



AFRICA'S TRAVEL INDABA

BONDay EDUCATIONAL SESSION PROGRAMME

12 May 2025, Durban ICC, South Africa





BACKGROUND

Africa's Travel Indaba is one of the largest tourism marketing events on the African calendar and one of the top three 'must visit' events of its kind on the global calendar. It showcases the widest variety of Africa's best tourism products and attracts international buyers and media from across the world. Africa's Travel Indaba is owned by South African Tourism. Africa's Travel Indaba has won the awards for Africa's best travel and tourism show. This award was presented by the Association of World Travel Awards.

The Africa's Travel Indaba Business Opportunity Networking Day is a carefully curated selection of educational sessions, informative current trends and topical issues being discussed with the tourism sector in a meaningful way. The aim is to empower businesses with the latest in global tourism sector developments and encourage robust conversations towards innovative solutions. The programme is informed by insights from the sector on key areas that require solutions.

PROGRAMME



MONDAY 12 MAY 2025
Africa's Travel Indaba BONDay 2025 - PROGRAMME

TIME		SPEAKER
OPENING PLENARY - Mother Africa Earth / Umhlaba Venue: Durban ICC South Foyer Programme Director: Carol Ofori		
09:00-09:05	Opening remarks and introduction of SA Tourism CEO	Carol Ofori (MC)
09:05-09:10	Welcoming Remarks	Ms. Nombulelo Guliwe – CEO, South African Tourism
09:10-09:30	Africa's Excellence, Endless Possibilities: An African Journey of Resilience, Triumph, and Unstoppable Spirit	Captain Londi 'Blaqmermaid' Ngcobo First Female Dredge Master & Oceans Economy Business Leader
09:30-09:35	Address	Prof.. Gregory Davids - Board Chairperson, South African Tourism
09:35 – 10:20	Africa's Voice at G20 – A continental collaboration for Future Tourism Opportunities (Moderator: Carol Ofori)	Jacqui Mabuza – Head of Commercial at Cruises International Zimasa Vabaza - Dynamic Media Entrepreneur & Small Business Economist Lethabo Sithole – Trade & Investment Lawyer, Pan- African Development Strategist Dr. Vumi Msweli – Philanthropist, Author, Pan-African Most Influential Woman in Business
TEA BREAK		



SPEAKERS



CAROL OFORI
Radio & TV Presenter

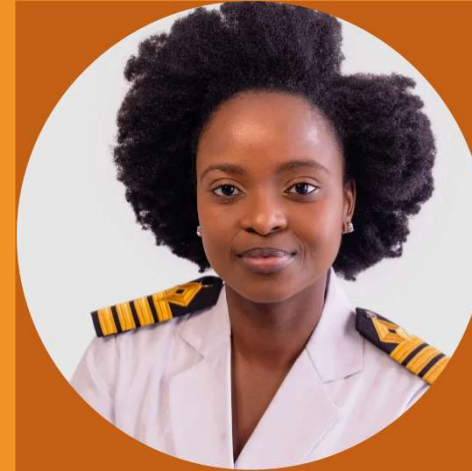
Carol is an accomplished and highly regarded voice-over artist, radio presenter, TV presenter, author, and master of ceremonies. With a career spanning over 15 years, she has achieved numerous accolades and notable experiences.



NOMBULELO GULIWE
CEO, SA Tourism

Chief Executive Officer of South African Tourism. She is a Chartered Accountant and member of the South African Institute of Chartered Accountants.

Prior to becoming CEO, she served as the first black female and youngest Chief Financial Officer at SA Tourism.



LONDI NGCOBO
First female Dredge
Master

Londy Ship Navigator and Africa's First Female DredNgcobo is a globally recognized former ge Master, dedicated to unlocking Africa's ocean economy.



AFRICA'S TRAVEL INDABA 2025

SPEAKERS



Prof. GREGORY DAVIDS
SAT Board Chairperson

Prof. Davids is the Deputy Dean at UWC's Faculty of Economic and Management Sciences, with over 20 years in higher education. He specializes in governance and policy, has led multiple academic and public sector initiatives, and served on boards including the Nuclear Board of South Africa. He holds a PhD from UWC and executive qualifications from Stellenbosch and Harvard.



