



DIRECTORATE: CORPORATE COMMUNICATION & ICT

Media Statement

17 September 2016

MEC MOHONO APPEALS FOR FULL ACCESS

Selamod Village Guest House in Chaneng village won the best village guest house and the MEC award, as part of the Villages, Townships, and Small Dorpies, during the Lilizela awards held recently by the Department of Tourism in the North West. The awards were held in Sun City as part of the ongoing Tourism month activities across the province.

According to MEC Mohono all those who took part in the Lilizela awards are stars that makes the North West to shine and further take the A re yeng Bokone Bophirima brand Property forward. She thanked all participants and said that through their efforts they are taking government's mandate forward in contributing positively towards the local economic Development.

"It is our responsibility as government to intervene when there is a need in trying to unravel market failure while positioning Tourism as capable as possible in order for our business people to infiltrate bigger bazaars. We are not chained to the province; we all need to grow in order for others to grow as well. Government has the responsibility to listen to product owners especially in matters that affects their businesses, mainly because their businesses differ according to models and operations," she said.

Mohono said that the awards are a new platform and the beginning of selling Tourism by the people for the people. She said that the awards should also be seen as celebrating tourism product owner's efforts, sacrifice, their ambassadorship, their will and sheer drive of making sure that Tourism in the North West is noticed and is taken to greater heights at all costs. She said that since 2010, the country has been

putting more focus on marketing its infrastructure and now is the time to speak more about its people, the rich culture and Heritage.

Meanwhile Darryl Erasmus of Tourism South Africa praised all finalists for the perfect work that they are doing in taking tourism to the greater heights. He said that through Tourism South Africa's economy can grow and more development can be realized. "The Lilizela Tourism Awards recognizes and rewards the highest levels of excellence in the tourism sector. The main objective also is to encourage key players to strive for excellence in order to grow global competitiveness in tourism, To reward the people who deliver excellence in tourism, To give the industry motivation to aspire to and give them a cause to celebrate, To give the public a voice that counts in terms of the feedback/reviews they give, and To create an awareness about the value and importance of tourism towards growing South Africa's economy," he said.

Amongst others, the following are the finalists that will be representing the North West province at the National Lilizela winners on the 16 of October 2016: Brauhaus am Damm under the Culture and Lifestyle category, Moruleng Cultural Precinct under the Roots and Culture Thaba Tshwene Game Lodge under the Exempted Micro Enterprise and Seleke Samuel under the category Nature.

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