

Township and Village Tourism Expo 2026

MARKET READINESS PLATFORM FOR SOUTH AFRICA'S VTSD TOURISM SME'S

TOWNSHIP AND VILLAGE TOURISM EXPO 2026

SOSHANGUVE-GIANT STADIUM
TSHWANE
GAUTENG PROVINCE
30-31 JANUARY

TOURISM SME MARKET READINESS PLATFORM

MARKET ACCESS WORKSHOPS/ EXHIBITIONS/ ACCESS TO FINANCE WORKSHOPS/ INDUSTRY UPDATES/ NETWORKING/ BUSINESS DEVELOPMENT/ BUYER TRAINING/ PACKAGING WORKSHOP/ ENTREPRENEURS NEW YEAR PICNIC

SME PRE REGISTER ON LINK

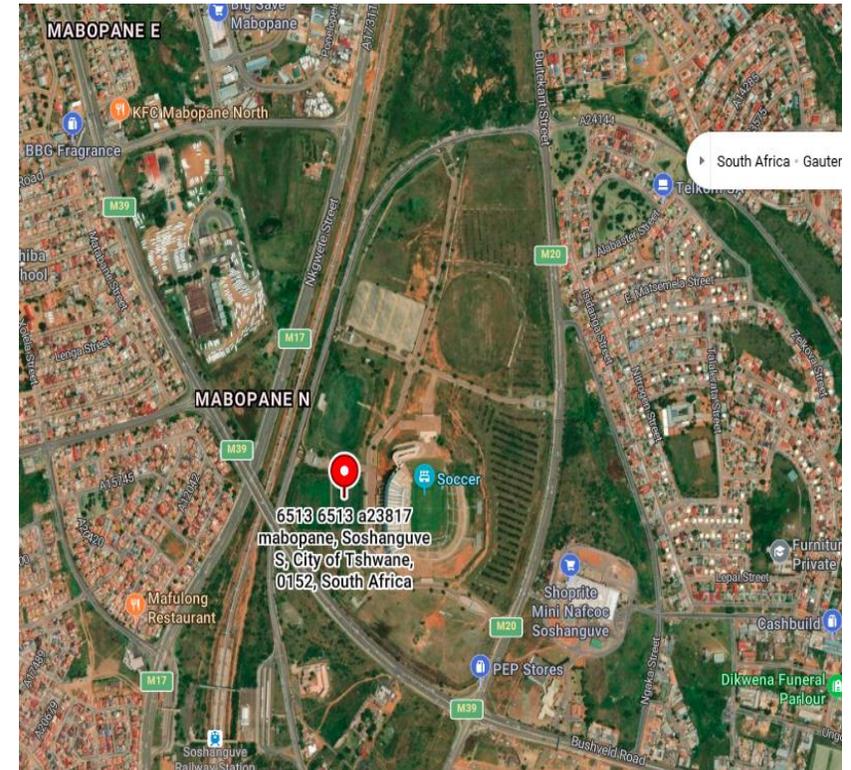
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TOWNSHIP AND VILLAGE TOURISM EXPO 2026

The 2nd Township and Village Tourism Expo 2026 will be hosted in Tshwane at the iconic Giant Stadium in Soshanguve on Friday the 30th and Saturday the 31st January 2026.

The Expo forms part of SATOVITO's national programme to elevate township and village tourism enterprises, ensuring they are fully prepared, competitive, and market-ready for both domestic and international tourism platforms.



Purpose of the Expo

The Township and Village Tourism Expo is SATOVITO's flagship SME market readiness platform. It equips township and village tourism businesses to access high-value opportunities such as **Meetings Africa**, **Africa's Travel Indaba**, and other local and international market access platforms. The Expo supports enterprises through capacity building, networking, promotion, and creating direct linkages to buyers and consumers.

Supported strategically by the **South African National Conversions Bureau (SANCB)**, the Expo will bring together SMMEs, tourism agencies, private-sector partners, and community stakeholders to collectively advance inclusive tourism development

Expo Objectives

- Strengthen township and village tourism SMMEs through business development and capacity-building workshops.
- Facilitate direct linkages between SMMEs and tourism buyers (B2B).
- Provide a public-facing platform for enterprises to engage directly with consumers (B2C).
- Promote inclusive tourism development in alignment with national GNUs objectives.
- Position Soshanguve and Tshwane as key nodes for township and village tourism growth.

PROGRAMME OUTLINE

DAY 1: Business Development & B2B Engagements\

Friday 30 January 2026- 9am-5pm

Day one focuses on strengthening the operational, technical, and commercial capacity of participating SMMEs. The programme will include:

- Business development workshops
- Market-readiness sessions
- Capacity-building presentations by industry experts
- Business-to-Business (B2B) engagements with tourism buyers, partners, and corporates
- Networking sessions to foster collaborations and partnerships

This day positions SMMEs to refine their products, improve competitiveness, and prepare for broader tourism platforms.

DAY 2: Business-to-Customer (B2C) Engagements

Saturday 31 January 2026

9am- 6pm

- SME exhibitions
- Cultural tourism activations
- Culinary and craft showcases
- Direct sales opportunities
- Community engagement activities
- Live entertainment
- Tourism entrepreneur picnic
- Motivational session

Target Participants

- Township & village tourism SMMEs
- Tour operators & travel agencies
- Accommodation establishments
- Cultural practitioners and creatives
- Local artisans & crafters
- Government & development agencies
- Corporate buyers
- General public & domestic travellers

Expected Outcomes

- Improved SME market readiness
- New buyer relationships and partnerships
- Increased visibility for township tourism offerings
- Economic participation through sales and leads
- Strengthened township & village tourism identity
- Motivated tourism entrepreneurs
- Increased digital product presence on platforms like **Shotleft** and others

Conclusion

The Township and Village Tourism Expo 2026 serves as a catalyst for inclusive tourism growth. Hosting the Expo in one of South Africa's historic townships known as “Sosha” ensures accessibility and meaningful economic participation for Soshanguve and broader Gauteng and VTSD communities.