,  
South Africa



**Hamza Farooqui**  
Founder and Group Chief  
Executive Officer  
Millat Investments  
South Africa



**Aaron Munetsi**  
CEO

Airlines Association of  
Southern Africa  
South Africa



**Prof. Kobby Mensah**  
CEO

Ghana Tourism Development  
Company  
Ghana



**Kossi Toulassi**  
Head of Industrialization Trade,  
Markets and Economic Analysis

AUDA-NEPAD  
South Africa



**Corne Koch**  
Chief Convention Bureau Officer

South African Tourism  
South Africa



**Abigail Shansonga**  
Acting CEO

Zambia Tourism Agency  
Zambia



**Prof. Michael Twum-Darko**  
CEO

Africa Tourism Innovation Hub  
South Africa



**Bronwen Auret**  
Chief Quality Assurance Officer

Tourism Grading Council of  
South Africa



**June Chepkemei**  
Chief Executive Officer

Kenya Tourism Board  
Kenya



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# *Investment that takes the economy places.*



*The IDC Tourism & Services Strategic Business Unit ensures Africa stays successful, through job creation both locally and continent wide. We achieve this by investing in the accommodation sub-sector with a strong focus on business hotels - very much a growing market - as well as high impact, sustainable tourism attractions. Key industries include; Tourism, Healthcare, Information & Communications Technology and Media & Audio-Visual.*

 **For more on our funding opportunities, please visit: [www.idc.co.za](http://www.idc.co.za)**

 **IDC**  
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## ACROSS THE PEERMONT PORTFOLIO

Beyond Emperors Palace, we continue to invest across the wider Peermont portfolio to modernise facilities and introduce exciting new guest experiences.



### NEW ENTERTAINMENT CONCEPTS

As part of our broader entertainment strategy, the **Augusta Lounge at Graceland** will soon be replaced with an exciting new franchise concept, which will be announced in the near future.

We are also reimagining our **Moo Bar** venues across various **Peermont properties**. These spaces will be upgraded into more immersive, interactive entertainment concepts designed for a new generation of guests seeking experiences that go beyond the traditional bar environment. Each venue will feature unique elements tailored to the identity and atmosphere of its property.

Through these developments, **Peermont** continues to focus on innovation, premium hospitality and creating future-ready destinations that deliver unforgettable experiences for our guests across Southern Africa.



### GRACELAND GOLF COURSE REFURBISHMENT

At Graceland Hotel Casino and Country Club, we are currently undertaking a full refurbishment of the golf course. The project includes new fairways, greens and tee boxes, as well as the rebuilding of bridges across the course, with completion expected by November 2026.

These upgrades will further enhance Graceland's reputation as a premier golfing destination.

**PEERMONT**  
HOTELS CASINOS RESORTS  
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## Airline Partners



## Hotel Partners



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# Peermont Global

## DRIVING THE FUTURE OF HOSPITALITY, ENTERTAINMENT AND EXPERIENCE

At Peermont, we continue to invest in the future of our properties through exciting refurbishments, innovative entertainment concepts, and enhanced guest experiences designed to meet the evolving needs of modern travellers and entertainment seekers. Across our portfolio, we are focused on creating immersive destinations that blend hospitality, leisure, dining and entertainment in fresh and exciting ways.

### EMPERORS PALACE: Elevating the Palace Experience

At Emperors Palace, several major developments are currently underway as we continue to evolve one of Southern Africa's premier entertainment destinations.



### MONDIOR HOTEL REFURBISHMENT

We are currently undertaking a significant refurbishment of the Mondior at Emperors Palace, aimed at enhancing both comfort and contemporary style for our guests. The upgrade includes the reception, lobby, restaurant, bar, and ground-floor rooms and bathrooms, with completion targeted for December 2026. Refurbishments on the remaining hotel floors will continue through to July 2027.

This investment reflects our continued commitment to delivering modern, high-quality hospitality experiences for both business and leisure travellers.



### INTRODUCING JADE CASINO

One of our most exciting recent additions is Jade Casino – a premium new gaming destination where Chinese heritage meets African royalty. Bringing the world-class Baccarat experience of Macau to Johannesburg, Jade Casino offers guests a refined and luxurious gaming environment operating 24 hours a day.

Featuring Baccarat and American Roulette, private gaming rooms, premium personalised service, and culturally inspired interiors, Jade Casino introduces a sophisticated new offering to the local gaming market. Guests can also enjoy authentic Asian-inspired cuisine at Dragon Bowl and signature oriental beverages at Dragon Bar, making the venue a complete sensory experience.

PEERMONT PROUDLY SUPPORTS RESPONSIBLE GAMBLING No person under the age of 18 years permitted to gamble. National Responsible Gambling Foundation toll free counselling line: 0800 006 008 or WHATSAPP HELP to 076 675 0710. Winners know when to stop.

### CONVENTION CENTRE EXPANSION

As demand for conferencing and events continues to grow, we are expanding the Emperors Palace Convention Centre with the addition of a new configurable conference venue. The Convention Centre currently offers over 15 000 square metres of conference and exhibition floor space, and this latest development will add a further 1 600 square metres to our world-class facilities.

The new venue will be designed to accommodate up to 1 200 delegates as one large-scale event space or be divided into smaller venues catering for more intimate gatherings of as few as 50 guests. This expansion further strengthens our position as a leading conferencing and events destination in Southern Africa.



### WELCOMING THAVA INDIAN RESTAURANT

We recently proudly welcomed Thava Indian Restaurant to Emperors Palace, expanding our already diverse dining offering with authentic Indian cuisine and hospitality.

Situated near the casino floor, Thava officially launched with a spectacular opening event attended by invited guests, VIPs, media and industry leaders. The restaurant offers guests a vibrant culinary experience celebrating the rich flavours, traditions and culture of India through expertly prepared dishes and warm hospitality.

### LAUNCHING FEASTIVITY

We are also excited to introduce Feastivity at Emperors Palace, a brand-new experiential venue located next to the Red Roman Shed.

Feastivity has been designed to offer guests immersive and interactive social experiences, including wine tastings, cocktail-making classes, cake decorating, sip-and-paint sessions, and pottery classes. The venue reflects our focus on creating entertainment experiences that are engaging, memorable and social.



