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## DIRECTORATE: CORPORATE COMMUNICATION& ICT

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### MEDIA STATEMENT

**03 December 2016**

#### **Shapa Raondo Campaign encourage domestic tourism**

The Department of Tourism in conjunction with its agency North West Tourism Board is continuing with its festive 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 now continuing in Bojanala district is mainly focusing in villages, Townships and Small Dorpies of the province.

The campaign is taking place under the theme, “Shapa Raondo mo Bokone Bophirima”. Among 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**” campaigns is part of the implementation of the domestic tourism strategy. Our aim is to make sure that our people in the North West should know about products in their door step. They will then become ambassadors of the province. We also want to lure people from other provinces to come and have the experience, the beauty and the warm welcome by the people of the North West. We want to expose other hidden treasures within the province. In so doing we are sure that locals will know tourism products in their periphery”, said MEC Mohono.

MEC also appealed to motorists and other holiday makers to ensure safety at all times. She called on those who will be traveling to abide by the rules of the road to prevent unnecessary accidents.

“Shapa Raondo mo Bokone Bophirima” campaign is also geared towards marketing the upcoming festive events such as the Mahika Mahikeng, DJ Nation 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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