

AGTC 2026 — Recap Brief

18 - 21 AUGUST 2026 · CITY OF EKURHULENI, GAUTENG, SOUTH AFRICA

Golf Africa Safaris attended the inaugural Africa Golf Tourism Convention

The Africa Golf Tourism Convention (AGTC) is the continent's first dedicated golf tourism, trade and investment platform, bringing African golf destinations together with international buyers, tourism authorities, airlines, investors and industry leaders. Golf Africa Safaris attended the inaugural edition across four focused days of conference sessions, exhibition, scheduled B2B meetings, networking evenings and a convention golf outing.



Director Patrick Makamure on the Business of Golf Leadership Forum panel, AGTC 2026.

Speaking highlights

Patrick Makamure, Director of Golf Africa Safaris, was invited to speak on the Business of Golf Leadership Forum panel. Key points from his contribution:

- Understanding the international golf traveller: long lead times, high spend per head, and a preference for itineraries where every day has a story, not just a tee time.
- Positioning Africa as a premium golf destination: Africa competes on experience, not price — Leopard Creek, Skukuza, Gary Player Country Club and Lost City have no equivalent anywhere.
- Packaging golf, safari and luxury: the winning product blends championship courses with Big Five game viewing, Winelands and Garden Route touring, and lodge-grade hospitality.
- The role of the tour operator: ground expertise, sequencing, transfers and trust are what convert interest in Africa into confirmed bookings.
- Collaboration over competition: destinations, courses, lodges and operators grow faster marketing Africa as one golf region.

What we took away

Outcomes for Golf Africa Safaris

Trade relationships

Met decision-makers across golf, tourism, aviation and travel trade, including international buyers sourcing African golf product.

Destination intelligence

Mapped emerging African golf destinations and investment prospects beyond the established South African circuit.

Market insight

Gathered demand data and buyer expectations from global experts and local pioneers across the conference programme.

Business done

Four focused days of scheduled B2B meetings, exhibition floor time and networking — deals progressed in one place.



The convention golf outing — taking the conversation onto the course.

Continue the conversation

If we met at AGTC 2026 — or you would like to work with us on golf and safari itineraries into Africa — we are ready to talk partnerships, group programmes and tailor-made journeys.

Golf Africa Safaris

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