



DIRECTORATE: CORPORATE COMMUNICATION & ICT

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North West scoops three awards at the National Lilizela Awards

Potchefstroom Road Lodge and Thaba-Tshwene Game Lodge North West had done it again at the Lilizela awards. The two scooped the awards for the second year in succession during the National Lilizela awards held on Sunday at the Sandton Convention Centre. Both establishments were joined by the Buffelspoort resort and Tour guide Marcus Kruger who also were recognized as one of the best among the best in the Tourism sector in the country.

MEC for Tourism Desbo Mohono congratulated Four provincial product owners for winning in different categories. The four represented the North West province during the Lilizela awards which seeks to honor and celebrate excellence beyond the ordinary by these establishments in the Tourism industry.

According to Mohono, the North West province has a potential to scoop more awards on the Lilizela awards and vowed that her department will continue to working harder in encouraging other product owners to enter the competition which will recognize their efforts. "The big and well established businesses have not shown interest in taking part in these awards and as a department we have a duty to encourage them to take part. I however congratulate other big companies that entered for this year's awards like Marang hotel in Rustenburg and others. We have a great potential as a province as many product owners started from nothing and are making it big in the industry," said Mohono.

Mohono 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.

"Product owners are a pivotal component of in the Tourism industry and should be supported at all costs. As a department we will continue to work very closely with our product owners and assist them in marketing their products, the province and its warm hearted people. We will continue to strive for excellence and make sure that we retain and further recruit tourists in our shores. we say our strength is in our Tourism Product Owners, from Tour Guides, Artists, Rangers, Hoteliers, Chefs, Marketers, Crafters, Operators and everybody else who continue to contribute immensely to this morose Industry. We salute and give honor to the three in helping us to realize the dream of "A re yeng Bokone Bophirima" as a destination of choice," said the elated Mohono.

Meanwhile the Tourism Minister Derik Hanekom praised all those who took part in the awards, saying their efforts are recognized and their contribution into the economy of the country is much appreciated. "We honor your efforts and through these awards we aim to recognize and celebrate tourism businesses for tourism excellence, your contribution to South Africa's global competitiveness, and for growing tourism's contribution towards GDP and job creation. Ours is to encourage you to work hand in hand with all stakeholders including government in growing the economy of the country through Tourism," said Minister Hanekom.

Minister Hanekom further emphasized South Africa needs to make sure that the tourism offered should be accessible to all people. He said that aside from the economic boost, tourism plays a major role in bridging artificial and cultural barriers.

The Lilizela Tourism Awards serve as platform for the government to assure that the Tourism and Hospitality industry continuous support and also celebrate excellence beyond the ordinary by these establishments in provinces. The awards also recognize and reward tourism players and businesses who work passionately with pride to deliver world class products and services whose delivery grows South Africa's global destination competitiveness.

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