



MEDIA ADVISORY

TOURISM MONTH LAUNCH

September is annually observed and celebrated as a Tourism Month in South Africa. A series of activities showcasing tourism products are set to take place during this festive month.

As such, the Department of Economic Development, Tourism and Environmental Affairs in partnership with the Boertjie Kontrei Fees will officially launch Tourism Month in Bultfontein Show Grounds on the 3rd of September 2010 at 12H00.

This platform will be used to express the following messages:

- Cultivate the culture of travelling and tourism among the people of the Free State.
- Hospitality and industry to aim for service excellence and provide travelers and tourists with memorable experience.
- Transform the tourism industry to facilitate the entrance of those who otherwise would not be able to do so.
- Develop and promote township tourism.
- Promote and market reserves and resorts owned by the FSPG.

These messages are envisaged to stimulate the tourism sector as it has been identified as one of the cornerstones to economic prosperity of the Free State and to also facilitate the entrance of the previously disadvantaged communities.

This year's Tourism Month's theme is "**Tourism and Biodiversity, Creating a greener destination for all**". In line with this national theme, the Free State Provincial Government has resolved to use one of the biggest festivals in the Free State, the Boertjie Fees, which is primarily an agricultural show that attracted 29 000 people last year to stimulate tourism in the Free State.

The exciting line-up of speakers includes the Free State Premier, Ace Magashule, MEC for DETEA, Mr. Mxolisi Dukwana, MEC for Agriculture, Ms. Mamiki Qabathe and the mayor of Tswelopele Local Municipality, Ms. Kenalemang Phukuntsi.

As part of the launch, DETEA, FSTA and all districts will put up exhibition stalls promoting Free State tourism products and services. Several categories of competition will take place and winners will be awarded medals and trophies, free guided tour of the Vredefort Dome World Heritage Site, free visit to one nature reserve and a weekend for two at the government owned resort.

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Through this activity, the FSPG invites all and sundry to join in celebrating the biodiversity that makes the Free State one of popular eco-tourism destinations in South Africa.

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