



DIRECTORATE: CORPORATE COMMUNICATION & ICT

Media Statement

05 September 2016

Department launches Tourism Month on a high note

Vredefort Dome - North West MEC for Tourism Desbo Mohono called on all South Africans to make Tourism their every day activity. MEC Mohono was speaking during the recent official launch of the Provincial Tourism Month in Vredefort Dome, a world heritage site outside Potchefstroom. MEC Mohono also announced on positive developments the Tourism Sector in the North West has achieved.

According to MEC Mohono the department is steadily achieving its 2020 vision of becoming the 4th most visited province in the country. Currently due to growth in market shares and arrivals, the province has now made a step up on to number six. The success according to Mohono is mostly attributed to intensive marketing of the province and its Tourism products.

“We have improved in terms of tourists arrivals and we will continue to encourage tourists to stay longer. It is indeed a great feeling to record the success and that simply means more revenue and Job creation. The success also tell us that we are doing something right, and that what we will continue to do,” said MEC Mohono.

She said that her Department is in the process of planning with municipalities in a forum called MUNIMEC, which is a quarterly meeting between municipalities and the MEC. “Tourism happens within Municipalities, which is why it’s important for the department to plan and work closely with municipalities. Our plans must complement

each other. That will as well inform the budgets and the marketing of our products across the province,” she said.

Tlokwe Municipality Mayor Kgotsi Khumalo as well as the chairperson of the North West Tourism Board, David Mogashoa shared MEC Mohono’s sentiments, on corporative governance. They said that through aggressive marketing and corporation with private sector the province can achieve its goal of becoming the preferred tourism destination to both international and domestic Tourists.

One of the product owners attending the launch was Gomolemo Seeri of Kopano Guest House from Ledig in the Moses Kotane Local Municipality attested to the notion that marketing of the province has actually contributed positively to the growth of his business. He said that he is currently offering 24 Beds and also in the process of establishing the second BnB in Mogwase near Sun City.

“The province and municipality are greatly contributing positively to our businesses and we shall also continue to work hand in hand with them. I’m personally grateful for the effort especially the Villages, Townships and Small Dorpies concept. The venture has brought serious relief to us who own tourism products in villages. We have heard the call by the MEC and we are going to follow the band wagon,” said Seeri.

The Department will engage in a number of activities throughout the Tourism month. The activities include honoring those who have performed and contributed positively in the tourism sector through the Lilizela Awards. The MEC will also engage with potential investors in different platforms in a fact finding missions.

-END-

Issued by the North West Department of Tourism

For enquiries : Dineo Lolokwane (Spokesperson)

Cell : 072 542 8444

Tel : 018 388 2081

Email : dlolokwane@nwpg.gov.za

