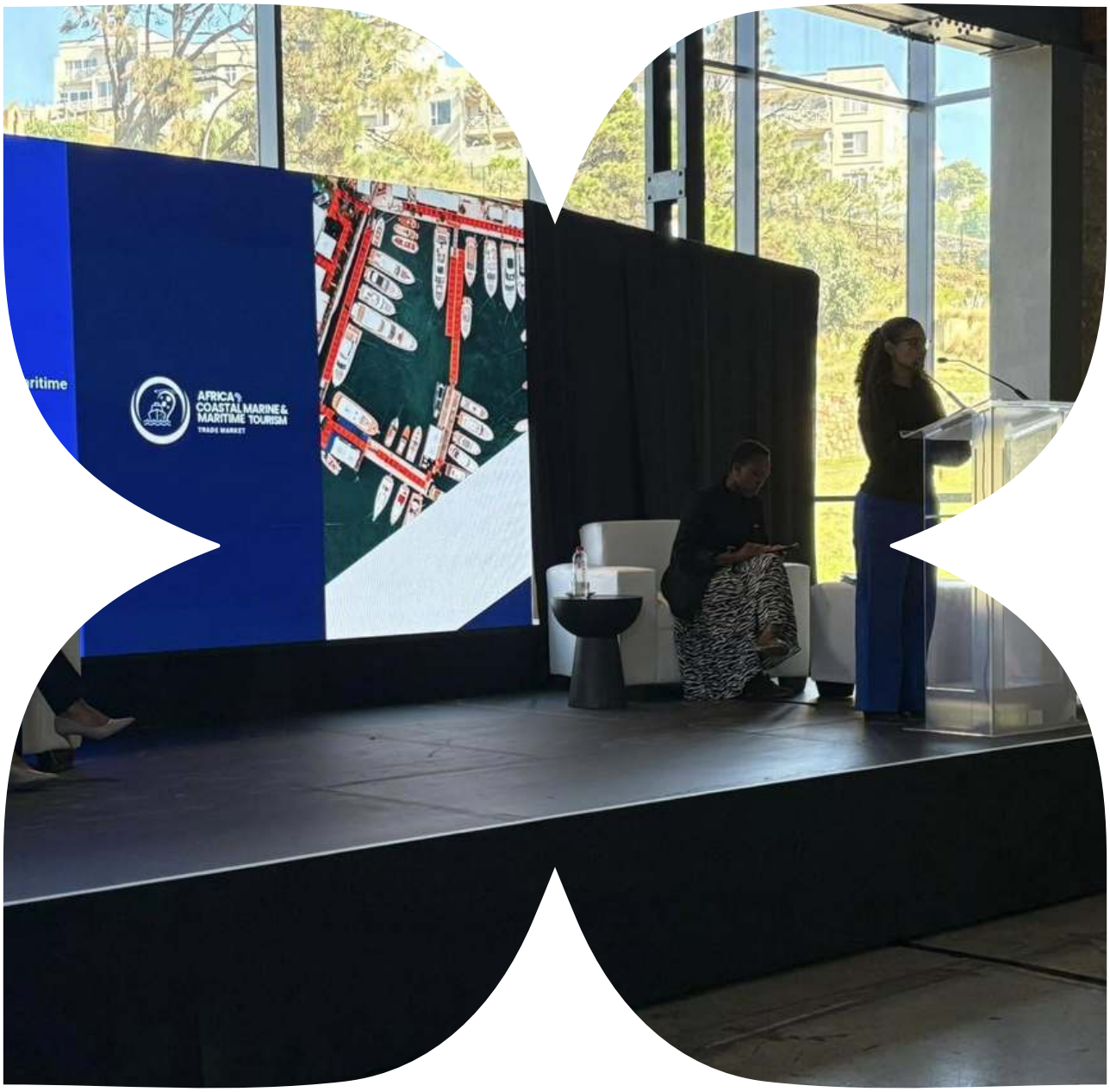
AFRICA COASTAL MARINE AND MARITIME TOURISM TRADE MARKET REPORT



AFRICA COASTAL MARINE & MARITIME TOURISM
TRADE MARKET

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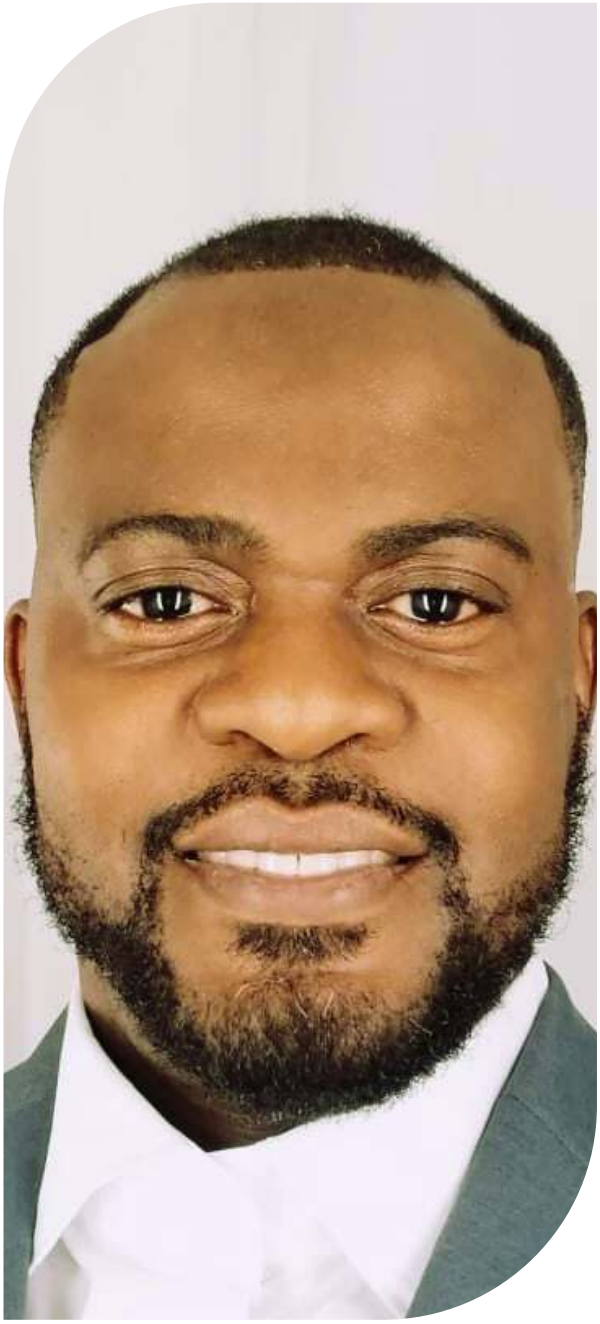
1. EXECUTIVE SUMMARY

The Africa Coastal Marine and Maritime Tourism Trade Market, hosted from **14 to 16 April 2025 in Nelson Mandela Bay**, proved to be a landmark event for Africa's growing blue economy. Drawing over 367 delegates and 40 exhibitors, this initiative showcased the potential of coastal and marine tourism in promoting inclusive economic development. Spearheaded through a strong partnership with the Nelson Mandela Bay Metro Municipality as a host partner, and held at the iconic Tramways Building, this event cemented the Eastern Cape's position as a strategic coastal tourism hub.

2. MESSAGE FROM THE CHAIRMAN

As Chairman of the Africa Coastal Marine and Maritime Tourism Alliance, I extend my deepest appreciation to all our partners, stakeholders, and industry colleagues for your unwavering support and contribution to the success of the 2025 Africa Coastal Marine and Maritime Tourism Trade Market.



This event would not have been possible without the invaluable collaboration of the Nelson Mandela Bay Metro Municipality, Office of the Ministry of Tourism, SAIMI (South African International Maritime Institute), SATSA, Nelson Mandela University, the Department of Fisheries, Forestry and Environment, and our broader tourism community. Your dedication and partnership are helping us shape a more inclusive, sustainable, and prosperous future for coastal and marine tourism across the continent.

I would also like to extend heartfelt thanks to our African colleagues from Tanzania, Kenya, and Uganda who joined us in Nelson Mandela Bay. Your presence enriched the discussions and strengthened the bonds of continental cooperation that are vital to unlocking the full potential of our shared blue economy.

