



tourism

Department:
Tourism
North West Provincial Government
REPUBLIC OF SOUTH AFRICA

DIRECTORATE: CORPORATE COMMUNICATION & ICT

AGENDA SETTING TONE

**BY MEC DESBO MOHONO-DEPARTMENT OF TOURISM DURING THE
TOURISM TRAVEL TRADE/ PRODUCT OWNERS ROUND TABLE DISCUSSIONS
HELD AT DURBAN INDABA ELANGENI HOTEL**

ON THE, 8th MAY 2015



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"A re yeng Bokone Bophirima"
A re yeng Bokone Bophirima

Programme Director

Honorable Councilors Present

Tourism Product Owners, Tour Operators, Travel Agents,

Whole Sale Buyers, Travel Media and Private Investors

Media Houses Present

Ladies and Gentlemen

In modern days business is about laying a strong foundation of partnerships and most importantly sustaining them. Our partnership should be built from the understanding of a rather positive outlook in bilateral trade. This gathering is about strengthening the relations with experts within the industry more importantly within the travel trade. Inclusive in our usual suspect list will be your Tour Operators, Travel Agents, Whole Sale Buyers and Travel Media. As Tourism North West we really value your contribution, inputs, expertise, advice and the time you have afforded us to engage with you. Bagaetsho, North West Province is rural but sellable and available to those who have an eagle eye. We continue to refresh, repackage and refine all our marketing activities to get more and more travellers and visitors from around our shores and most importantly Africa as a whole. Now we are saying that is not enough that is why we need to engage with all of you in this house.

We really need to amplify our brand property famously tagged “A Re yeng Bokone Bophirima”. We strongly believe that you will help grow this mantra into becoming a competitor within the shrewd Tourism industry. Our Province is truly remarkable, with



warm people, breath taking scenery;unparalleled value for money, our safari is up there with the best in the continent and most importantly our Heritage and culture. Our story needs to be narrated because it is a good story to listen to, but for now we are short of narrators who can partner with our people in carrying our mandate forward.

In hindsight Ladies and Gentlemen,as much as we are positioning ourselves amongst you today,but the jamboree of this magnitude is also there to help you to find your business stature. It is very important to identify and align your business model with the latest in the industry. The Indaba and our meeting here should be your solution finding mission in your business back home.We also urge everybody to share their frustrations as product owners or traders in general. It is not only about your successes that we want to hear but what you went through to achieve that also counts Bagaetsho. Before light there's darkness, now feel free to unknot your journey thus far.

Again as the North West Province, for us to have traffic tourism across our destinations we need your ideas and inputs that are rather simple in nature but rather action orientated as that will help in improving our service delivery models. We strongly believe that in our growth path we should be able to inculcate the private sector with their suave and polished approach; they can be able to take us far. Each and every one in here please feel free to input as much as possible as that will position us as the ultimate tourism destination. In conclusion it is said that coming together is the beginning, keeping together is a progress, and working together is but pure success.

KE A LEBOGA.I THANK YOU.

MEC-DESBO MOHONO

DEPARTMENT OF TOURISM NORTH WEST PROVINCE

For more information



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"A re yeng Bokone Bophirima"

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