

Africa's Coastal Marine Tourism Trade Market 2025



AFRICA
COASTAL MARINE
MARITIME TOURISM
TRADE MARKET

Dates: 25-26 March 2025
Location: Nelson Mandela
Bay, South Africa

Hosted by:

Africa's Coastal Marine and Maritime
Tourism Alliance (ACMMTA)



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Discover Gqeberha, South Africa: The Jewel of Nelson Mandela Bay



Nestled along the stunning Eastern Cape coastline, **Gqeberha, formerly known as Port Elizabeth**, is a vibrant city rich in history, culture, and natural beauty. Part of the Nelson Mandela Bay Municipality, this dynamic urban hub seamlessly blends the charm of a coastal retreat with the opportunities of a thriving economic center. Known as "The Friendly City," Gqeberha warmly welcomes visitors with its diverse attractions, pristine beaches, and strategic importance as one of Africa's key ports.

As one of Africa's most significant ports, **Nelson Mandela Bay** is perfectly poised to host world-class marine and maritime tourism events. The Port of Ngqura, located in the bay, is a modern deep-water harbor that serves as a critical hub for trade and logistics. Its strategic position makes it a gateway to African and international markets, enhancing its appeal for large-scale conferences, exhibitions, and trade markets.

The city's infrastructure supports the seamless execution of events such as the **African Coastal Marine and Maritime Tourism Trade Market**, with state-of-the-art venues, excellent transportation links, and a robust hospitality industry. Gqeberha's role as a leader in the blue economy, combined with its commitment to sustainability, positions it as the ideal destination for forward-thinking initiatives in coastal and marine tourism.

Highlights



Golden Beaches

Gqeberha is home to some of the most breathtaking beaches in South Africa, including King's Beach, Hobie Beach, and Pollock Beach.



Addo Elephant National Park

renowned wildlife sanctuary offers unforgettable safaris where visitors can spot the "Big Seven" – including elephants, rhinos, lions, and whales



Route 67

Celebrate South Africa's cultural diversity through 67 art pieces symbolizing Nelson Mandela's 67 years of service to humanity.



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Welcome to Africa's Coastal Marine Tourism Trade Market 2025

Background: Africa's Coastal Marine and Maritime Tourism Alliance (ACMMTA) is dedicated to promoting sustainable coastal and marine tourism across Africa. Our mission is to position Africa's coastal regions as premier destinations, fostering economic growth, cultural exchange, and environmental stewardship.

Objectives

- Facilitate collaboration among government, private sector, investors, and local communities to explore tourism investments across Africa.
- Highlight key growth opportunities in coastal marine and maritime tourism sub-sectors.
- Address emerging trends and innovations in the marine and coastal tourism landscape.
- Position Nelson Mandela Bay as a key player in the global maritime industry and a prime tourism destination.

Showcase the potential to grow the Metro's maritime economy through investments and innovation in:

- Ocean Economy
- Tourism
- Coastal Marine Tourism
- Maritime Tourism
- Trade and Investment
- Township and Village Economy

Drive Investments

- Attract investors and buyers to enable project development.
- Facilitate market access for local businesses.

Promote Tourism Products

- Showcase existing attractions, tourism routes, and destinations.
- Encourage a culture of entrepreneurship through trade exhibitions.

Empower Entrepreneurs

- Provide opportunities for entrepreneurs to exhibit products and services, enhancing trade prospects.

Economic Growth

TARGETED AUDIENCE

- Entrepreneurs (Blue/Ocean Economy and Tourism)
- Provincial, National, and Continental Governments
- Active and Prospective Investors
- Local and International Buyers
- Development Finance Institutions (Government and Private Sector)
- Private Sector Companies (Local, National, and International)



PROGRAM



Evening: Networking Session

Meet and connect with industry leaders, stakeholders, and investors.

PROGRAM HIGHLIGHTS

Day One: 25 March 2025

8:30 AM – 10:00 AM: Official Opening Ceremony (Main Foyer)

- Welcome Address: Chairperson of Africa's Coastal Marine and Maritime Tourism Alliance.
- Keynote Speech: Minister of Tourism.
- Remarks:
 - MEC of Economic Development.
 - Executive Mayor of Nelson Mandela Bay.
- Ribbon-Cutting Ceremony: Official opening of the Exhibition Floor.
- VIP Delegation Walkabout: Delegates explore exhibitors' stalls and interact with participants.

10:30 AM – 5:00 PM: Thematic Lounge Programs The Lion Lounge: Coastal Product Development & Policy Insights

Focus: Building world-class tourism products and creating enabling policies.

- **10:30 AM – 11:15 AM:** Panel Discussion
 - “Innovative Coastal Product Development: Lessons from Africa’s Shores”
 - Moderator: Nelson Mandela University Representative.
 - Panelists: Industry leaders, local entrepreneurs, and academic experts.
- **11:30 AM – 12:15 PM:** Presentation
 - “Crafting Sustainable Marine and Coastal Tourism Policies”
 - Speaker: Representative from the Department of Tourism Policy Development.

