



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

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Northern Cape Province celebrates World Tourism Day

18 September 2014

The desert will come alive as the National Department of Tourism in partnership with the Northern Cape province host the World Tourism Day (WTD) celebrations under the sub-theme “**Tourism - Transforming Lives**” on the 27th of September 2014.

World Tourism Day (WTD) is an annual United Nations World Tourism Organisation (UNWTO) event that celebrates the importance of tourism and its social, cultural, political and economic value to society. The 2014 UNWTO theme for WTD is “Tourism and Community Development”. However, the theme has been modified to “Tourism Transforming Lives” to make it more applicable to the domestic situation, and offer the sector an opportunity to highlight the positive impact of tourism on our economy, job creation and the citizens of South Africa.

Members of the media are cordially invited to attend the following events:

Minister of Tourism's business breakfast.

Theme : Tourism Transforming Lives (focus on SMME's and their role in growing tourism)
Date : Friday, 26 September 2014
Venue : Protea Hotel - Upington - Northern Cape Province
Time : 07h30 for 08h00

World Tourism Day Celebrations

Date : Saturday, 27 September 2014
Venue : Hakskeenpan - Northern Cape province (-26° 49' 31.07", +20° 12' 28.72")
Time : 9h00 to Tour to the Pan
: 16h30 to 18h00 WTD Programme

Kindly confirm your attendance by no later than 22 September 2014 to:

Ms Dianna Martin

Northern Cape Tourism Authority

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Email: mdianna.ncta@telkom.net or dianna@experiencenortherncape.com

Or

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