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Tourism Minister to launch tourism Safety Awareness Campaign

6 August 2019

As announced in the Tourism Budget Vote in July 2019, the Minister of Tourism, Mmamoloko Kubayi-Ngubane will launch a National Tourism Safety Awareness Campaign at Table Mountain in Cape Town. The campaign will focus on initiatives to improve visitor experience and increase tourism safety.

Tourism safety has been consistently identified across a number of studies as a challenge which threatens tourism growth and therefore, foreign direct investment, visitor spend and employment. To support the target of 21 million international arrivals by 2030, tourism safety has become a priority for government.

MEMBERS OF THE MEDIA ARE INVITED

DATE: Thursday, 8 August 2019
VENUE: Kloofnek Parking Area, Table Mountain, Cape Town
TIME: 06h45 – 09h00

Kindly confirm your attendance by no later than **7 August 2019 at 13:00 to:**

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