



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

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MEDIA INVITATION

10 NOVEMBER 2023

**MINISTER DE LILLE TO SIGN AGREEMENT WITH GOOGLE TO ENHANCE DIGITAL
TOURISM**

In line with the Department of Tourism's work to enhance the use of technology to market South Africa's tourism offering, on Monday, 13 November 2023, Minister Patricia de Lille will sign an agreement with Google which will see the Ministry of Tourism and the digital platform collaborate on several areas of work.

In an era of digital transformation, collaboration between technology giants and government entities has the potential to reshape industries and enhance public services.

The agreement will map the way for this visionary partnership between Google and the Ministry of Tourism, focusing on non-monetary exchanges to leverage each other's strengths for mutual benefits.

The primary goal of this partnership is to harness Google's technological expertise to support the Ministry of Tourism's efforts in promoting South Africa as a prime tourist destination. The partnership aims to facilitate knowledge sharing, skills development, and the use of digital tools to enhance tourism experiences and sustainability.

The areas of collaboration include, digital skills training, culture and heritage sites promotion and thought leadership.

By tapping into Google's technology through digital skills training and the sharing of insights, South Africa's industry, notably SMMEs, can be present their offerings in innovative ways, engaging potential tourists, and inspiring them to explore the country.

The collaboration is in line with the goal of increasing international arrivals and growing domestic trips in South Africa. This in turn will help tourism businesses grow, help the country's economic growth and support job creation efforts.

Minister de Lille will sign the Agreement with Dr Alistair Mokoena, Country Director for Google South Africa.

The Signing Event details are as follows:

Date: Monday 13 November 2023

Time: 12h00 – 13h00

Location: Imbizo Media Centre, Parliament Precinct, 120 Plein Street.

All media are welcome to attend. Members of the media are kindly requested to RSVP to Zara Nicholson on znicholson@tourism.gov.za and 079 416 5996.

Members of the media are also requested to bring identification along for visitor sign in at Parliament's visitor centre.

For Media Enquiries:

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