A special word of thanks to Minister of Tourism, Honourable Patricia de Lille and the Deputy Minister, Honourable Makhotso Maggie Sotyu, for gracing the event with their presence and showing strong national support for this growing sector. Your key note address , walkabout and engagement with our exhibitors were powerful affirmations of the role coastal marine and water-ways tourism activites plays in South Africa's tourism and economic agenda.

Let us continue to build on this momentum and foster a united African voice in the global maritime tourism space. We look forward to welcoming you all back in 2026 for an even more impactful gathering.

Warm regards,
Mr. Lusanda Fibi
Chairman - Africa Coastal Marine and Maritime Tourism Alliance

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3. MESSAGE FROM THE CEO

On behalf of the organizing team, I would like to extend my heartfelt gratitude to all our partners, stakeholders, and industry colleagues who played a vital role in making the 2025 Africa Coastal Marine and Maritime Tourism Trade Market a remarkable success.

Your support, participation, and commitment have not only brought this vision to life but also reinforced the importance of collaboration in driving inclusive growth in Africa's blue economy. Special thanks to the Office of the Tourism Ministry, Nelson Mandela Bay Metro Municipality, our academic partners at Nelson Mandela University, SAIMI, SATSA, the Department of Forestry, Fisheries and Environment, and all our exhibitors and buyers – your dedication made this event possible.

To our delegates from across the continent and our local tourism champions – thank you for your energy, ideas, and belief in the potential of coastal marine and water-ways tourism activities. Together, we've taken a strong step toward positioning the Eastern Cape and South Africa as global destinations for sustainable tourism investment and development.

I look forward to seeing you again in 2026 as we build on this foundation and take the Trade Market to even greater heights.

With gratitude,
Mr. Itumeleng Magongoa
CEO - Africa Coastal Marine and Maritime Tourism Alliance

4. ABOUT AFRICA COASTAL MARINE AND MARITIME TOURISM ALLIANCE (ACMMTA)

The Africa Coastal Marine and Maritime Tourism Alliance (ACMMTA) is a pan-African initiative dedicated to transforming the continent's coastal and marine spaces into globally competitive, sustainable tourism destinations. With Africa's coastlines offering rich biodiversity, deep cultural heritage, and untapped economic potential, ACMMTA plays a central role in shaping a unified and strategic approach to coastal tourism development.

Through cross-sector collaboration, innovation, and advocacy, the Alliance works to drive inclusive economic growth, promote environmental stewardship, and ensure that local communities—particularly women, youth, people living with disability and small-scale entrepreneurs—are meaningfully included in the value chain.

ACMMTA's core focus lies in:

- Sustainable destination development that protects marine ecosystems.
- Regional cooperation to strengthen tourism offerings and intra-African travel.
- Cultural promotion and the celebration of Africa's coastal identities.
- Investment facilitation and the building of resilient tourism infrastructure.
- Capacity building through education, training, and partnerships with academic institutions.

By aligning its efforts with national and continental development goals, ACMMTA is laying the foundation for a thriving tourism and oceans economy that positions Africa's coasts not just as travel experiences—but as powerful engines of socio-economic transformation.

5. GOVERNMENT AND PRIVATE SECTOR SUPPORT

The event was strongly endorsed by government and private sector, signifying its national and regional importance:

- Executive Mayor of Nelson Mandela Bay, Cllr Babalwa Lobishe, and
- MMC for Economic Development, Tourism, and Agriculture, Cllr Bassie Kamana

personally welcomed delegates and demonstrated unwavering municipal support. Their leadership was pivotal in anchoring the city's role as a tourism and oceans economy hub.

Deputy Minister of Tourism, Hon. Makhotso "Maggie" Sotyu, delivered a powerful keynote address, highlighting:

- The critical role of women in coastal marine and water-ways tourism economic activities.
- The value of domestic tourism in growing the oceans economy.
- The importance of government grants and support programs for tourism entrepreneurs.

Minister of Tourism, Patricia de Lille, conducted an official walkabout engaging with exhibitors, affirming the Department's support for sustainable tourism development, though she did not deliver a formal speech.

6. STRATEGIC PARTNERSHIPS & ACADEMIC INVOLVEMENT

South African International Maritime Institute (SAIMI): Played a central role in program facilitation, ensuring meaningful topics were addressed, such as sustainable coastal development, maritime innovation, and inclusion in the oceans economy.