JACQUI MABUZA
**Non-Executive
Director, Mercy Ships**

A visionary, thought leader and highly driven, passionate and all-round Marketer. Jacqui's skill set includes the various disciplines of Marketing : Marketing Strategy development and execution, Digital Marketing, Brand development and management, PR & Stake Holder Relations, Media Relations, Crises PR & Online Reputation Management.



ZIMASA VABAZA
Media Entrepreneur

" Zimasa "Mooshtaffa" Vabaza is a dynamic media entrepreneur, award-winning chief media and advertising strategist, and digital maven with a strong social voice. Renowned for his unique insights as a socio-economic commentator, Mooshtaffa has gained vast knowledge over the years, which he uses to engage and educate his audience.



AFRICA'S TRAVEL INDABA 2025

SPEAKERS



LETHABO SITHOLE
Managing Director,
Amilia Africa

Lethabo Sithole is a leading voice in Africa's trade and investment landscape, dedicated to shaping policies and strategies that drive inclusive economic growth across the continent.



DR. VUMI MSWELI
Philanthropist & Author

Dr. Vumile Msweli is a global career coach, speaker, and founder of Hesed Consulting—a Pan-African human capital firm with a presence in South Africa, Kenya, Nigeria, Botswana, Rwanda, and the United States.



PROGRAMME

10:20 - 10:35

TEA BREAK & STREAM BREAK-AWAYS
(Teas/Coffee served)

STREAM ONE
Moto/ Fire - Discover

**SHIFTS IN
AFRICAN
TOURISM
DEMAND**

Venue: South Foyer

Facilitator: Gerry Rantseli
Elsdon

10:40 – 12:15

STREAM TWO
Maji/ Water - Connect

**UNLOCKING VALUE
WITH AI
INNOVATION**

Venue: Room 12

Facilitator: Lynette Ntuli

STREAM THREE
Ardhi/ Earth - Grow

**SEEDING BUSINESS
GROWTH**

Room 21

Facilitator: Nongcebo McKenzie

PANEL FACILITATORS



GERRI RANTSELE ELSDON
Celebrity Guest Speaker & MC

Gerry Elsdon is a celebrated South African media personality, motivational speaker, and events host known for her commitment to empowering African women. Beyond her public presence, she offers coaching and team-building services, helping women pursue their passions and navigate daily challenges. Her work continues to inspire and uplift communities across the country.



LYNETTE NTULI
Founder & CEO

Lynette Ntuli is the Founder and CEO of Innate Investment Solutions, a South African firm specializing in property, asset, and infrastructure development. With over 18 years of experience in the built environment, she holds various board positions and is a prominent speaker at global forums. She is also the co-founder of IgniteSA.com.



NONGCEBO MCKENZIE
On –Air Personality

Nongcebo Vukile McKenzie is a seasoned broadcaster and communications professional, known for her work on Ukhozi FM and her extensive experience in voice-over, moderation, and programme directing. With an MBA from Stellenbosch and a background in business and communication, she is also the founder of WordArt Communications and the Sports Health & Fitness Exchange.

STREAM ONE Moto/ Fire

“DISCOVER” – SHIFTS IN AFRICAN
TOURISM DEMAND

OVERVIEW

The Discover stream unveils the vast opportunities within Africa’s tourism sector through authentic immersion. It explores lesser-known destinations and unique experiences, showcasing Africa’s rich cultural heritage, breathtaking landscapes, and distinctive offerings to global travellers. By focusing on gastronomy, wellness and eco tourism, we aim to transform the traveller’s experience holistically. At its core, this stream recognises Africa’s full potential in tourism and uncovers new pathways for growth and development across the continent.

01

STREAM TWO Maji/ Water

“CONNECT” – CREATING A
COLLECTIVE VISION FOR AFRICA

OVERVIEW

The Connect stream is centred on cultivating meaningful relationships and strategic partnerships across Africa’s tourism landscape. It emphasises collaboration between key stakeholders. The goal is to create a more interconnected and cooperative industry across the continent, one that thrives on shared vision, collective growth, and a commitment to building a stronger, more sustainable tourism sector across the continent.

