



LIMPOPO

PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

MEDIA RELEASE

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THURSDAYS FOR TOURISM AS LIMPOPO PREMIER LAUNCHES TOURISM MONTH

Limpopo Premier, Dr Phophi Ramathuba, has launched the province's aggressive Tourism Month Campaign in Waterberg, Modimolle-Mookgophong on Thursday, 22 August 2024.

Premier Dr Ramathuba began the campaign with a strapping drive towards creating tourism ambassadors of every Limpopo resident and public servants. This is as a means of driving socio-economic growth whilst retaining and reinforcing the province's position as the country's leading domestic tourism destination of choice.

During her address at the media launch, the Premier together with the MEC for Limpopo Economic Development, Environment and Tourism Mr Tshitereke Matibe, took an aggressive multi-stakeholder posture towards marketing the province's tourism products to the world.

"For September, we want every MEC and Mayor to participate in tourism marketing programmes within their municipalities and regions. This province's rich tapestry of tourism products has great potential to attract greater investment opportunities. With this drive, we want to secure jobs and increase the number of tourism establishments even in rural areas to cater for those who are visiting friends and relatives," said Premier Dr Ramathuba.

True to the theme for the national tourism month campaign "***Tourism and Peace – 30 years of connecting people, places and culture***", Limpopo's most vibrant tourism month campaign yet has compiled a list of exciting activities to be held throughout the month, all of which weave together community participation, centered around cultural tourism.

Premier took the opportunity to introduce a first for the province, the "***Tourism Thursdays***" campaign. The campaign will run throughout the month of September at all five districts of Limpopo with the aim of integrating every resident in the multiple programmes.

The Limpopo tourism month calendar is available of www.golimpopo.com.

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