



UN Tourism Showcases Investment Opportunities at South Africa Tourism Investment Forum

Cape Town, South Africa, September 10, 2025 – UN Tourism has connected public and private sector leaders to highlight the enormous opportunities of investing in Africa’s growing tourism sector.

The **Tourism Investment Forum**, hosted by the Government of South Africa, brought together global tourism leaders to **explore investment opportunities in South Africa and across the African continent**. Highlighting South Africa’s vibrant tourism sector, which welcomed nearly 9 million international visitors and 47 million domestic trips last year, contributing over 12% to national GDP, the Forum underscored the country’s role as a gateway for regional tourism development.

Opening the Forum, UN Tourism Secretary-General Zurab Pololikashvili said: “Investing in tourism is about more than infrastructure, it’s about building a sustainable future through education and inclusion. We are proud to be leading the conversation around tourism investments and building bridges between investors and projects right across Africa.”

New Tourism Doing Business Guidelines Launched

At the Forum, UN Tourism launched the **Tourism Doing Business Guidelines – Investing in South Africa**, developed in collaboration with the Department of Tourism of South Africa. This comprehensive guide provides investors with a practical roadmap, detailing opportunities, incentives, and key projects to drive sustainable tourism growth. Designed to foster confidence and facilitate investment commitments, the guide highlights South Africa’s unique blend of natural and cultural attractions, from Table Mountain to Kruger National Park, supported by world-class infrastructure and a welcoming investment climate.

Additionally, UN Tourism unveiled the executive summary of the **Investing in Africa** guidebook, a pioneering publication focusing on investment prospects across the entire African region. This report, **the first of its kind**, combines insights from public and private stakeholders to offer critical data and strategies for advancing Africa’s tourism potential. The Forum also featured discussions on public-private partnerships, digital transformation, and sustainable hospitality and conservation ventures. New editions of the Tourism Doing Business guides, focused on Angola, Cabo Verde, and Kenya were announced, building on existing guides for South Africa, Namibia, Zambia, Morocco, Mozambique, Mauritius, and Tanzania.

UN Tourism Awards 100 Scholarships for Youth Empowerment

In a commitment to fostering education and human capital development, UN Tourism presented South Africa with **100 Online Academy Scholarships**. These scholarships aim to empower youth and promote quality education within the tourism sector, aligning with the organization's Agenda for Africa.

The launch of these initiatives reinforces UN Tourism's dedication to supporting entrepreneurs and bolstering tourism investment across Africa.