



LIMPOPO

PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

MEDIA ALERT

Wednesday: 21 August 2024

PREMIER DR RAMATHUBA TO LAUNCH LIMPOPO TOURISM MONTH 2024

Limpopo Premier, Dr Phophi Ramathuba is thrilled to invite members of the media to the launch of the 2024 Edition of the Spring Campaign and Tourism Month Activities:

Date : 22 August 2024
Venue : Fumani Game Lodge, Mookgophong, Waterberg
Time : 18:00

Premier Dr Ramathuba will be joined by MEC for Limpopo Economic Development, Environment and Tourism (LEDET), Mr Tshitereke Matibe. They will lead the media through the launch of the Tourism Month Campaign which is the integral part of the Spring Campaign.

The Tourism Month Campaign is celebrated annually in September and provides a heightened month-long focus on the importance of the sector to the South African and more specifically the Limpopo economy.

Premier Dr Ramathuba believes that Limpopo has so much to offer and her 7th administration will make use of every available opportunity to market the jewel that Limpopo is.

“There are more reasons that people should start organising trips to our beautiful province with such wonders and legendary stories. They must learn about the bravery of St Manche Masemola along the same lines imbibing in the stories of the heroic battles of Tjate, Mutale and Makgobaskloof.

“They must witness the organic ways of making salt at the hands of women crafters at the banks of Klein Letaba River in Baleni, Giyani, connecting naturally with the ancestral land, and many other legends like the rain-making powers of Queen Modjadji,” said Premier Dr Ramathuba.

The launch will provide a look at themed activities aimed at encouraging and boosting domestic and international travel into the province.

The theme for the National Tourism Month 2024 is: “**Tourism and Peace - 30 years of connecting people, places and culture**”, which is in line with the UN World Tourism Organisation theme: “Tourism and Peace”.

Interested media houses may RSVP through email to surprisem@golimpopo.com or 077 603 1268 and Zaid Kalla ledetcommunications@gmail.com or 060 542 7100 today until 16h30.

-End-

For more information, please contact:

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