PROGRAM

12:30 PM – 1:15 PM: Workshop

- “Packaging Coastal Adventure Tourism Experiences”
 - Led by: Leading Tour Operator.
- **Lunch Break: 1:15 PM – 2:00 PM**

2:00 PM – 2:45 PM: Panel Discussion

- “Nelson Mandela Bay: A Gateway to Coastal and Marine Tourism”
 - Featuring: Nelson Mandela Bay Municipality.

3:00 PM – 3:45 PM: Case Study

- “Reviving Township and Village Tourism Along Africa’s Coasts”

4:00 PM – 5:00 PM: Policy Roundtable

- “Shaping Future Maritime Tourism Policies in Africa”

2. The Elephant Lounge: Destination Marketing & Market Access

Focus: Positioning Africa’s coastal destinations for global competitiveness.

• 10:30 AM – 11:15 AM: Keynote Presentation “Branding Africa’s Coastal Gems for the Global Market”

- Speaker: Marketing Expert.

11:30 AM – 12:15 PM: Workshop

- “Creating Compelling Destination Campaigns”
- Led by: Nelson Mandela University’s Tourism Faculty.

12:30 PM – 1:15 PM: Panel Discussion

- “Market Access for Local Coastal Products and Services”
- Panelists: International buyers and local producers.

Lunch Break: 1:15 PM – 2:00 PM

2:00 PM – 2:45 PM: Presentation

“Nelson Mandela Bay’s Role in Destination Marketing”

Speaker: Nelson Mandela Bay Tourism.

3:00 PM – 3:45 PM: Speed Marketing Session

- “Connecting Buyers with Sellers”
- 10-minute pitches by exhibitors to potential buyers.

4:00 PM – 5:00 PM: Interactive Session

- “Digital Strategies for Coastal Destination Marketing”
- Facilitated by: Social Media Specialist.

The Whale Lounge: Maritime and Coastal Innovation

Focus: Innovations in maritime tourism and entrepreneurship.

• 10:30 AM – 11:15 AM: Case Study “Harnessing the Blue Economy: Opportunities for SMEs”

11:30 AM – 12:15 PM: Panel Discussion

- “Coastal Community-Driven Innovation in Tourism”
 - Panelists: Community leaders and local entrepreneurs.
- **12:30 PM – 1:15 PM: Presentation**
- “Nelson Mandela University’s Contributions to Maritime Innovation”
 - Speaker: University Representative.
- **Lunch Break: 1:15 PM – 2:00 PM**
- **2:00 PM – 2:45 PM: Workshop**
- “Eco-Friendly Practices in Maritime Tourism”
 - Facilitator: Environmental Tourism Specialist.
- **3:00 PM – 3:45 PM: Panel Discussion**
- “Leveraging African Cruise Tourism for Economic Growth”
- **4:00 PM – 5:00 PM: Interactive Forum**
- “Future Technologies in Coastal and Maritime Tourism”
 - Led by: Technology Innovators.



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PROGRAM

Day 2: 28 March 2025

9:00 AM – 4:00 PM: Continuation of Thematic Lounge Programs

Programs in all lounges continue with fresh topics, including:

- **Product Development:**
 - Infrastructure development for coastal attractions.
 - Partnerships for marine wildlife tourism.
- **Destination Marketing:**
 - Storytelling in marketing coastal destinations.
 - Joint campaigns for African coastal tourism.
- **Maritime Policy & Innovation:**
 - Regulatory frameworks for sustainable tourism.
 - Entrepreneurship in shipbuilding and marine tech.

4:00 PM – 5:00 PM: **Closing Ceremony (Main Foyer)**

- Summary of Key Outcomes from the Two-Day Program.
- Closing Remarks:
 - Chairperson of Africa's Coastal Marine and Maritime Tourism Alliance.
 - Representative from Nelson Mandela University.
- Farewell Networking Session.



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Sustainable Marine Tourism Development

- Responsible tourism and environmental preservation.
- Balancing tourism and marine conservation efforts.

Innovation in Maritime Tourism

- Advancing smart tourism technologies.
- Eco-friendly vessel design and construction.

Marine Wildlife Tourism

- Promoting ethical wildlife encounters.
- Highlighting biodiversity hotspots for tourism.

Coastal Community Engagement

- Empowering local communities in tourism.
- Preserving cultural heritage in coastal areas.

Climate Change and Coastal Tourism

- Adapting to climate challenges in marine tourism.
- Promoting climate-resilient infrastructure.

Marine Adventure Tourism

- Exploring new trends in diving, snorkeling, and water sports.

Marketing Coastal and Marine Tourism

- Branding and storytelling for global market appeal.
- Effective digital marketing strategies.

Exhibitor and Entrepreneur Platform

Entrepreneurial Focus:

- Provide a vibrant marketplace for showcasing local and regional products, services, and innovations.
- Facilitate networking opportunities with buyers and investors.

Why Nelson Mandela Bay?

- Strategic Location: Positioned as a gateway for maritime activities in Africa.
- Rich Cultural Heritage: Showcasing the unique blend of coastal and local traditions.
- Economic Potential: Opportunities for investments in infrastructure, tourism, and trade.



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