

INVEST IN LESOTHO TOURISM

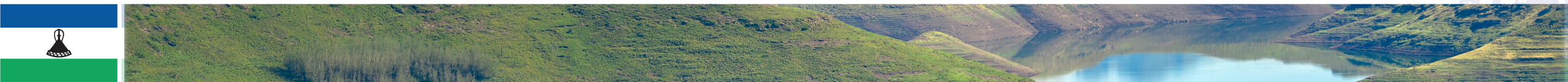
By Moshe Mosaase-PS Tourism



Tourism Sector Is A Priority Sector

One of the key priority areas according NSDP 2 is

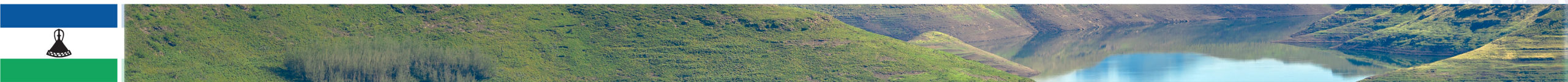
- Enhancing inclusive and sustainable economic growth and private sector led job creation
- Tourism sector has been identified as priority sector in achieving this KPA
- With it's vast potential the sector is still at at an infancy stage and need significant investment
- Opportunities to invest in the sector are plenty and need to be explored



Strategic Objectives

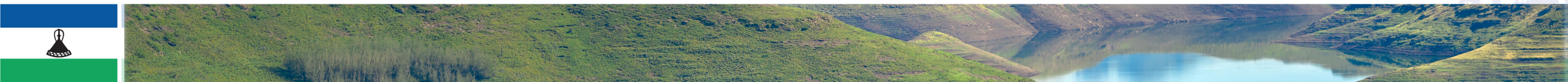
In the quest to achieve improved and diversified tourism products, the strategic objectives are

- Increase tourism investment
- Improve the visibility of Lesotho as destination of choice
- Improve protection and management of heritage resources
- Improve institutional frameworks for for tourism
- Build sustainable infrastructure for tourism



Structure

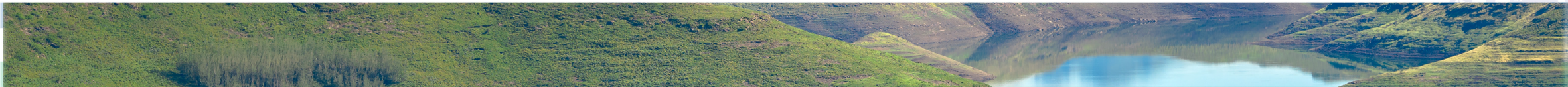
- Tourism is regulated in Lesotho by the ministry of Trade, Industry, Business Development and Tourism
- Under the department of tourism there is an SOE called Lesotho Tourism Development Corporation (LTDC)
- LTDC a government agency responsible for promotion of tourism.
- LTDC also supports tourism sector investment in partnership with Lesotho National Development Corporation (LNDC)
- The Lesotho Council of Tourism (LCT) is made of representations of different associations to represent interests of the private sector



Introduction

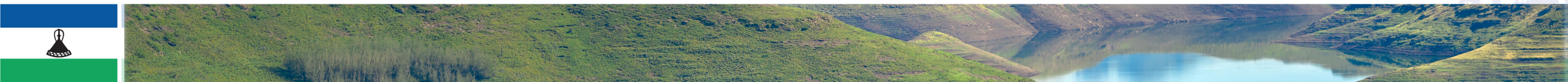
Lesotho is an ecotourism destination known for among others

- Pristine African wilderness
- High altitude and mountains crisscrossed by clear and clean streams/rivers of water as the water table of Southern Africa giving rise to snow-capped mountains in winter
- Clean air giving the traveler experience of clear skies and sunny rides and walks;
- Unique culture and tranquility



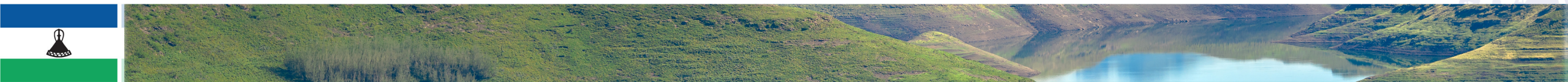
Travelers Visit Our Mountain Kingdom For:

- Scenic drives
- Cultural experiences in the host communities
- Mountain hiking, cycling or pony trekking
- 4x4 trekking
- Massive wetlands (Letsa-la-letsie, Senqu sources, Mt. Aux)



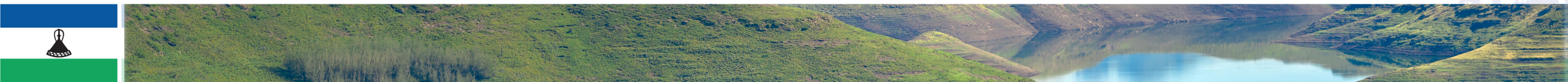
Value Proposition For Investing In Lesotho Tourism

