



Limpopo

Holiday Fair

11TH LIMPOPO HOLIDAY FAIR

Limpopo's fair that promotes local tourism

HOSTED BUYERS PROGRAMME



EVENT OVERVIEW

LIMPOPO
HOLIDAY FAIR



Limpopo Holiday Fair is a consumer trade show for Limpopo Tourism industry held annually at the City of Stars. Established in 2016 organized by Polokwane Tourism Association in Partnership with The Department of Economic Development, Environment and Tourism, Limpopo Tourism Agency, Polokwane Local Municipality and Capricorn District Municipality.

The fair continues to be a platform to promote local tourism, provide strategic inputs to the municipality's integrated development plans, facilitate information sharing and exchange knowledge within the tourism industry. The fair promote business linkages and advocate development of new entrants in the tourism industry. The fair is a platform for collaboration in the tourism industry and support contribute towards tourism recovery and boosting domestic tourism.

Limpopo Holiday Fair is a concept that was introduced seven years ago with the aim of providing a transparent way of enhancing tourism recovery, resulting in job creation and economic development. The UNWTO advocates for travel facilitation and urges countries to build solutions to advance travel. Travel facilitation is seen as a faster tool for advancing tourism development. Limpopo Holiday Fair is an event that covers business to business marketing, access to funding through powerful workshops and engagements, promote culture and heritage and leisure and lifestyle in the four days of its duration.

LIMPOPO
HOLIDAY FAIR

01 – 03 October 2026
Polokwane



DAY 1 | WEDNESDAY, 30 SEPTEMBER 2026

Arrival, transfers, orientation and buyer networking

DAY	DATE	ACTIVITY	DRESS CODE
DAY 1	30 SEPT	14h00 — PICK-UP 1: South African Tourism (SAT), Gauteng Bojanala House, 90 Protea Road, Chislehurst, Sandton, Johannesburg, 2196.	Travel / smart casual
DAY 1	30 SEPT	15h30 — PICK-UP 2: Department of Tourism, Pretoria Tourism House, 17 Trevenna Street, Sunnyside, Pretoria 0001.	Travel / smart casual
DAY 1	30 SEPT	After 15h30 — Departure from Pretoria to Limpopo.	Comfortable travel
DAY 1	30 SEPT	18h00 — Arrival in Polokwane / accommodation and freshen up.	Smart casual
DAY 1	30 SEPT	EVENING — Pick-up from accommodation for Buyers Networking Dinner with Polokwane Tourism Association. Each buyer will present their company for 5 minutes.	Buyer branded attire / smart casual



DAY 2 | THURSDAY, 01 OCTOBER 2026

Limpopo Holiday Fair, official opening, speed marketing and awards

DAY	DATE	ACTIVITY	DRESS CODE
DAY 2	01 OCT	07h00–08h30 — Breakfast at accommodation.	FORMAL
DAY 2	01 OCT	08h30–11h00 — Property site inspection and meeting with tourism products at Savannah Mall.	FORMAL
DAY 2	01 OCT	10h00–10h30 — Departure to Savannah Mall.	FORMAL
DAY 2	01 OCT	11h00–12h30 — Limpopo Holiday Fair Official Opening.	FORMAL
DAY 2	01 OCT	12h30–13h00 — Departure to lunch venue.	FORMAL
DAY 2	01 OCT	13h00–14h00 — Lunch.	FORMAL
DAY 2	01 OCT	14h00–16h00 — Speed Marketing Session.	FORMAL
DAY 2	01 OCT	16h00–18h00 — Return to accommodation and freshen up.	Formal / evening
DAY 2	01 OCT	19h00–00h00 — Attend Polokwane Star Awards Ceremony.	BLACK + TOUCH OF GOLD

Please confirm the 08h30–11h00 / 10h00–10h30 timing overlap with the operations team.



DAY 3 | FRIDAY, 02 OCTOBER 2026

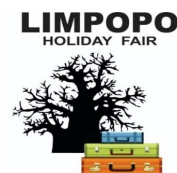
Limpopo destination showcasing, tours and buyer farewell

DAY	DATE	ACTIVITY	DRESS CODE
DAY 3	02 OCT	06h00–06h30 — Departure to tours.	SPORTS / HIKING
DAY 3	02 OCT	06h30–18h00 — Showcasing Limpopo offerings and attractions through the tours.	SPORTS / HIKING
DAY 3	02 OCT	18h00–19h00 — Return to accommodation and freshen up.	Change for evening
DAY 3	02 OCT	19h00–00h00 — Boma Dinner and closing of buyer programme / farewell.	SAFARI

TOUR DAY: Comfortable outdoor clothing, suitable footwear and sun protection are recommended.



DAY 4 | SATURDAY, 03 OCTOBER 2026

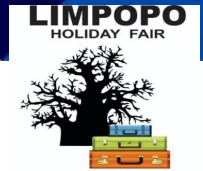


Fun Walk participation, breakfast and departure

DAY	DATE	ACTIVITY	DRESS CODE
DAY 4	03 OCT	05h40–08h30 — Departure to Savannah Mall for the 5 km and 8 km Fun Walk.	SPORT ATTIRE
DAY 4	03 OCT	08h30–09h30 — Freshen up and breakfast.	Sport / comfortable
DAY 4	03 OCT	10h00 — Departure from Polokwane.	Comfortable travel



LIMPOPO WEATHER



Indicative Polokwane weather for the hosted buyer programme

DATE	HIGH / LOW	CONDITIONS	RAIN	GUIDANCE
30 SEPT	17°C / 12°C	Overcast	17%	Light layer
01 OCT	24°C / 12°C	Partly cloudy	8%	Formal + light layer
02 OCT	27°C / 11°C	Sunny	6%	Sun protection + tour gear
03 OCT	28°C / 14°C	Overcast	41%	Sport attire + light layer

IMPORTANT

Weather forecasts may change. Buyers should pack a light jacket, sun protection and suitable outdoor footwear. Bring along swimsuit. Conditions may vary across Limpopo during the tour.





01st to 03rd October 2026
Polokwane, Limpopo



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CONTACT US

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