



**IN PARTNERSHIP WITH MINISTRY OF
ENVIRONMENT WILDLIFE AND TOURISM**

2025 ANNUAL HATAB CONFERENCE



Maun Lodge, Maun

24-25 April 2025



**Botswana Tourism:
What are the Conditions
for Growth?**

IN PARTNERSHIP WITH MINISTRY OF
ENVIRONMENT AND TOURISM, BOTSWANA

Cocktail

**23RD APRIL 2025
1800 HOURS**

VENUE: SEDIA HOTEL

DREES CODE: SMART CASUAL



REPUBLIC OF BOTSWANA

Ministry of Environment and Tourism



Stanbic Bank

A member of Standard Bank Group

Day 1

THURSDAY, 24th APRIL, 2025

SESSION 1: OPENING CEREMONY

DIRECTOR OF CEREMONIES:
DONALD SEBERANE

07:30 – 08:00

Registration: All to be seated by 08:00

🕒 Time consciousness

08:15 – 08:25

Arrival of the President of Botswana

08:25 – 08:30

National Anthem

08:30 – 08:33

Opening Prayer
Reverend/Pastor ...

08:33 – 08:35

Introduction of dignitaries
District Commissioner, North West District

🕒 Protocol

08:35 – 08:45

Welcome Remarks
Ms Kealetile Moremi

08:45 – 08:55

Remarks by HATAB Chairman
Joe Motse

08:55 – 09:00

Remarks by Minister of Environment & Tourism Remarks
Mr Wynter Boipuso Mmolotsi

09:00 – 09:25

Official Opening
Advocate Duma Gideon Boko – President

09:25 – 09:30

Vote of Thanks
Keletso Bogatsu,
Vice Chair, HATAB Board

09:30 – 09:50

Botswana's Emerging Economic Reality:
Whither Tourism? Sayed Timuno
Director of Research, Ministry of Finance

🕒 The economy – recent developments and near term prospects

🕒 Tourism in the national economy: Is it contributing enough? Is it sufficiently recognised The big policy & strategy questions – What are the priority issues for reform?

09:50 – 10:00

Discussants:
Keith Jefferis, Econsult
P Kebakile BIDPA
Mpho Raboloko, BTO

10:00 – 10:10

Comments, Questions and Answers

10:10 – 10:40

Tour of Exhibition Stalls
President Boko , Cabinet Ministers and Invited Guests

HEALTH BREAK



SESSION 2:

INDUSTRY OVERVIEW/PERSPECTIVE

DIRECTOR OF CEREMONIES:

DONALD SEBERANE

10:40 – 10:50

Update on the 2024 Conference Resolutions

Lily Rakorong

Chief Executive Officer, HATAB

- ✔ What has been done?
- ✔ What was not done? Why?

10:50 – 11:10

Botswana's Tourism Development Strategy: Has it Served Us Well?

B. Modukanele, Permanent Secretary

- ✔ Strategic thrusts, objectives and initiatives
- ✔ Implementation and performance
- ✔ Lessons from experience
- ✔ Tourist arrivals
- ✔ Tourism earnings
- ✔ Investment & diversification
- ✔ Sub-sector performance
- ✔ Emerging activities
- ✔ Key challenges
- ✔ Recommendations
- ✔ Comments, Questions & Answers

11:10 – 11:20

Comments, Questions & Answers–

11:20 – 11:40

Stakeholder Perspectives – Round Table Discussion –

N. Shumba, Hospitality & MICE

Tshepang Botana, Safari Destinations

- ✔ What works well
- ✔ What does not work well
- ✔ Emerging opportunities
- ✔ Challenges
- ✔ What should be done?

