



DIRECTORATE: CORPORATE COMMUNICATION& ICT

MEDIA STATEMENT

09 December 2016

Mohono calls for local Tourism support

People from all walks of life including thousands of music, arts and culture fanatics are expected to flock into Mahikeng for the 2nd Annual Mahika Mahikeng Cultural Festival. MEC for Tourism in the North West Desbo Mohono is therefore appealing to all patrons who will be descending to the Festival to explore various local tourism products during their stay in Mahikeng over the weekend.

MEC Mohono made the call during her departmental festive campaign called “Shapa Raondo mo Bokone Bophirima campaign” to encourage locals to explore tourism products within the platinum province during this festive season. The campaign which started in the Dr Ruth Segomotsi Mompati and Bojanala districts is now continuing in the Ngaka Modiri Molema district and mainly focusing in villages, Townships and Small Dorpies of the province.

Amongst others the venture seeks to promote festive packages in the entire province as provided by participating products, to showcase the province as the preferred Holiday destination of choice, to increase lengthy stay in Bokone Bophirima and to ensure that local economy is boosted.

“The **“Shapa Raondo mo Bokone Bophirima”** campaign is part of the implementation of the domestic tourism strategy. We are expecting thousands and thousands of music patrons to attend Mahika Mahikeng activities. Therefore out

guest houses and hotels are ready to accommodate them. We are also expecting to see major contribution towards the local economy as many will be spending while enjoying their stay here.

“I am sure that during their stay in the provinces they will get to experience, the beauty, quality service and the warm welcome by the people of the North West. We want to expose other hidden treasures within the province especially in Hahikeng. In so doing we are sure that locals will know tourism products in their periphery”, said MEC Mohono.

The campaign is also geared towards marketing the upcoming festive events such as the Mahika Mahikeng Cultural Festival, DJ Nation Annual Bash and many other festive events taking place during this time of the year in the North West.

The month long campaign will run in all the four districts of the province. MEC Mohono together with well known artists from the North West Province, Mo Molemi and Stoane Seate will continue to lead the tourism team throughout the festive season campaign.

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