The event would not have been a success without the robust support of key partners:

- **Nelson Mandela Bay Municipality**: Partnered in event hosting and logistics, reinforcing the city's leadership in oceans and tourism economic development.
- **Nelson Mandela University Tourism Faculty:** Moderated the program and enabled 20 tourism students to participate in the event operations, contributing to their experiential learning and career development.

Department of Fisheries, Forestry and Environment: Served as the Networking Hosting Partner, facilitating engagement between private and public sector stakeholders.

Department of Basic Education: The Department had an exhibition stall and invited 45 learners to attend the trade market from 3 different schools that focus on maritime studies.

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7. GOLF DAY

The Africa Coastal Marine and Maritime Tourism Trade Market Golf Day was successfully held on the 14th of April 2025 at the Port Elizabeth Golf Club. The event brought together key stakeholders from the tourism, transport, and hospitality sectors for a day of networking, collaboration, and sport.

The golf day served as a platform to strengthen relationships and promote opportunities within the coastal marine and maritime tourism trade market. It attracted a wide range of participants and supporters, reflecting the growing interest and investment in this important economic sector.

We were honored to be partnered by prominent organizations, including Nelson Mandela Stadium, SANTACO, McDonald's, Suzuki, the Leonora Group and DIAGEO, whose support was instrumental in the event's success.

The event not only fostered strong industry connections but also laid the foundation for future collaborative initiatives aimed at enhancing tourism and trade development along Africa's coasts.

9. GALLERY

8. PROGRAM

DAY 1

OPENING

Registration

15th April 2025: Day 1 –
Trade Market Opens
08:00 – 09:00

09:00 – 10:30
Opening Ceremony – Foyer

Trade Market Setting: **ACMMTA Chairperson - Mr Lusanda Fibi**.

Welcome Address: MMC for Economic Development, Tourism, and Agriculture, **Cllr Bassie Kamana**

Keynote Speech: **Deputy Minister of Tourism - Ms Sotyu** .

10:30 – 11:00 **Dignitaries Walk-About**

Tour of the exhibition stands by dignitaries and key stakeholders.

11:00 – 11:30 Breakout Sessions (Parallel Sessions in Two Rooms)

DAY 1

SHARK ROOM

MODERATOR: DR NOMTHA HADI

11:30 - 12:30 Presentation: Conservation-focused tourism. - **Dr Lynn Jonas**

-DISCUSSION-
12:30 - 13:30
Presentation: Sustainable Practices for Coastal Tourism **- Dr Rosemary**

Manyevere
-DISCUSSION-

14:30 - 15:30

Presentation: Building resilient coastal

and

marine tourism through community

involvement - **Ms Anelisa Vena**

-**DISCUSSION-**

14:00 15:00

Minister of Tourism - Exhibition Stalls

Visit

Honorable Minister Patricia De Lille

DAY 1

WHALE ROOM

MODERATOR; MS NONDUMISO MFENYANA

11:30 - 12:30 Presentation: Leveraging

Events, Festivals and Conferences to

Enhance Tourism in Coastal Cities. **-**

Mr Glenton Dekock DISCUSSION-

12:30 - 13:30 Presentation: Boating,

sailing and yachting in SA - **Ms**

Vannessa Davidson

-DISCUSSION-

14:30 -15:30 Presentation: Destination Marketing for African Tourism: New Trends. - **Mr David Frost RESPONDENT:** South African Tourism - **Ms Bronwen Auret**

-DISCUSSION-

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DAY 2

SHARK ROOM

MODERATOR: DR LYNN JONAS

DAY 2

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10:00 - 11:00

Presentation: Financing Africa's Tourism

Growth Opportunities for SMEs. - Mr Oupa

Pilane

DISCUSSION

11:00 - 12:00

Presentation: Marine Tourism and Blue Economy Opportunities for Africa - **Mr Peter Papaditropoulos**

DISCUSSION

12:00 - 13:00

Presentation: Status and Opportunities of Coastal Marine Tourism in the Eastern Cape Province.- ECPTA,CEO- **Mr Vuyani Dayimani**

