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BRAY JULY AS AN ESSENTIAL TOOL FOR TOURISM DEVELOPMENT IN THE NORTH WEST PROVINCE

Bray – The North MEC for Tourism, Desbo Mohono remains resolute that Bray July plays a pivotal role in advancing the course of tourism industry transformation, tourism development and sustainable socio-economic revolution in the North West Province. This was after the successful hosting of the recently held celebration of Bray July's 20th Anniversary. Mohono began her official Bray July activation with a philanthropically driven door-to-door excursion where she met senior citizens of Bray in preparation for Africa's best horse riding event in a small dorpie.

All roads led to this furthest corner of the North West Province as horse racing fanatics braved the cold July weather to attend the 20th Anniversary celebration of Bray July. This annual event is a tradition in these parts of the province and what makes it unique is the natural horse racing turf of the red Kalahari sand. Dubbed the dessert race by Tourism MEC, the three days event includes various activities such as wine tasting, poitjiekos competition, a beauty pageant, a barn dance and a sports tournament while the horse racing remains the main event.

MEC Mohono said that the event is aligned with department's constitutional mandate of developing and sustaining potential tourism products through various strategies such as Provincial Tourism Events Strategy and the departmental marketing brand property "A RE YENG BOKONE BOPHIRIMA".

“This event has been recently added on the provincial calendar of events and as government we will continue to use it as a pedestal for the promotion of villages, Townships and Small Dorpies (VTSD), advancing the course of social cohesion and as a tool for sustainable local economic development. It also resonates with one of our concrete “Saamtrek-Saamwerk” which encourages working together as all people of colour and creed and make to ensure tangible socio-economic change in the lives of ordinary people of this province”, she said.

“It is evident that during this event there are direct economic spin offs which feeds directly into boosting the economic status quo of the people in this area. The fact that this year the brand property is celebrating 20 years of existence speaks volumes about it and as government we can be certain that we are investing into a property which has been effecting change in people’s lives for a quite a while”, Mohono added.

Mohono concluded by congratulating the Bray July Team for the successful hosting of the 20th Anniversary of Bray July and wish them many more years of changing the economic status quo of Bray. “I would also like to take this opportunity to congratulate the fifteen years old Lesego Foromane who won final horse race, the new Ms. Bray July Florah Batlhaping (22) and the new Mr. Bray July Moemedi Sesipi (21)”, she concluded

This year the Bray July was attended by over 5000 revelers amongst them were people from Botswana, Lesotho and Namibia. There were also people from as far as Gauteng Province, the Free State and the neighboring province Northern Cape. One such was a Joseph Chobokoane, a thirty six (36) years old man from Kuruman but based in Pretoria. He attended the event for the first and vowed to come back next year. He said that he is a horse facing fanatic and was impressed the event lived up beyond his expectations.

“This event exceeded my expectations, I was expecting a small gathering of horse racing fanatics but what I saw was amazing, I saw multitudes of people from various walks of life enjoying various activities in the bush away from a lot of things. Next year I will be bringing my camping facility so that I can attend all festivities which this

event has to offer including the beauty pageant and the sports tournament. I am also happy that the horse which won is from my hometown", he said.

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