- Infrastructure finance for roads, electricity e.t.c
- Project preparation financing to support development phase of tourism infrastructure project
- Credit guarantee support to enable businesses access loans from banks
- Participate in de-risking projects through equity financing



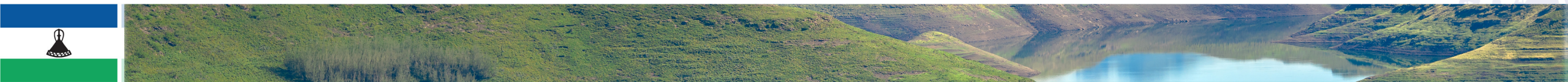
Lesotho Unique Tourism Attractions

- Bird watching of large birds (a number of colonies) – endangered bearded vultures in Semonkong Waterfalls & Tsatsane
- Rural homestays – in-living with hosts to experience rural lifestyle
- Mountaineering
- Abseiling (180m at Semonkong waterfalls)
- Skiing
- High altitude cycling and running (Sports Tourism)
- Bungee jumping (Potential)



Five Best Tourism Practices In Lesotho

- Promoting eco-friendly tourism business approach
- Making optimal use of environmental resources preserves natural heritage and biodiversity
- Respecting the culture of local communities conserves cultural and artistic heritage
- Buying from and supporting local businesses empowers the local economy
- Eating local food ensures freshness and benefits local businesses

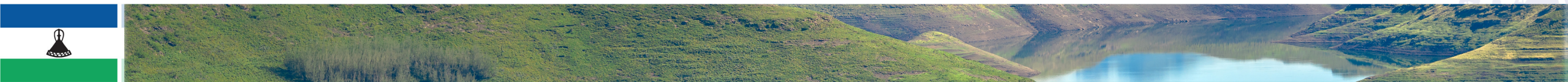
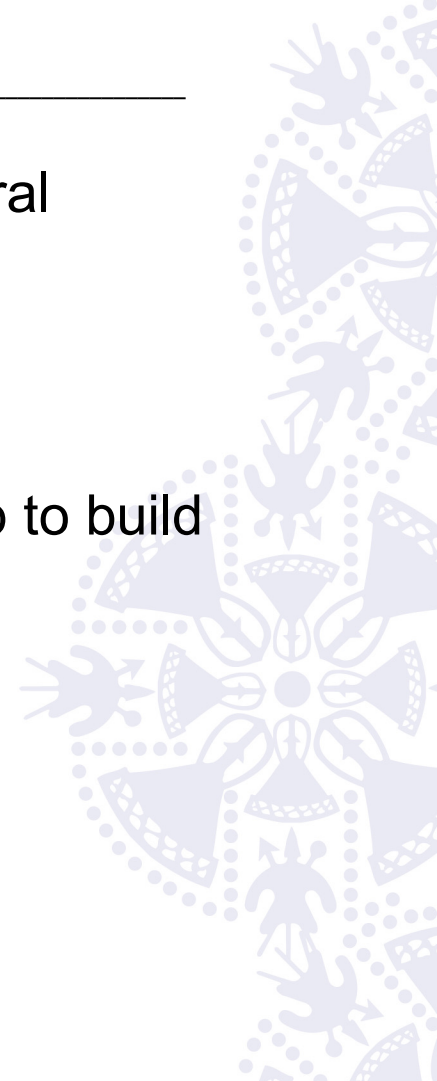


Importance of Women, Youth & Community Development

- Key services in the tourism and hospitality have proved to be of interest to women and youth.
- Majority of tourism businesses are owned by women and youth
- Many household are headed by women in the communities whilst men migrate to the urban areas for employment
- Lesotho has literate youth available in the labor market yet the economic activities cannot absorb them into the job market
- Traditional performance, crafts making, accommodation, tour guiding and adventure activities are the areas for young women and youth.
- Lesotho's tourism attraction sites are located in the rural areas as such adjacent villages end up being host communities hence the need to ensure requisite development that would enable quality tourist experience

Product Development & Diversification

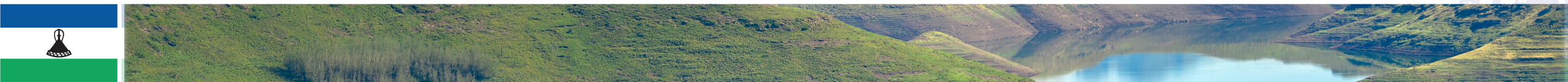
- Establishment of tourism business clusters to enhance conservation of natural resources
- development of the tourism attraction sites
- creative means of engaging tourists in the host communities
- Establishment of Tourism Development Fund through Tourism Levy can help to build funding for developing tourism products and attraction sites



• **Post-Covid Recovery Strategies**

Suggested strategies to stimulate tourism post-covid 19 could include

- Have a common VISA for all the SADC countries as this will enhance movement of international tourists within the countries
- Develop joint packages for tourists visit neighboring countries e.g Lesotho and South Africa
- Plan events that overlap to keep visitors in the region for longer/Music Tours
- Develop a regional body for tourism



VISIT AND INVEST IN LESOTHO TOURISM

