Booking.com Hospitality Growth Programme

The Booking.com Hospitality Growth Programme is about people, collaboration, and change. This two-phase programme helps 60 entrepreneurs in the hospitality industry grow their small businesses and the local economy in the Greater Kruger Region (Mpumalanga and Limpopo) parts of Gauteng, and KwaZulu-Natal South Coast. Applications open on 4 May.

What entrepreneurs will gain

Improve business viability

Equip entrepreneurs with the skills and support needed to strengthen their business models, improve operations, and increase revenue.

Circular economy training

Participants will learn how to adopt sustainable practices by reducing waste and integrating circular economy principles.

Financial resilience

Entrepreneurs will gain practical skills in budgeting, pricing, and cash flow to improve financial stability and support business growth.

Strengthen local partnerships

Build a network of local stakeholders, tourism bodies, and support organisations committed to local economic development.

Who should apply

- Accommodation businesses with a minimum of two rooms available for short-term rental purposes
- South African resident
- All races encouraged to apply
- Preference will be given to female candidates
- Annual revenue: From R100 000 up to R5 million

Applications close on 8 June 2026

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APPLY HERE

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