



## **DIRECTORATE: CORPORATE COMMUNICATION & ICT**

### **MEDIA STATEMENT**

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### **BOTSWANA TOUR OPERATORS EXPLORE THE NORTH WEST PROVINCE.**

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The North West province is rich in culture and prides itself with the most amazing Tourism products, history, heritage and wild life which distinguish the province from other areas. This is according to the MEC for Tourism in the province Desbo Mohono when welcoming Tour Operators from Botswana recently. The Botswana team was constituted by members of the media and Tour operators, who came for sight inspection and crafting tourism packages and routes.

According to MEC Mhohono the province is mostly rural and needs aggressive marketing which is in line with the provincial concretes of prioritizing the Villages, Townships, Small Dorpies (VTSD). She said that Marketing will remain key in ensuring that the North West becomes the most preferred tourism destination in the country.

“Such ventures will ensure that our Tour operators from Botswana and other countries get to understand the types of products we have in the province that will suite their packages. We also want them to have an experience of the products in the province so that they could charnel their tourists to our province” said Mohono.

The session was the platform where Tour Operators meet and engage with new and exciting tourism products. In the sessions the provincial tourism products owners were afforded an opportunity to profile and market themselves through structured one-on-one engagements with the tourism trader buyers and site visits.

Iain Gunn from the Hartebees Cable Way expressed his gratitude towards the venture saying NW Tourism and its board have really ensured that they were given an opportunity to showcase their products. “We really hope that this will assist us in expanding the market of our products. We have always wanted tour operators to have their own personal experience of our products, so that when they package their routes, they at least have an idea and experience of what we have on these sites of country,” said Gunn.

Kabelo Seitshiro a print Journalist, hailed the initiative and commended the provincial tourism industry. “What we have experienced is out of this world. All the products we went to were amazingly beautiful. The province has potential to attract international tourists and can compete with major attractions. It was an eye opening experience, with good sites visits of both well established and upcoming products. I think the Botswana Tourists would have fun and great experience when touring these sites”, said Seitshiro.

The team visited attractions like Stonehenge Resorts outside Parys near Potchefstroom in the North West Province, Hartebeespoort Dam, where they went for a boat ride, the Hartebeespoort Snake and Animal Park, Pilanesberg National Park and Sun City Resorts among others.

Currently the North West prides itself with attractions among others such as Taung Dam, Thomong, Taung skull World Heritage Site, Dinkgwaneng, Vryburg town as the biggest producer of beef, Baberspan/Logadigadi Bird Sanctuary, Ka-Ditshwene Heritage Site, Vredefordome World Heritage Site, Madikwe and Manyane Game Reserves, Sun City Resorts, as well High performance centres of in Potchefstroom and Phokeng. We also have the Second World war battlefields, Old buildings which are over hundred years and many other state of the art establishments. Ninety percent of attractions are in the VTSD areas and they attract over Fifty thousand international tourists annually.

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