



DIRECTORATE: CORPORATE COMMUNICATION& ICT

Media Statement

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North West Hosts the National Tourism Communicators Forum

Mahikeng – Communication is a critical element of government that displays democracy in action. This is according to MEC Desbo Mohono during the National Tourism Communicators Forum held in Mafikeng recently. MEC Mohono urged Tourism communicators from across country to ensure relevant platforms are exploited and that relevant messages are communicated to the intended recipients in a simple way that would ensure inter subjectivity.

The National Tourism Communicators Forum is a forum chaired by the National Department of Tourism and comprise of heads of communication and marketing from tourism departments and tourism entities in all nine provinces. Its main objectives are to create a platform for Tourism Communicators to engage on communication issues, synergize programmes, network and share best practices.

Speaking during an unorthodox meet and greet session, North West MEC for Tourism, Desbo Mohono who appearance forum said that she appreciated the fact that her Province was given the opportunity to set the standards since the motion to rotate these meetings was taken. She said that she wished that the members of the forum other provinces would stay longer in the province and experience its unique tourism offerings and its subtle hospitality.

“We appreciate the fact that you are here and you will share the best practice and ensure that you input on the already existing communications and marketing plans in the province. We will also appreciate to the fact that you chose the North West and your contribution in making the province a preferred destination will come in handy.

I hope that you though your fruitful deliberations and exchanging of best practices in trying to enhance relations as colleagues within that communications and marketing space you will be out advocate in your respective provinces. My only wish was for you to stay longer and experience what this province has to offer in terms of tourism and hospitality. I hope that you come back with your family and friends for a holiday in our beautiful province”, Mohono said.

MEC Mohono appealed to forum members to consider communicating more on tourism in villages, townships and small dorpias as it is the focus of the provincial government. She said that Tourism is the new gold and it continues to pay dividends on daily basis. She said that overseas tourists are now focusing on South Africa as a tourism destination, adding that the move is good for the country’s economy.

Departmental Spokesperson, Dineo Lolokwane said that it was important to be a good host and set the bar really high. She said that first impressions last and her province has to do all it could to pull up their socks. “We need to forge solid relations with other provinces to ensure that they consider coming back either for business or pleasure. We also need to set the bar and ensure that as the first hosts since the rotations were introduced, the meeting and all other planned activities are on point and successful”, said Lolokwane.

Members of the Forum were treated to a comprehensive culinary excursion by Mahikeng Hotel School where Chef Victor was able to exhibit how various signature dishes were prepared and later in the evening were treated to a Boma Dinner at the Mahikeng Game Reserve.

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Issued by	: North West Department of Tourism
For enquiries	: Dineo Lolokwane (Spokesperson)
Cell	: 072 542 8444
Tel	: 018 388 2081
Email	: dlolokwane@nwp.gov.za