

Media Release



SOUTH AFRICAN TOURISM

Industry Announcement: Africa's Travel Indaba 2025 Advisory Committee

Driving Excellence Through Industry Collaboration

Johannesburg, 10 March 2025: As the countdown to Africa's Travel Indaba 2025 intensifies, South African Tourism has established an industry-led Advisory Committee to ensure the seamless execution of this premier travel trade event. Comprising key industry representatives, this dedicated panel will meet weekly to address critical aspects of the show, working collaboratively to enhance its impact and deliver an even better experience for exhibitors and buyers.

This initiative reinforces our commitment to partnership and collaboration as we drive decisions that represent and benefit the greater tourism sector, ensuring that Africa's Travel Indaba remains a world-class business platform that drives real value for all participants.

Focusing on key elements such as exhibitor and buyer engagement; logistical efficiencies; programme enhancements; and overall event quality, the Advisory Committee is comprised of the following members:

- David Frost - SATSA
- Suzanne Bayly - Classic Portfolio
- Chris Mears - ATTA®
- Kgomotso Ramothea - ATTA®
- Andrew Camp - Sun International
- Dorcas Dlamini - Marriott
- Martin Botha - Tourvest

Their feedback, insights, and strategic guidance will be instrumental in shaping a world-class event, ensuring Africa's Travel Indaba continues to be a leading global trade platform.

Some of the members of the advisory committee expressed their excitement at this initiative.

David Frost:

"It is a privilege to be part of the Africa's Travel Indaba (ATI) Advisory Panel, representing the SATSA membership. This is a significant and visionary step towards deeper collaboration, ensuring that the voices of key private-sector stakeholders can be considered. By channelling industry concerns cohesively and constructively, we can make ATI a world class event. Kudos to SAT COO, Darryl Erasmus and his team for the



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pulling a good panel together and let's all work to make ATI hum.”

Dorcas Dlamini:

“Africa’s Travel Indaba is a vital platform that highlights the diverse and natural beauty of our continent. The success of this event not only boosts tourism but also creates jobs for local communities and opportunities for entrepreneurs. Furthermore, it contributes to positioning Africa as a continent alive with great possibilities. I’m honoured to be part of this journey, contributing to the success of this important showcase.”

Andrew Camp:

“Africa’s Travel Indaba has stood the test of time as an important annual show for our continent and will continue to do so! We are committed in our support as regular annual Exhibitors and as South African Tourism partners. It is our duty and privilege to ensure that we are present to showcase our award-winning products, services and destinations to the global buyers. We’ll see you there!”

Martin Botha:

“Tourvest’s inbound travel brands have been active in global source markets for decades, selling South Africa to the world. South African Tourism plays a vital role in marketing this destination and there is no prouder time than when all stakeholders, local, regional and international, come together in Durban for Africa’s Travel Indaba each year. It has become an ingrained annual tradition on the tourism calendar. Tourvest is committed to contributing in any way that we can to makes this show a success and so ensuring that the travel world continues to gain valuable insights into South Africa’s diversity, culture, history and wildlife.”

Suzanne Bayly:

“For 2025, Classic Portfolio is looking forward to another positive and productive **Africa Travel Indaba**. Our **Classics stand** is fully booked, and once again, we are proud to host all our members along with a few select partners. Together, they represent some of the finest privately owned camps and lodges from 11 African countries.”

Kgomotso Ramothea:

“I am honoured to be part of Africa’s Travel Indaba Advisory Panel. This is an opportunity to drive meaningful conversation that bring positive change and contributes to making ATI a success for the benefit of the African continent. I am looking forward to sharing insights, fostering innovation, and helping position Africa as a premier global travel destination.”

Africa’s Travel Indaba 2025 will take place from the 12th to the 15th of May in the Durban in the Kwa Zulu-Natal Province at the Inkosi Albert Luthuli Convention Centre.



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Yours in Tourism
The Africa's Travel Indaba Team

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