



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

MEDIA INVITE

Tourism Drives Safety Awareness Campaign in Nelson Mandela Bay Metro ahead of the Easter holiday break

14 APRIL 2025

GQEBERHA - The Deputy Minister of Tourism Ms. Maggie Sotyu, in collaboration with the executives from the Eastern Cape Department of Economic Development, Tourism and Environmental Affairs (DEDEAT), and the Nelson Mandela Bay Metropolitan Municipality, will host a community engagement to promote safer tourism communities ahead of the Easter Holiday break.

Recent media reports have highlighted alleged criminal incidents that are impacting on local communities and travellers in Qheberha, that are adversely impacting on the sustainability of the local tourism economy.

The community engagement will afford the three spheres of Government, including the South African Police Services (SAPS), an opportunity to engage with the community and tourism stakeholders to support coordinated efforts to promote safety awareness, and proactive reporting of criminal syndicates, to minimise incidences of crime in the Nelson Mandela Bay Metro.

The engagement will also share insights on the Department's capacity and empowerment programmes with a view to encourage active participation by the Youth, Women and Small Medium and Micro Enterprises (SMMEs) to advance the local tourism economy.

The community and safety awareness engagement takes place as the country commemorates Freedom Month in April. Freedom Month offers an opportunity for the citizenry to reflect on the progress made in transforming the society, while also examining its challenges. The event will empower and inspire SMMEs and the community to leverage on the gains of democracy, and actively participate in targeted government programmes to create thriving communities.

MEMBERS OF THE MEDIA ARE INVITED AS FOLLOW:

<u>SAFETY AWARENESS BLITZ</u>	<u>COMMUNITY ENGAGEMENT:</u>
DATE: 17 April 2025	DATE: 17 April 2025
TIME: 06h30 – 08h00	TIME: 10h00 – 14h00
VENUE: Astron Garage, Road R355 off N2 Highway, Motherwell Township, Gqeberha - Eastern Cape Province	VENUE: COEGA Vulindlela Conference Centre, Cnr N2 & Addo road Markman, Gqeberha Eastern Cape Province

RSVP: Media can confirm their attendance to: **Mr. Bheka Kweyama** Cell: 071 868 4141 E-mail: bkweyama@tourism.gov.za