11:40 – 11:50

Comments, Questions and Answers

SESSION 3:

POLICY AND STRATEGY

DIRECTOR OF CEREMONIES:
DONALD SEBERANE

12:10 – 12:20

Comments, Questions & Answers

12:20 – 12:50

Towards an enabling Regulatory Framework for Botswana Tourism

Hon Maele Perspective (TBC)

Hon Mokgware MLHA perspective

Hon Ntsima, MTI Perspective

Chairman NWDC, Local Authority Perspective

Overview of regulatory instruments

- ✔ Concessions
- ✔ Immigration, labour and skills
- ✔ Licensing and regulation of trade
- ✔ Bye Laws
- ✔ Key Challenges
- ✔ Recommendations

12:50 – 13:00

Comments, Questions & Answers

13:00 – 13:20

Country Experiences

South African Tourism Board Namibia

13:20 – 13:30

Comments, Questions & Answers

LUNCH BREAK

14:30:14:55

Tourism Statistics and Tourism in the System of National Accounts

S K Makhumalo – Acting Deputy Statistician General , Statistics Botswana

- ✔ Why tourism statistics matter
- ✔ Sources of tourism data
- ✔ Accounting for the contribution of tourism to the economy
- ✔ Recommendations

14:55–15:05

Comments, Questions & Answers

15:05 – 15:25

Diversifying the Botswana Tourism Product and maximising Linkages

J. Gibson, Chobe Holdings

K. Vincent, Wilderness Safaris

Derek Joubert – Great Plains

- ✔ Product Diversification
- ✔ Diversifying Source Markets
- ✔ Maximising Sectoral Linkages
- ✔ Marketing Botswana Tourism

15:25 – 15:35

Comments, Questions & Answers

SESSION 4:

POLICY AND STRATEGY

DIRECTOR OF CEREMONIES:

DONALD SEBERANE

15:50 – 16:05

Facilitating Investment in Tourism

K. Olebile: BITC

- ✔ What are the drivers of investment in general and tourism in particular in Botswana ?
- ✔ Creating a conducive Environment
- ✔ Skills development
- ✔ Recommendations for Investment promotion

16:05 – 16:25

Comments, Questions & Answers

16:25:16:50

Tourism Infrastructure and Skills Development

B. Mosinyi, CAAB

D. Rasbash, Independent Consultant

A. Segobye: HRDC

Babuya Sikh BNPC

- ✔ Key infrastructure gaps
- ✔ Key service gaps
- ✔ Skills development
- ✔ Recommendations

16:50 – 17:10

Comments, Questions & Answers

19:30

DINNER



IN PARTNERSHIP WITH MINISTRY OF
ENVIRONMENT AND TOURISM, BOTSWANA

GALA DINNER

24TH APRIL 2025
1800 HOURS

VENUE: CRESTA MAUN
THEME: A NIGHT OF ELEGANCE

AIRLINE | AIR CHATER | CAMPS & LODGES | CONSERVATION & WILDLIFE
MANAGEMENT | HOTELS | MOBILE OPERATORS | SERVICES | TOUR OPERATORS



Ministry of Environment and Tourism



SESSION 5:
SUSTAINABILITY AND COMMUNITY PARTICIPATION
DIRECTOR OF CEREMONIES:
DONALD SEBERANE

08:00–08:15

Hon Mokgware MLHA perspective

Facilitation of visa

08:15–08:35

Comments, Questions and Answers

08:35–08:50

Integrating Environmental Sustainability into Tourism Development
D. Kadiwa, Great Plains

- Why environmental sustainability?
- Key sustainability issues
- Management of tourism assets
- Recommendations for Reform

08:50 – 09:10

Comments, Questions & Answers

09:10 – 09:20

Managing Parks and Game Reserves – conservation, development and revenue maximisation South African Parks Board
S. Ndzingi, taShebube

Best practice Models for managing tourism assets

09:20 – 09:30

Comments, Questions & Answers

09:30 – 09:45

Equitable Benefit Sharing and Community Participation
J. Matome, Wilderness Safaris

- Community engagement
- Rationale
- Best practice models benefit sharing
- Recommendations

09:45 – 10:00

Comments, Questions and Answers

HEALTH BREAK

SESSION 6:
DIGITAL TECHNOLOGIES AND TOURISM DEVELOPMENT
DIRECTOR OF CEREMONIES:
DONALD SEBERANE

10:00–10:15

Leveraging digital technologies to build a customer centric tourism industry
Business Botswana

- Rationale for digital technologies
- Available digital technologies
- Impact areas for digital technologies
- Recommendations

10:15 – 10:30

Comments, Questions and Answers

10:30–10:45

Conference Resolutions

10:45 – 11:00

Closing and Conference Adjournment
N. Nwako, President, Business Botswana

