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Page: 3

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Author: Mbuso Kunene

ZO NEWS 3



City of uMhlathuze Councillor Jabulani Nzuza and official Lerato Mndawe with Mu Ngcolosi from KZN Tourism and Film Authority at the 2025 World Travel Market (WTM) Africa in Cape Town last week

City visits Africa tourism fair

Mbuso Kunene

THE City of uMhlathuze, together with the KZN Tourism and Film Authority, promoted the region as a ‘must-see’ destination at the prestigious 2025 World Travel Market (WTM) Africa in Cape Town.

This global symposium is one of Africa’s leading and most influential business-to-business exhibitions for both inbound and outbound travel and tourism markets, hosted at the Cape Town International Convention Centre.

The three-day tourism fair took place from 9 - 11 April, showcasing a diverse range of destinations in South African, Africa, and international travel professionals.

“Attending shows like WTM Africa allows

us to cement relationships with international tourism buyers and tour operators. We also bring key tourism products from KZN, which we believe helps set KZN apart from other destinations, with unique offerings to buyers who attract tourists from all over the world,” said KZN Tourism and Film Authority’s acting chief executive, Sibusiso Gumbi.

Among other stakeholders, Ezemvelo KZN Wildlife, the KZN Sharks Board, and the South Coast Tourism and Investment Enterprise were also present at the travel show alongside the city.

To demonstrate its capacity as a must-visit destination, the city will host the highly anticipated third 2025 Tourism Investment Forum Africa in August.