



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

Tourism House, 17 Trevenna Street, Sunnyside. Private Bag X 424, PRETORIA · 0001
Tel + 27 (0) 12 444 6000· Fax + 27 (0) 12 444 7000. Call Center: 0860 121 929

All roads lead to North West for WTD celebrations

28 September 2013

All roads lead to the North West province as the tourism sector counts down to the World Tourism Day (WTD) celebrations that will be held in Klerksdorp on the 27th of September 2013. The World Tourism Day Celebrations is a United Nations World Tourism Organization (UNWTO) annual initiative that affords countries a day to celebrate the socio-economic milestones of Tourism under a particular theme.

In support of the United Nations International Year of Water Cooperation, WTD 2013 is being held under the theme "Tourism and Water: Protecting our Common Future". The event seeks to address one of the global challenges outlined in the UN Millennium Development Goals (MDGs); ensuring environmental sustainability.

The Minister of Tourism Marthinus van Schalkwyk launched Tourism Month on 28 August 2013 under the theme: "Tourism and Water: Protecting our Common Future". "As we precede to the last leg of our tourism month activities in the North West, we encourage all South Africans to take a "short-left" and have fun with water as they explore our beautiful country" said van Schalkwyk.

In addition to the fun aspect of water, the activities scheduled in the North West province under the theme "Tourism and Water; Protecting our Common Future" will also highlight the tourism sector's responsibility to the wider sustainability objectives. The tourism sector uses a significant amount of water. The planned events in the North West will encourage all South Africans and tourism stakeholders to play a role in contributing to responsible water use through the implementation of responsible tourism practices and fostering water conservation.

The following events will be taking place in the North West:

Student Seminar, 25 September 2013 – Potchefstroom (North West)

The National Department of Tourism together with North West Department of Economic Development, Environment, Conservation and Tourism in partnership with North West University will be hosting a student seminar on the 25th of September 2013. Final year and postgraduate students from various universities will present their research findings on tourism related topics. – **All media invited**

Minister's Business Breakfast, 26 September 2013 - Potchefstroom (North West)

The Minister Tourism Marthinus van Schalkwyk will host a Business Breakfast event with the North West industry players to engage on how the tourism sector can remain competitive and sustainable through the implementation of sustainable water management practices.

Minister's Public Lecture, 26 September 2013 – Klerksdorp (North West)

The subject of the lecture is informed of by the World Tourism Organizations (WTO) theme being "Tourism and water – Protecting our common future. - **All media invited**

World Tourism Day Celebrations, 27 September 2013 – Klerksdorp (North West)

The World Tourism Day Celebrations will be held at Water Paradise in Klerksdorp – North West. The day will comprise of a formal event where the Minister will launch a “legacy project” and deliver a speech. – **All media invited**

For further information:

Enquiries:

Mr Trevor Bloem

Chief Director – Communications
National Department of Tourism
Telephone: +27 (0) 12 444 6607
Cell: +27 (0) 82 771 6729
Email: bloem@tourism.gov.za

Ms Dumisa Sechabela

Director Communications – NW
Dept: Economic dev, Environment, Conservation and Tourism
Telephone: +27 (0) 18 387 7860
Cell: +27 (0) 79 522 7375
Email: dseshbela@nwpg.gov.za

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