



Western Cape
Government

FOR YOU

THE
Wellness
AGENCY
• A F R I C A •

WESTERN CAPE Wellness Tourism Master Classes

**DEVELOP MARKET-READY
WELLNESS TOURISM
EXPERIENCES FOR YOUR
BUSINESS**

**FULLY
FUNDED**

4 week programme
In-person workshop
4 online master
classes
Practical activities
Showcase & Pitch
event

REGISTER HERE



WHO CAN APPLY

Existing and emerging tourism
and wellness businesses. No
existing wellness tourism
product required

WHERE & WHEN

Cape Winelands & Overberg:
Nov-Dec 2026
West Coast: Jan-Feb 2027

Commitment to all programme activities required. Travel and personal
expenses are for participant's account.

LIMITED PLACES AVAILABLE

Apply on behalf of your business, selection applies.