02

STREAM THREE Ardhi/Earth

“GROW” – POWERING AFRICA’S
TOURISM WITH CUTTING-EDGE
TECHNOLOGY AND SUSTAINABLE
INNOVATION

OVERVIEW

The Grow stream will focus on how Africa’s tourism sector can expand sustainably in the long term. It will cover scaling operations, improving infrastructure, attracting investment, and integrating sustainable practices. A key focus will be leveraging technology and AI to enhance efficiency, customer experiences, and innovation while promoting economic growth and sustainability in the digital era.

03

10:40 – 11:30

SESSION 1

STREAM 1: TOPIC 1

Transforming Travel: Crafting Authentic,
Sustainable Journeys Through
Experiential Travel - Eco-Tourism,
Gastronomy & Wellness Exploration

Moderator: Gerry Rantseli Elsdon

Panellists:

Bronwen Auret: CQAO of South African Tourism.

Nick Hamman: food content creator and broadcaster

Sharni Quinn: Wellness Tourism Ambassador for Cape Town, founder of Cape Town wellness travel alliance.

Gary Harwood: founder & director, HKLM group

Focus Areas:

This panel discussion will explore the transformative potential of eco-tourism, gastronomy tourism, and wellness tourism in Africa. It will highlight how sustainable travel practices can preserve natural landscapes, how Africa's diverse culinary traditions can attract global travelers, and how unique wellness offerings can provide holistic and transformative experiences. Join industry leaders as they share insights and strategies to drive growth and innovation in African tourism through these impactful and authentic travel experiences.



PANELISTS



BRONWEN AURET

Bronwen Auret is the Chief Quality Assurance Officer at South African Tourism, previously serving as General Manager of Brand & Marketing. With a background in digital marketing and leadership roles across tourism, media, and advertising, she brings deep expertise in brand strategy, innovation, and marketing operations. She also led IABSA's transformation and education council, driving industry-wide change.



NICK HAMMAN

Nick Hamman is a prominent South African media personality and host of 5FM's 5Breakfast show, known for his storytelling and deep connection to local culture. He's led the acclaimed Heritage and Africa Tours, exploring the continent's rich narratives, and in 2022, documented a journey to Antarctica, using media to spotlight climate issues.



PANELISTS



SHARNI QUINN

Wellness Tourism Ambassador

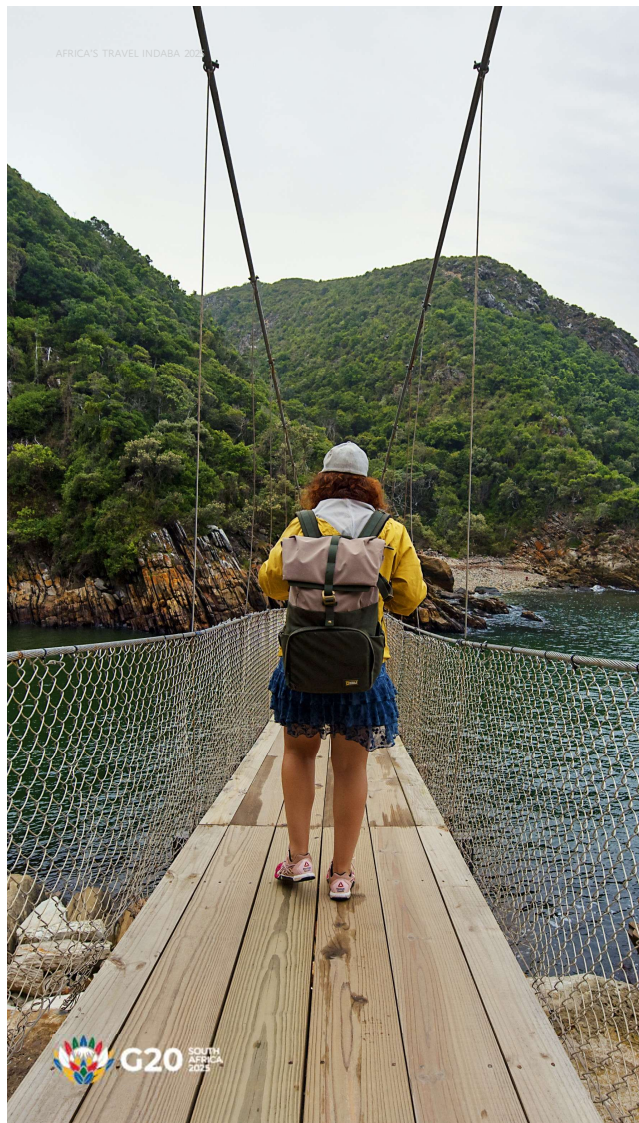
A certified Life Coach and Yoga Teacher, Sharni has led over 7,500 yoga classes and built successful wellness ventures. Recently named Cape Town's Wellness Tourism Ambassador, she is also launching the Cape Town Wellness Travel Alliance to promote wellness tourism in the region.



