



**MINISTRY OF TOURISM
OFFICE OF THE DEPUTY MINISTER (ODM)
REPUBLIC OF SOUTH AFRICA**

Private Bag X424, Pretoria 0001, Tourism House, 17 Trevenna Street, Sunnyside, Pretoria
Tel. (+27 12) 444 6763, Fax (+27 12) 444 7029, Website: www.tourism.gov.za

MEDIA ADVISORY

**DEPUTY MINISTER FISH MAHLALELA TO ENGAGE THE THABO MOFUTSANYANA
DISTRICT MUNICIPALITY (FREE STATE PROVINCE) ON ACTIVATING RURAL
TOURISM DEVELOPMENT TO REVIVE THE DOMESTIC TRAVEL MARKET**

13 October 2020

Deputy Minister of Tourism, Mr Fish Mahlalela, will visit the Thabo Mofutsanyana District Municipality in the Free State Province to engage with the spheres of government, including the sector SMMEs on championing the recovery of tourism in general, and the activation of rural tourism in particular in the District

His visit to the District Municipality is spurred by a commitment made by the Department on World Tourism Day (27 September 2020) to leverage, amongst others, on its Rural Tourism Development Strategy to revive the domestic travel market.

The engagement will seek to rally local Government structures and SMMEs to prioritise tourism in their master plans to drive the development of sustainable tourism economies in rural communities.

MEMBERS OF THE MEDIA ARE INVITED AS FOLLOWS:

STAKEHOLDER ENGAGEMENT SESSION:

Deputy Minister Mahlalela will engage with Provincial and municipal government officials, along with Tourism Trade (Local Business/ Product owners) on the Sector's recovery plan.

Date: Friday, 16 October 2020
Time: 09h00 - 12h00
Venue: TBD – Bethlehem – Free State Province

DESTINATION DEVELOPMENT: RURAL TOURISM

The Deputy Minister will take time out to inspect progress on a Destination Development project built by the Department of Tourism at the Golden Gate Highlands National Park. He will also visit the Basotho Cultural Village.

Date: Friday, 16 October 2020
Time: 14h00 - 16h00
Venue: Golden Gate Highlands National Park – Free State Province

To RSVP or arrange for a telephonic interview contact the following by **Wednesday, 13 October 2020:**

Ms. Sindi Zwane (Department of Tourism)
Tel: 012 444 6612
E-mail: szwane@tourism.gov.za

Mr. Buko Gcolotela (DESTEA)
or
Tel: 051 400 4725 / 073 472 4237
E-mail: gcolotelab@destea.gov.za