



Press Release

27 January 2026

Limpopo Tourism Agency Holds Board Strategic Planning Session at Thaba Moshate

Polokwane, Limpopo -The Limpopo Tourism Agency successfully convened its Board Strategic Planning Session from 21 to 22 January 2026 at Thaba Moshate, bringing together the Agency's Board of Directors, Stakeholders and Executive Management to deliberate on strategic priorities and the future direction of tourism development in the Limpopo Province.

The strategic planning session formed part of the Agency's annual governance and planning calendar and provided a structured platform to reflect on organisational performance, assess emerging trends within the tourism sector, and ensure alignment with provincial and national tourism objectives. The session further enabled the Board and Management to engage in in-depth discussions on strengthening the Agency's operational effectiveness and long-term sustainability.

Key focus areas during the two days engagement included destination marketing and brand positioning, product development, stakeholder relations, transformation and inclusivity within the tourism value chain, as well as initiatives aimed at stimulating tourism led economic growth and job creation across Limpopo. Emphasis was also placed on enhancing governance, accountability and monitoring mechanisms to ensure that strategic interventions translate into measurable impact.

The session also allowed the Board to review the current tourism operating environment, identify risks and opportunities, and explore innovative approaches to positioning Limpopo as a competitive and attractive destination for both domestic and international visitors.

On Day 2 of the strategic planning session, the MEC for Limpopo Economic Development, Environment and Tourism Hon. Tshitereke Matibe addressed the session, delivering a keynote address that highlighted the importance of strategic leadership, collaboration and effective implementation in advancing the provincial tourism agenda. During his address, the MEC also reflected on the disaster currently affecting certain areas of the province, where heavy rainfall has resulted in flooding, impacting communities, infrastructure and economic activity. He emphasised the need for coordinated government response, resilience planning and heightened safety awareness, particularly within tourism destinations located in affected areas.

The MEC further underscored the role of tourism as a catalyst for inclusive economic development, while stressing the importance of balancing growth with environmental responsibility and disaster preparedness. He encouraged the Agency

and its stakeholders to remain responsive to evolving climatic conditions and to prioritise the safety of both residents and visitors.

The strategic planning session concluded with the adoption of key resolutions by the Limpopo Tourism Agency Board, aimed at strengthening collaboration, enhancing sector resilience and ensuring alignment with national tourism priorities. These resolutions include:

- Concluding a Memorandum of Understanding (MoU) with South African Tourism (SAT) by the 2025/26 financial year, to enhance collaboration on destination marketing and tourism development initiatives.
- Establishing an events bidding fund by the 2026/27 financial year, supported by Limpopo Tourism Agency seed capital, to attract and support tourism events that drive visitor numbers and economic activity.
- Developing a Tourism Disaster Management Plan by the 2026/27 financial year, to strengthen the sector's preparedness and response to disasters and other threats impacting tourism.
- Infusing required deliverables into LTA's planning and performance documents, to ensure alignment with national tourism priorities and policy.
- Enhancing trade and investment initiatives to attract investment in tourism infrastructure and promote Limpopo as a premier tourism destination.

The Limpopo Tourism Agency values strategic planning engagements of this nature, as they ensure a shared understanding of the Agency's mandate, foster alignment between governance and management structures, and provide clarity on strategic outcomes and deliverables.

The Agency remains committed to advancing sustainable tourism development, supporting tourism enterprises, and working collaboratively with government, the private sector and local communities to unlock the full tourism potential of the Limpopo Province.

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Released on behalf of LTA:

Surprise Moshokwa
077 603 1268

surprisem@golimpopo.com