GARY HARWOOD

HKLM Group Founder & CEO

Gary Harwood is an award-winning creative director with over 20 years of experience shaping leading brands across Africa and the Middle East. A design industry leader and mentor, he has worked on major projects for Nedbank, RMB, Singita, and others, while serving on various design councils and academic boards. Passionate about Africa's cultural richness, he draws inspiration from its people, landscapes, and stories.



AFRICA'S TRAVEL INDABA 2023



10:40 – 11:30

SESSION 1

STREAM 2: TOPIC 1

UNLOCKING GROWTH THROUGH IMPACTFUL
LOCALISATION STRATEGIES - ALIGNING REGIONAL
APPROACHES FOR EFFECTIVE DEMAND CREATION

Moderator: Lynette Ntuli

Panellists:

Zipho Sikhakhane: International Speaker, Writer and Business Advisor

Makhosi Msimango: BRICS Women's Alliance Chairperson

Craig Jacobs: Sustainability Activist, Mentor & Entrepreneur

Focus Areas:

This panel discussion will delve into how aligning regional approaches can effectively create demand in Africa's tourism sector. It will explore the integration of local culture and heritage, the use of technology for personalised experiences, sustainable localisation practices, and the benefits of community-based tourism. Join industry leaders as they share insights and strategies to drive growth and innovation in African tourism through impactful localisation.



PANELISTS



ZIPHO SKHAKHANE
Global Speaker & Writer

She is a globally respected speaker, thought leader, and CEO of EMZ Advisory, specializing in organisational effectiveness and strategy. With experience across six continents and work in over 39 countries, she advises multinationals on leadership, change, and culture. She holds an MBA from Stanford University, earned on a full merit scholarship, and serves on several boards.



MAKHOSI MSMANGO
Founder & MD

Makhosi Msimango is the founder of Ndzenge Tours, a company specializing in cultural heritage and township tourism. She chairs the South African Women in Tourism Forum in her province and serves on the advisory board of the African Association of Women in Tourism and Hospitality.

A passionate advocate for rural women, she founded the Qhawekazi Foundation to promote tourism careers among women and children.



CRAIG JACOBS
Mentor & Entrepreneur

Craig Jacobs is a prominent South African lifestyle and design thought leader, known for his work in sustainable African fashion and storytelling through his label, Fundudzi. With a background in media and sociology, he advocates for circular economy practices and celebrates African culture through design. A seasoned journalist and broadcaster, his work spans top local and international publications, and he is a sought-after global speaker on sustainable design.



STREAM 3: TOPIC 1

Successful Post-COVID Recovery Strategies – A Fire Side Chat

Moderator: Nongcebo McKenzie

Panellists:

Lee-Anne Bac: Director and Tourism Specialist, BDO Advisory
Gugu Sithole: Tourism Entrepreneur and the Founder of Glamping Adventures

Focus Areas:

This panel discussion will delve into the successful recovery strategies implemented by Kenya, Rwanda, Namibia, and South Africa to revitalize their tourism sectors post-COVID. It will highlight resilience, innovation, and sustainable growth, with insights from industry leaders on leveraging marketing strategies, promoting sustainable practices, and engaging communities to drive tourism recovery and growth.



PANELISTS



LEE-ANNE BAC
Director & Tourism
Specialist

Lee-Anne Bac is an Advisory Director and Head of Strategy and Sustainability Advisory at BDO South Africa, with deep expertise in tourism consulting. She specializes in market research, financial feasibility, and economic impact studies, and is a strong advocate for responsible tourism.



GUGU SITHOLE
Tourism Entrepreneur

Gugu is the co-founder of Africa's first Glamping Expo and founder of Glamping Adventures, promoting eco-tourism and conscious travel. A former corporate events professional, she advocates for rural tourism and women's empowerment, and is the executive producer of Travelling Again, a docu-series highlighting South Africa's culture and landscapes.



