

PRESIDENT ZUMA TO MOBILISE SUPPORT FOR TOURISM

President Jacob Zuma will promote tourism on the sidelines of the World Economic Forum, by signing the United Nations World Tourism organisations “Golden Book” on the 4th of May in a media briefing.

The Global Leaders for Tourism (also known as The Golden Book) is a joint UN World Tourism Organisation, (UNWTO) and the World Travel and Tourism Council, (WTTC) initiative to position travel and tourism higher in the global agenda.

This joint campaign aims to mobilise recognition and support for the tourism sector from world leaders, by demonstrating travel and tourism’s crucial role in economic growth, job creation and development. In South Africa, tourism has been identified as one of the six job drivers of the New Growth Path.

President Zuma will be accompanied by Tourism Minister, Mr Marthinus van Schalkwyk and MECs of Tourism from all the nine provinces.

Media are invited to the media briefing:

Details are as follows:

Date: 04 May 2011

Time: 10:00

Venue: The Presidency, Tuynhuys, Cape Town

Media attending are requested to RSVP by sending their details to Nomfundo Mcetywa at nomfundo@po.gov.za

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