



DIRECTORATE: CORPORATE COMMUNICATION & ICT

Media Statement

18 March 2015

MEC Mohono endorses media partnership with her department

MEC for Tourism in the North West Desbo Mohono has called on media personalities who have been visiting Tourism attraction areas across the province for the past week to remain rigid and steadfast in the partnership created between them and the Department. About 40 journalists from as far as Botswana, national print and electronic media as well as local media houses joined the department's media tour which ended on Friday.

According to MEC Mohono, the media is critically important in assisting the department and government in general to promote destination North West. She said that the media forms integral platforms that can be used to ensure that the province becomes a preferred destination for both international and local tourists.

"The Department saw it fit to come up with strategies that will thoroughly market the province, and the Media Tour was one in many of our strategies to showcase and put our province into the pedestal of the Tourism sector. Our rapport with media houses is important and we saw it fit to rekindle that while at the same time making sure that we harness the call of working together with the Private sector and our Government," said MEC Mohono.

"I am sure most of you know that in our province Agriculture, Tourism and Culture are tasked with making sure that we turn the fortunes of this province come the year 2019 with a margin of 6%. Our province is 70 % rural but 100% rich with natural resources and Tourism products that needs the world to know about. Now we have in not so many words asked you to sell our products in the entire world out there," she said.



Among the touring journalists, was an award winning North West SABC journalist, Dimpho Gopane. Gopane expressed her gratitude and delight at the beautiful tourism products and the environment within the province. “I never thought that the province has such amazing sites and historical places. We are rich in culture as a province, and through partnership we can indeed assist and contribute positively towards tourism development and economic growth. The province has a serious potential of attracting tourists,” said Gopane.

Goopane could not stop singing praises about the Mphe batho museum in Moruleng. “I was impressed by the rich culture and history of Bakgatlha displayed in that museum. Everything is in Setswana and it’s the first of its kind. We should have such information rich places in the North West, and that will not only be good for tourism, but for culture as well,” she said.

Among other places visited by Journalists were, the gigantic Vredefort Dome, The ancestral Dinkgwaneng in Taung, The famous Taung Skull, The Heritage Route between the two adjacent provinces of Northern Cape and our Province which has South African Olive hub, The Barolong BooRratshidi Tribal Authority, The North West University, Mphe Batho Museum in Moruleng, The Royal Marang destiny, Ukuthula Lions Den and Cable Way Aerial.

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