



DIRECTORATE: CORPORATE COMMUNICATION& ICT

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MEC Mohono's trip to the UK yields results for the Province

The North West MEC for Tourism Desbo Mohono has during her recent visit to the United Kingdom, where the North West Province participated in a series of roadshows designed to train tour operators and travel agents on what destination South Africa has to offer the discerning traveler from the United Kingdom, managed to lure Irish journalists to visit the North West Province. These journalists were already on a scheduled trip which was organized by South African Tourism - UK Office to visit Gauteng Province when MEC Mohono enticed them to also make a turn to her Province.

Speaking from ITB-Berlin, an annual international travel trade show held in Berlin, Germany, North West MEC for Tourism, Desbo Mohono said that she was excited that her engagement with the South African Tourism U.K Office, has yielded positive results.

"I am glad that during my interaction with South African Tourism officials in the U.K, they acceded to my humble request and ensured that the Irish journalists included the North West Province during their visit to South Africa. We hope that they will portray the Province in a better light. This is a clear indication that the North West Province has a lot to offer with regards to Tourism and Hospitality", enthused the MEC.

Mohono continued to highlight the socio-economic impact of this visit. She said that international recognition will bring about more international tourists and subsequently that will increase the flow of tourists and help stimulate our economy through various

modes of exchange. "Tourism is one of the key pillars which play a pivotal role in growing our economy as a Province. Such publicity will definitely help elevate us on the Tourism map and we will be able to propel forward in changing the lives of ordinary communities of the North West through Tourism. There is dire need for those who wish to profile this Province as the destination of choice to understand that Tourism in this Province is a very important aspect of our economic growth and that it is one of the vehicles used to grow the economy together with Agriculture and Culture. We also hope that these international journalists will get to experience a bit of our culture and heritage and the warmth of our people in general", added Mohono

Echoing her words, North West Tourism Board Acting CEO, Mr Charles Ndabeni, said that the Department and the newly established Tourism Board are eagerly waiting to welcome these Irish journalists. He added that it was also important that these journalists understand the Tourism dynamics of the North West Province and its socio-economic developments.

"The Department and its subsidiaries are working hard to ensure that we lure international tourists and hope that the experience gained during this eight day visit in South Africa as part of the SA Tourism 's media tour dubbed as "Undiscovered South Africa" will gain an elevated status and profile our beautiful Province", said Ndabeni

Amongst others, the media tour includes a visit to Gauteng Province followed by another visit to one of the eight World Heritage Sites, Cradle of Humankind in the Magaliesburg.

The journalists will wind off their activities with a transfer to Jaci's Safari Lodge in the Madikwe Game Reserve which is in the North West Province. These journalists includes Yvonne Moran of the Irish Mail on Sunday, Dominique McMullan of the Irish Times, Robin Schiller of the Irish Independent and Mark Evans of the Herald.ie

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