



**AFRICA'S  
TRAVEL  
INDABA**

# BOMA TALKS PROGRAMME

13 – 15 MAY 2025  
Durban ICC



TIME	<div>BOMA TALKS</div> <div>SHAPING SUSTAINABILITY</div> <div>Venue: ICC Butterfly Wall (Outdoor)</div>		
------	--	--	--



	DAY ONE 13 MAY 2025	DAY TWO 14 MAY 2025	DAY THREE 15 MAY 2025
11:00 – 11:30	<p><b>Redefining Sustainable Tourism for Africa’s Future</b></p> <p>Exploring how African destinations can embed regenerative practices, community-led tourism, and responsible growth into their recovery and growth strategies.</p> <p><b>Facilitator:</b></p> <p><b>MONIKA IUEL</b> <b>CHIEF TOURISM OFFICER WESGRO</b></p>	<p><b>Greener Journeys: Innovations in Eco-Travel and Transport</b></p> <p>Highlighting transformative solutions in low-carbon travel, sustainable aviation, and eco-friendly mobility that reduce environmental impact while enhancing traveller experience.</p> <p><b>Facilitator:</b></p> <p><b>NKOSENHLE HLOPHE</b> <b>MARKETING EXECUTIVE</b> <b>THE i-TRAVEL GROUP</b></p>	<p><b>Inclusive and Equitable Tourism: Putting People at the Heart of Sustainability</b></p> <p>Championing socio-economic sustainability by fostering inclusive opportunities for local communities, SMEs, and cultural custodians across the tourism value chain.</p> <p><b>Facilitator:</b></p> <p><b>LUCKSON ZAMBUKO</b> <b>FOUNDER OF THE AFRICAN YOUTH IN TOURISM HOSPITALITY ASSOCIATION</b></p>



TIME	BOMA TALKS FUTURE FORWARD ICC Concourse (Indoor)		
------	--	--	--

DAY ONE  
13 MAY 2025

DAY TWO  
14 MAY 2025

DAY THREE  
15 MAY 2025

15:00 – 15:30 **Beyond Recovery: Charting Africa's Tourism Growth Trajectory for 2030 and Beyond**  
Unpacking emerging trends, digital disruption, and market shifts that will shape how African destinations compete and thrive in the global tourism landscape.

**Facilitator:**  
**IILSE VAN SCHALWYK**  
**ACTING DEPUTY DIRECTOR GENERAL AT**  
**THE WESTERN CAPE DEPARTMENT OF**  
**ECONOMIC DEVELOPMENT & TOURISM**

**The Connected Traveller: Leveraging Technology and Data to Elevate the African Tourism Experience**  
Exploring smart technologies, AI, data-driven marketing, and seamless digital experiences to meet evolving traveller expectations and boost competitiveness.

**Facilitator:**  
**AVANTHI JONATHAN**  
**CHIEF MARKETING OFFICER –**  
**INCO CREATIVE**

**Unlocking Africa's Tourism Potential: Empowering the Next Generation of Changemakers (Youth Focus)**  
Engaging young innovators, entrepreneurs, and leaders in shaping a vibrant, inclusive, and tech-savvy tourism industry for tomorrow.

**Facilitator:**  
**LUCKSON ZAMBUKO**  
**FOUNDER OF THE AFRICAN YOUTH IN TOURISM**  
**HOSPITALITY ASSOCIATION**



# MONIKA IUEL – CHIEF TOURISM OFFICER FOR WESGRO



Monika is the Chief Tourism Officer for Wesgro, the official tourism, trade and investment promotion agency for Cape Town and the Western Cape. She has a passion for tourism, a deep knowledge of destination marketing and the international marketplace, and strong industry relationships at home and abroad, with over 30 years in the tourism industry, in both the private as well as the public sector.

Since 1992 she has worked for an outbound tour operator in Berlin, Germany, smaller boutique DMCs in Johannesburg and spent 13 years at Tourvest Destination Management. She then spent 4 years at SA Tourism; initially as Regional Director for the Americas and ultimately as General Manager International Marketing, supporting marketing execution in all 11 international SA Tourism offices in Europe, the Americas and Australasia.

Relocating to Cape Town in 2016, she rejoined the private sector by taking the helm as CEO of Private Safaris in Southern Africa, a Destination Management Company operating from offices in Cape Town and Windhoek. She successfully shepherded the business to its new owners, Fairfax Financial Holdings (based in Toronto) in 2017, and together with her team led the resultant reinvention of the business.

In 2021 she joined Wesgro's Executive team, and leads the business units that deliver leisure tourism promotion and facilitation, as well as the Convention Bureau team and the Cruise Cape Town initiative.





# LUCKSON ZAMBUKO – FOUNDER OF THE AFRICAN YOUTH IN TOURISM HOSPITALITY ASSOCIATION (AYTHA)



“We build the next generation of changemakers in Africa’s hospitality and tourism sectors.

Through robust advocacy, policy consultation and skills development we prepare young people not just for jobs, but for ownership and leadership”

African Youth in Tourism and Hospitality (AYTH) is a youth-led association dedicated to empowering and developing the next generation of tourism professionals. Founded on the principles of inclusivity and diversity, AYTH aims to upskill and capacitate youths across the tourism industry. Our mission is to bridge the skills gap, foster innovation, and promote entrepreneurship among young Africans. We focus on enhancing career opportunities, networking, and knowledge sharing. Through workshops, training programs, and mentorship initiatives, we equip youths with industry-relevant skills. Our membership comprises students,



# ILSE VAN SCHALKWYK - ACTING DEPUTY DIRECTOR GENERAL AT THE WESTERN CAPE DEPARTMENT OF ECONOMIC DEVELOPMENT & TOURISM



Ilse van Schalkwyk is the Acting Deputy Director General at the Western Cape Department of Economic Development & Tourism.

She is a development economist who holds a Master's degree from the University of Stellenbosch and has more than 20 years of experience in both the private and public sectors in economic research and planning, strategy development, market research, and economic analysis for local and international clients.

The major programmes she is responsible for include sector trade and development, investment, and tourism.



# NKOSENHLE HLOPHE, MARKETING EXECUTIVE – THE i-TRAVEL GROUP



i-Travel is a 100% black female owned and managed travel agency operating in Johannesburg and servicing all 9 provinces.

We have a team and organization with the right level of experience and understanding of working with people and organizations. We don't consider ourselves Travel Consultants, we consider ourselves memory makers.

Our services include: Flights | Local | International | Private charter | Hotels | Door to Door transfer | Chauffer | Car Rental | Forex Assistance | Visa Application Assistance | Travel insurance | Activities.

Book your dream group trip with just a deposit and enjoy the freedom to pay the balance in easy instalments. Travel made simple, exciting, and stress-free!





# AVANTHI JONATHAN – CHIEF MARKETING OFFICER (INCO CREATIVE)



Avanthi Jonathan is the Chief Marketing Officer at iNCO Creative and also serves as the Key Account Manager for KwaZulu-Natal Tourism and Film.

In this dual role, she leads a dynamic marketing team while working closely with stakeholders in the tourism and creative sectors, giving her a unique and practical understanding of the industry.

Avanthi holds an MBA from the University of Johannesburg, where her dissertation focused on Digital Skills Development for South African SMMEs. With a strong foundation in digital transformation, AI-led marketing, and data-driven strategies, she is passionate about using technology to enhance tourism experiences and build competitive, future-forward African destinations.





SIYABONGA  
THANK YOU