



DIRECTORATE: CORPORATE COMMUNICATION & IT

Media Statement

13 July 2015

Tourism development and growth should be a collective effort between private and public sectors.

Mmabatho – The development and growth of Tourism should be a collective effort between government and the private sector using aggressive marketing tools and relevant platforms such as the Are Yeng Bokone Bophirima Brand Property in order to accomplish the desired goals and subsequently lead to economic growth and job creation.

This is according to MEC for Tourism in the North West Desbo Mohono, during Minister Derek Hanekom's North West outreach program in Mahikeng. This programme entails a number of stakeholder engagements with key industry role players and product owners in all four districts of the Province.

According to MEC Mohono, Tourism is a job creating industry and if done right, it can have a positive socio-economic impact in our Villages, Townships and Small Dorpies as envisioned by North West Premier Supra Mahumapelo.

"The province has adopted Tourism, Heritage and Events strategies. If fully and successfully implemented, the three will see the province growing its economy by 6% and becoming the second most preferred province by tourists from other countries and other provinces of our country. We are however positive that we shall achieve our intended target of creating a welcoming and hospitable environment that is embracing to every tourist coming into our province," said MEC Mohono.



Meanwhile Minister Hanekom did not mix words and echoed MEC Mohono's sentiments about tourism potential and the life changing opportunities within the industry. He further warned against barriers that sometimes leave tourists changing their minds from visiting the country.

"It is only through integration and partnership that we can get our strategies right as a country. A joined marketing plan will also play a very pivotal role in selling our products to the outside world. In that way we know that we are all ambassadors not of our own provinces, but of the country as a whole. We will then see Tourism grow in our country and finally winning tourists from the top three countries which are the United States, Germany and the United Kingdom, said Minister Hanekom.

Both the Minister and the MEC called for responsible tourism. They said that by making sure that we keep our country clean, and by being hospitable and deliver good products to our tourists, we will be opening possibilities of seeing them again visiting or even investing in our country.

The minister's visit to the North West province is part of the National Department's initiative of visiting provinces and interacting with relevant stakeholders within the Tourism industry. The minister and the MEC will also listen to challenges facing the industrial role players and further introduce them to possible opportunities available to assist them in growing their products.

The minister and his delegation will remain in the province for the next two days, where they will be visiting other tourism product and further interact with other stakeholders.

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Issued by the North West Department of Tourism

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