



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA



Province of the
EASTERN CAPE
ECONOMIC DEVELOPMENT,
ENVIRONMENTAL AFFAIRS AND TOURISM

ADVENTURE PROVINCE
Eastern Cape
PARKS & TOURISM AGENCY

MEDIA INVITE

EASTERN CAPE READY TO HOST WORLD TOURISM DAY CELEBRATIONS

21 SEPTEMBER 2018

The Department of Tourism, in collaboration with the Eastern Cape Department of Economic Development, Environment and Tourism (DEDEA), South African Tourism (SAT) and the Eastern Cape Parks and Tourism Agency (ECPTA) will host events leading up to the World Tourism Day Celebration on 27 September 2018.

Drawing inspiration from the 2018 United Nations World Tourism Organisation (UNWTO) World Tourism Day theme: *“Tourism and the Digital Transformation,”* the event will highlight the value of domestic tourism and the role of digital transformation in growing an inclusive and sustainable tourism economy.

World Tourism Day is an annual event that is celebrated on 27 of September throughout the world, with the purpose of fostering awareness about the importance of tourism and its social, cultural, political and economic value.

MEMBERS OF THE MEDIA ARE INVITED AS FOLLOWS:

MINISTERIAL IMBIZO – 6 DAY HIKING TRAIL:

Minister of Tourism, Mr Derek Hanekom and the Executives of the Eastern Cape Province will host an Imbizo to engage the community from Port St Johns, Mpande, Mngazana and Mngcibe on tourism issues, in particular the community beneficiation of the signature the 6-Day Hiking Trail recently refurbished by the department.

Date: Tuesday, 25 September 2018

Venue: Zwelenqaba School Hall, Mngazana – Eastern Cape Province

Time: 12:00 - 14:30

TOURISM AWARENESS BLITZ:

The department will conduct a blitz in Mthatha to interact with members of the public and create an awareness about the value of tourism to the local economy. Themed *“Do Tourism Responsibly,”* the activations will promote responsible tourism practices ahead of the festive season.

Date: Wednesday, 26 September 2018

Venue: BT Ngebs City Mall, Mthatha – Eastern Cape Province

Time: 11:00

WORLD TOURISM DAY CELEBRATIONS:

The Department and the Eastern Cape Province will join the world in hosting festivities in celebration of World Tourism Day. The event will feature entertainment and exhibition stalls showcasing the best of Eastern Cape's tourism and cultural offerings.

Date: Thursday, 27 September 2018

Venue: Luchaba Nature Resort, Mthatha – Eastern Cape Province

Time: TBD

Kindly to confirm your attendance no later than **24 September 2018 to:**

Department of Tourism:

Ms. Sindi Zwane Tel: 012 444 6612 / 081 267 4665 [Email: szwane@tourism.gov.za](mailto:szwane@tourism.gov.za)

Eastern Cape Parks and Tourism Agency:

Ms. Oyanga Ngalika Tel: 043 492 0713 / 079 891 8624 [Email: Oyanga.Ngalika@ecpta.co.za](mailto:Oyanga.Ngalika@ecpta.co.za)