DISCUSSION

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DAY 2

WHALE ROOM MODERATOR: MS NOTHANDO MINANGE

10:00 - 11:00

Presentation: Positioning

Africa as a Global Sustainable Tourism Leader. - **Mr Mutseke Siira (Uganda)**

DISCUSSION

11:00 -12:00

Presentation: Cultural Tourism:

DISCUSSION

12:00 - 13:00

Presentation: T
Marine Tourism: Implications for Africa - **Dr Rosemary Manyevere**

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9. DIRECT ECONOMIC IMPACT ANALYSIS

Delegates

367 **Average of R4,000 per delegate**

Direct Spend

R1 800 000

40 Exhibitors and 45 Buyers

Direct spend on average

R5,500

Average R5,500

R467,500

Golf Day (14 April)

30 participants

Average R1,200

R36,000

Total Direct Average spend

R 2,303,500

10. IN-DIRECT ECONOMIC IMPACT

R120,000 — **Indirect & Induced ImpactsLocal transportation and logistics**

R150,000 — **Event staffing and vendor services**

R90,000 — **Media coverage, marketing, and branding**

11. KEY OUTCOMES & HIGHLIGHTS

- Cemented Nelson Mandela Bay as an key maritime tourism destination.
- Built continental partnerships with East African countries.
- Demonstrated value of municipal and national collaboration for tourism growth.
- Strong focus on youth, women's and people living with disabilities empowerment and small enterprise development.
- Highlighted the importance of youth training and academic partnerships.
- Reaffirmed alignment with oceans economy master plan and South Africa's goal of 15 million visitors by 2030.

12. FUTURE VISION – 2026 TRADE MARKET ANNOUNCEMENT

- The next Africa Coastal Marine and Maritime Tourism Trade Market will take place:
- **Dates: 17–20 March 2026**
- Venue: Nelson Mandela Bay Metro Municipality, Gqeberha

13. EXPECTED GROWTH

- 150 Exhibitors
- 50 High-Level Buyers
- Broader representation from internatioal players including the caribbean countries
- Representation from African coastal and inland countries
- Expanded student and academic involvement
- More product showcases from across South Africa and the continent

14. EVENT RECOMMENDATIONS

- **Increase Exhibitor Diversity:** Encourage participation from West African and island nations for broader marine tourism representation.
- **Expand Student Participation:** Double student volunteer capacity, offering structured roles and certification.
- **Develop Pre-event Training:** Partner with SAIMI and Tourism Department to host pre-event developmental workshops on market access, product packaging, pitching, and sustainability.
- **Launch Annual Report and Database:** Document learnings, delegate/exhibitor insights, and investment opportunities for future events.
- **Establish Legacy Projects:** Ensure long-term impact in host communities via mentorship, grants, or pilot tourism projects.

15. POSITIONING EASTERN CAPE & NELSON MANDELA BAY

This event contributes significantly to the region's status as a key tourism, oceans economy and investment destination. Aligned with the G20 meetings hosted in Nelson Mandela Bay, this reinforces the city's strategic geopolitical and economic role. Events of this scale are pivotal to:

- Driving sustainable tourism development
- Attracting infrastructure investment
- Creating local employment and skills development
- Contributing to South Africa's Oceans Economy Master Plan and Vision 2030 tourism goals

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THANK YOU TO ALL THE PARTNERS THAT TRUSTED US WITH THEIR BRANDS

nelson mandela bay MUNICIPALITY

South Africa SOUTH AFRICAN TOURISM

LEONORA GROUP

SUZUKI

periexpo EXHIBITION & DISPLAY SOLUTIONS

McDonald's

DIAGEO

DISCOVER MANDELA BAY TOURISM PARTNERS

Radisson BLU HOTEL, PORT ELIZABETH FEEL THE DIFFERENCE

CONFSPOT

SATSA The Voice of Inbound Tourism

SAIMI

MSC CRUISES

SOWETO life

AFRICA'S COASTAL MARINE AND MARITIME Tourism Alliance

magnetic storm create | connect | experience

COASTAL FLAVOURS SEAFOOD festival

SANTACO THE ENGINE BEHIND THE NATION

SOUTH AFRICAN AIRWAYS A STAR ALLIANCE MEMBER 90 YEARS OF SERVICE

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THANK YOU

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