

Industry Leaders Unite to Grow Tourism in South Africa

Annual Hospitality Industry Think Tank to focus on collaboration and sustainable growth

Johannesburg - 24 June 2025 - The third [Hospitality Industry Think Tank](#) is set to take place on 8 August 2025 at the Maslow Hotel in Sandton. Every year key stakeholders in hospitality and tourism gather to address industry challenges, share innovations, and collaborate on solutions to grow tourism sustainably. All event proceeds will benefit [Touching Dreams](#), a non-profit company that invests in the local communities and natural environments where tourism is prevalent.

Launched by Dream Hotels & Resorts in 2023, the Think Tank has rapidly evolved into a flagship event on the hospitality calendar, with backing from some of the country's most prominent brands. It encourages participation from all industry members, with the goal of advancing South Africa's tourism industry for the benefit of all.

This year's Hospitality Industry Think Tank is presented in partnership with Wyndham Hotels, Infrateq Africa, Profit Room, Assa Abloy, Sabre, Legacy Hotel Group, Beekman Group, Dream Hotels and Resorts, Valor Africa, Sondela, Club Mykonos, Peermont, DGB, Painted Wolf Wines, and Sun International, and in association with SATSA, TBCSA, FEDHASA and VOASA. The Think Tank will also be inviting and welcoming the Minister of Tourism.

"Tourists want remarkable experiences wherever they go. The annual Hospitality Industry Think Tank is all about coming together to make South Africa a world class tourism destination that benefits every player - from the smallest souvenir shop to the biggest 5-star hotel," says Chris Godenir, Touching Dreams ambassador and General Manager of the Peninsula All Suite Hotel. "Platforms like the Think Tank give industry players the opportunity to collaborate and create solutions that serve everyone's interests."

Driving Sustainable Tourism with Purpose

Beyond offering a platform to share common challenges and problem solve together, it's about making a lasting, positive impact. With all proceeds supporting Touching Dreams, there's a strong focus on creating a sustainable tourism industry that gives back to communities and protects natural environments that are impacted through its operations.

"Tourism is in a unique position to uplift some of South Africa's most remote areas. We have a diverse and beautiful country that offers so much more than just the primary attractions of Cape Town and Kruger," says Natasha-Lee Shunmugam, Touching Dreams ambassador.

When hotels, lodges and resorts are built in untouched areas, they inevitably impact the local communities and ecosystems. This presents a real opportunity to not only support these environments, but to help them truly thrive. "That's where Touching Dreams comes in,"

continues Shunmugam. “The organisation provides a collective vehicle for the industry to drive meaningful change: empowering local youth and protecting the natural environment.”

What to expect at this year’s Think Tank

The 2025 agenda will tackle key topics including:

- **Navigating risk and resilience:** Operating hotels in a volatile political and environmental landscape
- **Outlook for Tourism in South Africa:** Making it more than a “two-pot” destination - Cape Town and Kruger.
- **Funding models for hotel opportunities.**
- **Tech and innovation:** Customer experience, brand experience, the impact of AI and other tech advancements, and revenue generation
- **Tourism’s role:** In job creation and sustainability.

The day will conclude with the [Dream the Impossible Dream gala dinner](#), in aid of Touching Dreams. This year, funds are being raised for Reach for a Dream Foundation, Endangered Wildlife Trust and the Touching Dreams [Think Big Academy](#). Jesse Clegg returns as the headline act, with supporting performances by the Wits Performing Arts Department and non-profit organisation, Moving into Dance.

Reserve your space at this industry-leading event:

- [Hospitality Industry Think Tank](#).
- [Dream the Impossible Dream Gala Dinner](#)

Seats are limited — don’t miss your chance to be part of the movement.

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About Touching Dreams

Touching Dreams (NPC Reg No: 2021/875826/08) is a non-profit company, established to foster the collective power of South Africa’s tourism industry to drive real, positive change. It provides a platform for hospitality providers to give back to the communities and environments where they operate.

Hospitality and tourism are in a unique position to assist the most remote regions in South Africa. Through meaningful collaboration, Touching Dreams supports host communities, with the aim of nurturing and developing our future leaders. It also branches into wildlife conservation and environmental protection.



For tourism to be sustainable, it needs to support and give back to the communities and natural habitats that are impacted. And with the right collaboration and intentional support from different industry players, these environments will not only be supported, but can truly thrive.

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