

SOUTH AFRICAN TOURISM ANNOUNCES NEW CHIEF EXECUTIVE OFFICER!

29 February 2024

Following a comprehensive recruitment process, the Board of South African Tourism is happy to announce that Nombulelo Guliwe CA (SA) has accepted our offer for her to serve as CEO of South African Tourism on a five-year contract.

Ms Guliwe, 37, is a qualified Chartered Accountant and member of the South African Institute of Chartered Accountants. She became the first black female and youngest SA Tourism Chief Financial Officer in 2019.

Ms Guliwe, is currently the Acting CEO and Interim Chief Financial Officer and brings a wealth of knowledge having served in various leadership roles throughout her career including Chief Financial Officer at SA Tourism since August 2019. Prior to this, she had been with SA Tourism for 8 years.

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Note to editors:

About South African Tourism

South African Tourism is the national tourism agency responsible for marketing of South Africa as a preferred tourist destination.