11:30 – 12:15

SESSION 2

STREAM 1: TOPIC 2

TOURISM RATES: NAVIGATING
PRICING STRATEGIES FOR
SUSTAINABLE GROWTH

Moderator: Gerry Rantseli Elsdon

Panellists:

Darryl Erasmus: COO, South African Tourism
Mr. Tshifhiwa Tshivhengwa: CEO, Tourism Business Council of South Africa
Mr. Nkosi Khuzwayo: KZN Regional Manager, National Empowerment Fund
Ronelle Pillay: Regional Revenue Manager, Southern Sun Group

Focus Areas:

This panel discussion will explore the role of pricing strategies in driving sustainable growth in Africa's tourism sector. It will focus on balancing affordability and value, promoting sustainable practices, and engaging communities to ensure inclusive and equitable travel experiences.





Darryl is a seasoned executive with a wealth of expertise and leadership experience in the hospitality, tourism, and corporate communications sectors. He previously served as Chief Quality Assurance Officer at South African Tourism and has held prominent roles including senior marketing, sales, and leadership roles with brands such as Travelport, Protea Hotels, and Intercontinental Hotels. He was also Managing Director at BLAZE Integrated Hospitality Marketing Agency which specialises in integrated marketing communications.

Most recently he provided advisory and consulting skills for commercial services in the tourism and hospitality sector, in the form of Director at DAX Advisory Services.

Darryl's academic accomplishments are equally impressive. He is completing a Postgraduate Diploma in Business Studies from Henley Business School; has completed a Postgraduate Global Executive Development Program from GIBS; and a Bachelor of Commerce in Marketing and Business Management from Oxford Brooks University. He also has qualifications in Financial Management, Training Management, Manager Development, Marketing and Business Management.



PANELISTS



TSHIFHIWA TSHIVHENGWA
COO, TBCSA

Tshifhiwa Tshivhengwa is the CEO of the Tourism Business Council of South Africa, with over 20 years of experience in tourism, marketing, and leadership. He holds advanced degrees in international business and tourism, and has worked with key industry bodies like SA Tourism and FEDHASA. A global tourism advocate, he also serves on boards such as The Sigmund Project.



NKOSI KHUZWAYO
Regional Manager, NEF

Nkosi Khuzwayo is the Regional Manager for KwaZulu-Natal at the National Empowerment Fund, with a strong background in finance, deal-making, and investment structuring. A BCom Finance graduate from UJ, he previously held roles at Business Partners and Ashburton Investments, and is passionate about empowering businesses through innovative financial solutions.



RONELLE PILLAY
Regional Revenue Gauteng
& KZN Hotels

Ronelle Pillay is a hospitality expert at Southern Sun Hotels, known for her leadership in revenue management and post-COVID recovery strategy. She holds international certification in Hospitality Revenue Management and is a certified Business and Life Coach. A BWA regional finalist, she is dedicated to talent development, women's empowerment, and sustainable growth in tourism.





11:30 – 12:15

SESSION 2

STREAM 2: TOPIC 2

REGIONAL COLLABORATION: UNITING FORCES TO CATAPULT AFRICA'S TOURISM ECONOMY

Moderator: Lynette Ntuli

Panellists:

Thembisile Sehloho: CMO South African Tourism
Kgomotso Ramothea: CEO, African Travel and Tourism Association
Septi Bukula: Chairperson, Tourism Growth and Transformation Committee and Founder, Rendzo Network

Focus Areas:

This panel discussion will focus on how collaborative efforts can elevate Africa's tourism industry to a global level. It will examine strategies for uniting regional and international stakeholders, leveraging Africa's unique cultural and natural assets, and implementing innovative marketing and technology solutions. Join industry leaders as they share insights on driving growth, enhancing visibility, and positioning Africa as a premier destination for travelers worldwide.

PANELISTS



THEMBISILE SEHLOHO
CMO, SA Tourism

Thembisile Sehloho is a seasoned marketing executive with over 20 years' experience in brand and marketing strategy. Formerly Marketing Director at Tiger Brands, she led major campaigns like Tastic's #MyHeritage and Fattis & Monis' award-winning "Always Eat'alian." Now at SA Tourism, she brings deep FMCG and strategic expertise. She holds an MBA from the University of Edinburgh and other qualifications from WITC, GIBS, and UJ.



