



# LIMPOPO

## PROVINCIAL GOVERNMENT

REPUBLIC OF SOUTH AFRICA

## DEPARTMENT OF ECONOMIC DEVELOPMENT, ENVIRONMENT & TOURISM

### PRESS RELEASE

Friday, 09 May 2025

### LIMPOPO LEDET MEC AIMS TO SOLIDIFY TOURISM PERFORMANCE TOP SPOT AT AFRICA'S PREMIER TRAVEL EVENT

Polokwane, South Africa - The Limpopo Department of Economic Development, Environment and Tourism (LEDET) MEC, Tshitereke Matibe, is set to lead a delegation of Small, Medium, and Micro Enterprises and tourism stakeholders from across Limpopo's districts as he takes aim at cementing Limpopo's dominance in the tourism industry at the Africa's Tourism Indaba (ATI), taking place in Durban from 12 – 15 May 2025.

The province has along the years, and even after COVID-19 pandemic period, preserved its position as one of South Africa's number one preferred tourism destinations for domestic tourism. In 2023, Limpopo emerged as one of the leading destination provinces, recording 7.5 million overnight trips, a 34% increase from 2022.

Building on Limpopo's strong tourism performance, the MEC aims to solidify the province's top spot in the tourism sector by leveraging this premier travel event to attract new investments, forge partnerships, and promote the province's diverse tourism products. The platform will foster working relations specific to flagship events such as next year's 20<sup>th</sup> Limpopo Marula Festival, the 2025 National Tourism Career Expo (NTCE) to be hosted by Limpopo and others.

The MEC says this exposure will enable the 54 products, including SMMEs showcasing products and services in cultural tourism, game reserves and adventure tourism, to tap into new markets, forge business relationships, and gain valuable insights into the tourism industry.

"Our SMMEs are the backbone of our tourism industry, and we are committed to supporting their growth and development," says MEC Matibe.

Both the delegation and Limpopo's products will be on display at the smartly curated Limpopo Tourism pavilion, a huge competitor among the tourism exhibitions. "The stand is a representation of the diversity of our province, in colour contrasts, in texture, the rhythmic flow in the design and the imagery displayed on the exhibition stand will complement the content to which we will offer," says MEC Matibe, adding that the exercise will go a long way towards enhancing the province's visibility in the tourism sector, drive economic growth, and create job opportunities.

According to the ATI's organisers, the event this year has experienced a 14.4% increase in hosted buyer applications, with a total of 873 buyers that have been vetted and approved and interest surging from major markets including the United States, China, the United Kingdom, and India.

MEC Matibe will also be accompanied by Chairperson of the Limpopo Tourism Agency, Mr. Andrew Dipela, and other members of the Board including the CEO of Limpopo Tourism Agency, Mr. Moses Ngobeni.

-End-

For more information, please contact:

**Hitekani Magwedze**

MEC LEDET's Spokesperson

Cell: 071 8648 664

**Zaid Kalla**

LEDET Spokesperson

Cell: 060 542 7100

**Surprise Moshokwa**

LTA – Media Liaison Officer

Cell: 077 603 1268