



tourism

Department:
Tourism
North West Provincial Government
REPUBLIC OF SOUTH AFRICA



DIRECTORATE: CORPORATE COMMUNICATIONS

Media statement

01 October 2014

MEC Mohono joins World Tourism Day celebrations in the Northern Cape

Upington - Following her recent visit to the Northern Cape where she joined the Minister of Tourism, Derek Hanekom, the Northern Cape provincial government and the whole country in celebrating World Tourism Day (27 September 2014) activities which were held under theme “*Tourism Transforming Lives*, North West MEC for Tourism, Desbo Mohono says her department was able to exchange best practices and benchmark other trends within the Tourism sector across the country.

MEC Mohono said that it is important that she engages with other relevant national stakeholders, the Minister and Tourism MECs from other provinces so as to better place her newly formed department and province as set against other provincial departments in the map.

“This tour to the Northern Cape was not only to celebrate world Tourism Day, we were there to also benchmark, network and exchange best practices. I was there to ensure that I sell Bokone Bophirima as a tourism product to the market which was available there” she said.

“The North West province has quality world class tourism products which we as the custodians need to represent, package and sell well to the relevant markets. Hence we are in this province to see how we can learn from them and share best practices”, she said.

MEC Mohono also added that since the North West and Northern Cape are bordering each other the prospects of creating partnerships which will benefit both provinces in growing the economy.





“We can engage each other on a regular to develop strategies in working together to grow the tourism economy. Both our provinces are mainly rural and we both have astonishing indigenous Tourism products. Our partnership would go a long way and it will definitely yield positive results which will transform the lives of ordinary South Africans from both provinces”, she added.

World Tourism Day is an annual event meant to foster awareness among the international community about the importance of tourism and its social, cultural, political and economic value. This year’s theme was focusing on the ability of tourism to empower people and provide them with skills to achieve change in their local communities.

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Pictures and captions

Picture 1 – (from left) Northern Cape Premier Silvia Lucas, Northern Cape Tourism MEC John Block, Northern Cape Public Safety MEC Martha Bartlett and NW Tourism MEC Desbo Mohono (right) during Minister Hanekom’s Business Breakfast with Tourism role players in the Northern Cape

Picture 2 – Project visit - Minister Hanekom (middle – suit) and MEC Desbo Mohono (right) and the Beneficiary of the Raaswater Community Craft Development (far left) during one of the project visit to Raaswater in Upington, Northern Cape

Picture 3 – Working together in Tourism to transform ordinary lives (from Left) Northern Cape Tourism MEC John Block, Northern Cape Public Safety MEC Martha Bartlett and (right) North West Tourism MEC Desbo Mohono

Picture 4 – Joining in celebrations – (front - left with glasses) Northern Cape Premier Silvia Lucas, (middle) North West Tourism MEC Desbo Mohono and (right) Northern Cape Tourism MEC John Block.

All pictures by; North West department of Tourism





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