KGOMOTS RAMOTHEA
CEO of ATTA

Kgomotso Ramothea is CEO of ATTA® Memberships, overseeing growth and partnerships. With 20 years in marketing and communications, she previously led UK and Ireland strategy for SA Tourism. Originally from near Pretoria, she has been based in the UK for over a decade.





SEPTI BUKULA
 CHAIRPERSON, TOURISM GROWTH AND
 TRANSFORMATION COMMITTEE | FOUNDER,
 RENDZO NETWORK




Septi Bukula is a seasoned economic development expert and an influential voice in Africa's tourism landscape, with over 30 years of experience advancing inclusive growth across South Africa. As Chairperson of the Tourism Growth and Transformation Committee, he plays a strategic leadership role in shaping policies and frameworks that drive transformation, sustainability, and shared prosperity in the tourism sector.

A specialist in tourism development and investment promotion, Bukula has dedicated his career to creating opportunities for tourism SMEs and ensuring the meaningful participation of local communities in the mainstream tourism economy. His work is centered on enhancing international market access, accelerating digital transformation, and cultivating collaborative tourism clusters that are both future-fit and people-centred.

In 2017, Bukula founded Rendzo Network, a national collective of tourism SMEs, which serves as a dedicated vehicle to strengthen enterprise development, connect underserved regions to global tourism value chains, and foster responsible investment partnerships. Rendzo's work reflects Bukula's deep commitment to repositioning tourism as a lever for economic justice, cultural exchange, and nation-building.

Under his leadership, South Africa's tourism development strategy continues to evolve towards a model that is inclusive, sustainable, and globally competitive. As a respected thought leader, Bukula brings sharp insight and high-level government perspective to global platforms



11:30 – 12:15

SESSION 2

STREAM 3: TOPIC 2

FUTURE-PROOFING AFRICAN TOURISM:
PIONEERING INNOVATIONS TO LEAD ON
THE WORLD STAGE

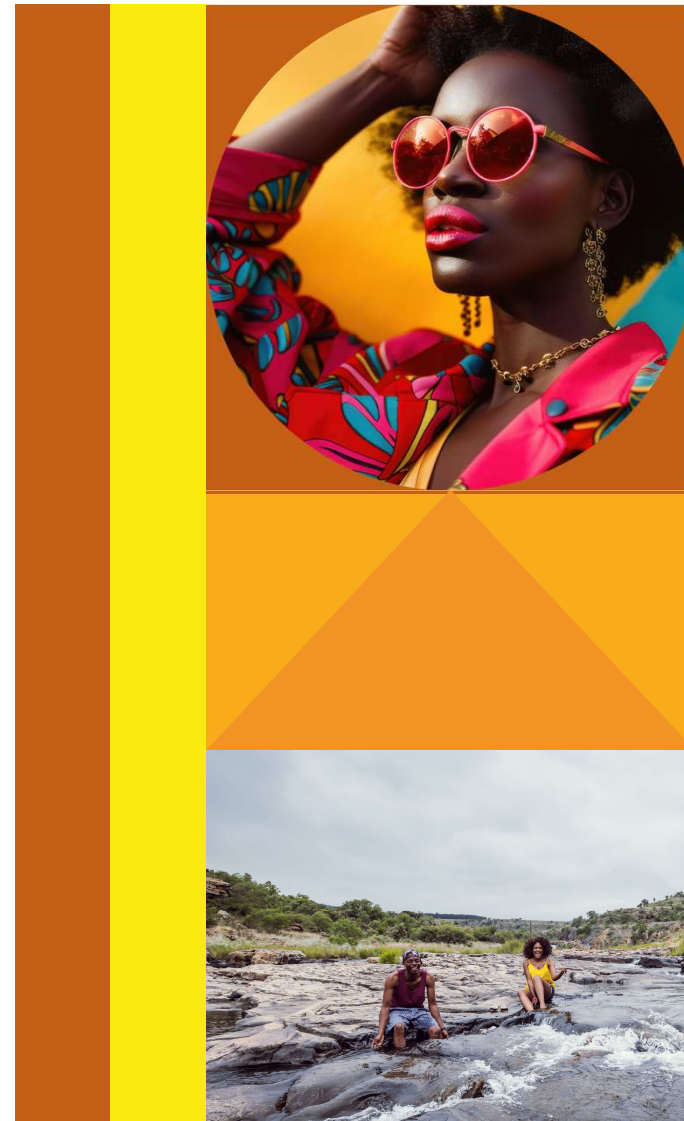
Moderator: Nongcebo McKenzie

TED Talk:

Ms. Onke Dumeko - Head of Operations at the
National Film and Video Foundation (NFVF)
Cultural Strategist, Heritage Storyteller, and Pan-
African Advocate for Creative Economies.

