



DIRECTORATE: CORPORATE COMMUNICATION & ICT

Media Statement

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Tourism boost for Ngaka Modiri Molema

Sue Komane, a well renowned business woman in Mafikeng, agrees with government's call for private tourism products owners to synergize their plans with those of government. Komane endorsed a call by government during the recent Ngaka Modiri Molema district Tourism Iekgotla held in Mafikeng recently.

According to Komane, tourism owners operate in silos and there is a serious need to integrate and coordinate plans with government. She said that sessions such as Lekgotla are critically important as they give a different view and pave way for small emerging tourism products owners within Ngaka Modiri Molema. She endorsed the idea of the Lekgotla.

"We welcome the initiative by government to effectively and efficiently foster integrated tourism planning and development across all spheres of Government. We hope that as from today we will work together and grow the tourism industry. This will also assist in improving service standards, within our respective business. The session was an eye opener and really gave them hope and believes that their businesses will grow and further boost the local economy," said Komane.

Addressing delegates during the Lekgotla, Tourism MEC Desbo Mohono, called on product owners and events managers to integrate their services and support each other. "As we plan events, let us make sure that we do it jointly and support the local economy. We need standing events that will garner many people from across the country to our province. We need to improve and support existing annual events, in our quest to improve the economy of this province," said MEC Mohono.

"We have realized that as government alone the task might be overwhelming to achieve. Contrary to that, we believe it is not a daunting task but it requires us to work together in making sure that Tourism becomes an economic fountain within the province. We are also making it a point to ensure and ensue that we foster the integrated tourism around the province and inclusive in our strategy will be planning, growth, development and transformation," she said.

Tourism product owners believe that a number of annual events existing such as the music festivals, and those yet to come are some of the events that will continue to boost tourism in their area. The revival of Letlamoreng dam, and other tourist attraction areas such as monumental places like the Mafikeng museum, and the Dr



Molema's surgery. They also called on government to assist the marketing of other heritage sites across the Ngaka Modiri Molema district.

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