



tourism

Department:
Tourism
North West Provincial Government
REPUBLIC OF SOUTH AFRICA



DIRECTORATE: CORPORATE COMMUNICATION & ICT

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NORTH WEST PROUD TO HOST THE 21st EDITION OF THE SAMAs

MAHIKENG - The North West Department of Tourism is proud that the Province is hosting the 21st edition of the South African Music Awards. This is in line with the department's newly adopted campaign "A Re Yeng Bokone Bophirima" which when loosely translated means "Let's go to the North West province", which aims to ensure that the province becomes a preferred tourist destination.

MEC responsible for Tourism in the North West Province, Desbo Mohono said that her department intends to make their Province a home of the SAMAs. "Brand properties such as the SAMAs do not only assure other investors that the North West Province is capable of hosting events of such magnitude, they also contribute immensely to the socio-economic drive of the entire province", she said.

"This is one of the vehicles which can be used to carry this province forward and contribute sustainably so, in growing our tourism economy. This will bring about real change in people's lives and will further contribute positively to our emerging entrepreneur's intentions and ambitions of growing our local economy", Mohono added

Meanwhile, Acting Head of Department, Charles Ndabeni said that department has been able to put into implementation its three key strategies (Events, Culture and heritage strategies) with the sole intention of luring investors to our shores. "The finalization of these key strategies will see a much consolidated efforts in alleviating poverty and addressing inequalities within communities in particular villages,



townships and small dorpiess. Our aim is to ensure that we take lead and become a preferred tourism destination in the country. And this can also be made possible by partnerships between government and the private sector”, he said.

The 21st edition of South African Music Awards will be hosted by one of North West’s most famous sons Jabulani “Hip Hop Pantsula” Tsambo will be held on Sunday, 19 April 2015 at Sun City outside Rustenburg.

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