



MEDIA ADVISORY

TOURISM EXHIBITION IN LESOTHO

For immediate release

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As part of Freedom Day celebrations by South African High Commission to Lesotho, Pioneer Shopping Centre in Maseru will be a centre of attention from the 15th to 20th April 2011 as masses of the people will be descending to the centre to get a glimpse of tourism products and offerings on various exhibition stands.

Mr Happy Mahlangu, the South African High commissioner to Lesotho will officially open the exhibition on the 15th April 2011.

This was made possible by the collaboration between the Department of Economic Development, Tourism and Environmental Affairs in the Free State province and SA High Commission to Lesotho. The purpose of this event is to strengthen the working relations between the two countries on the promotion and development of tourism in the region and showcase tourism products both countries can offer.

It is a world known fact that tourism is one of the key economic drivers which need to be paid special attention. Thus, the SA High Commission has resolved to make tourism promotion a permanent feature in their annual Freedom Day celebrations.

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Collaborations between the two countries regarding tourism upliftment have been yielding positive results since the 1970's and this is merely a reinforcement of concerted efforts to continually improve tourism spending and tourism offerings between the two regions.

A number of tourism product owners from the Free State province will form part of the entourage to Lesotho and are envisaged to impart and share knowledge and business skills with their counterparts.

In an effort to seal the promotional event on a high note, series of activities to celebrate the Freedom Day have been organised to take place on the 20th April 2011 at Lesotho Sun wherein all exhibitors will proceed to showcase variety of tourism products to the attendees.

The invitation thereof is not limited to the media only, but the young and old are also encouraged to come to bear witness and snap up invaluable and uniquely South African and Lesotho products on display.

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