Focus Areas:

This panel discussion will delve into the innovative resilient in the face of evolving global trends, strategies and cutting-edge technologies that can future-proof Africa's tourism industry. It will explore how fostering innovation ecosystems, leveraging digital marketing, and integrating AI can create personalised and seamless travel experiences. Experts will discuss the economic implications of these advancements and share strategic insights on positioning Africa as a leading global tourism destination. Join industry leaders as they reveal groundbreaking approaches to ensure Africa's tourism sector remains competitive and






ONKE DUMEKO

HEAD OF OPERATIONS AT THE NATIONAL FILM AND VIDEO FOUNDATION (NFVF) CULTURAL STRATEGIST, HERITAGE STORYTELLER, AND PAN-AFRICAN ADVOCATE FOR CREATIVE ECONOMIES




Recognised on global and national platforms, Onke Dumeko was named one of the Mail & Guardian's Top 200 Young South Africans in 2017 and received the Gauteng Government Film & Media Excellence Award in 2018. Her work has consistently positioned her as a visionary in Africa's creative industries, with a reputation for advancing narratives that honour the continent's rich heritage while engaging international audiences. Dumeko has helmed some of South Africa's most iconic media brands, including DESTINY, DESTINY MAN, ELLE, ELLE Decoration, and SAWUBONA magazine—championing editorial strategies that showcase Africa's excellence, diversity, and innovation to both local and global markets.

A Golden Key International Honour Society alumna, Dumeko has built an impressive cross-sector career spanning FMCG, luxury and commercial retail, strategic marketing, publishing, and the public sector. Her unique ability to navigate both corporate and creative spaces has made her a sought-after leader in projects where cultural identity, brand positioning, and commercial viability intersect.

As a storyteller deeply rooted in the preservation and celebration of African identity, Dumeko founded thebar. Magazine—a film and television archival platform—and served as the host of The ForeverOnke Show, a podcast and YouTube series amplifying the voices of African creatives and trailblazers. Her editorial tenure as Editor-in-Chief of DESTINY magazine further demonstrated her dedication to shaping narratives that empower, inspire, and reflect the evolving Pan-African identity.

Currently, Dumeko serves as Head of Operations at the National Film and Video Foundation (NFVF), an agency of the Department of Sport, Arts and Culture. In this role, she oversees multiple strategic business units including Partnerships & Distribution, Marketing & Communications, Legal & Policy, Compliance, Research, and Events. Under her leadership, the NFVF plays a critical role in driving inclusive cultural development, enabling South African content to reach global platforms, and fostering regional collaboration across the creative and tourism sectors.

With a strong commitment to Pan-African unity, Dumeko continues to position storytelling as a catalyst for economic growth, social cohesion, and tourism development. She believes in harnessing the creative industries to reshape Africa's image on the world stage—one that is rooted in legacy, powered by innovation, and told in our own voices.



TIME	Stream 1 <i>Moto/ Fire</i> “DISCOVER” –AFRICA’S ENHANCED POSITIONING THROUGH AUTHENTIC IMMERSION	Stream 2 <i>Maji/ Water</i> “CONNECT” – CREATING A COLLECTIVE VISION FOR AFRICA	Stream 3 <i>Ardhi/ Umhlaba</i> “GROW” –POWERING AFRICA’S TOURISM WITH CUTTING-EDGE TECHNOLOGY AND SUSTAINABLE INNOVATION
12:35 - 13:05	Stream Wrap-up: Gerry Rantseli Elsdon	Stream Wrap-up: Lynette Ntuli	Stream Wrap-up: Nongcebo McKenzie
13:30	LUNCH		



AFRICA'S TRAVEL INDABA

THANK YOU