



Limpopo Gears Up for World Tourism Day 2026 Celebrations

The Limpopo Province is set to host the **2026 World Tourism Day celebrations** under the theme, **"Growing South Africa's Tourism Sector in the Digital Era."**

The annual commemoration highlights the critical role of tourism in driving economic growth, creating employment opportunities, empowering communities and promoting sustainable development. This year's theme underscores the importance of embracing digital innovation to enhance visitor experiences, strengthen destination marketing and unlock new opportunities for tourism businesses.

As part of the celebrations, the **Department of Tourism**, in partnership with the **Limpopo Department of Economic Development, Environment and Tourism (LEDET)**, will host a stakeholder activation at **Doorndraai Dam in Mokopane** on **26 September 2026**. The activation aims to bring together tourism stakeholders, industry leaders, government representatives, communities and tourism enthusiasts to celebrate the achievements of the sector and create awareness about the contribution of tourism to the country's economy.

The programme will provide an opportunity for participants to engage on the future of tourism, particularly the role of technology and digital platforms in supporting growth, innovation and competitiveness within the sector.

The celebrations will culminate in the **World Tourism Day 2026 official event** on **27 September 2026** at the **Legends Golf and Safari Resort, Limpopo Province**,

where tourism stakeholders from across the country will gather to commemorate the occasion and reaffirm their commitment to growing South Africa's tourism sector.

Limpopo remains one of South Africa's premier tourism destinations, offering visitors a unique blend of wildlife experiences, cultural heritage, scenic landscapes and adventure tourism. By hosting World Tourism Day 2026, the province continues to showcase its tourism potential while reinforcing the sector's role as a catalyst for inclusive economic growth and job creation.

The public is encouraged to join the celebrations and follow official communication platforms for event updates and highlights.

Tourism Stakeholder Activation

Date: 26 September 2026

Time: 06h00 - 16h00

Venue: Doorndraai Dam, Mokopane, Limpopo

RSVP

Stakeholders wishing to attend are requested to confirm attendance no later than **24 September 2026** via:

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