



tourism

Department:
Tourism
North West Provincial Government
REPUBLIC OF SOUTH AFRICA



MEDIA RELEASE

Wednesday, 20 April 2016

TIMELY TOURISM BOARD ENGAGEMENTS WITH INDUSTRY STAKEHOLDERS

It has become imperative for the newly established North West Tourism Board to take its industry stakeholders on board with a view to bringing them up to speed with developments, following processes of splitting the North West Parks and Tourism Board (NWPTB) into two separate entities.

“We feel that we owe our industry and stakeholders formal engagement sessions where we can share facts relating to the split and reconfiguration of the North West Tourism Board in particular. The timing is most opportune given the amount of work which we have covered to date”, explained the NWTB Chief Information Officer, Mamaki Phoolo.

Stakeholder Engagement Roadshows will be rolled out in the four districts, with the first hosted at Potchefstroom, Dr Kenneth Kaunda District. They provide conducive platforms for the Tourism Board to introduce a team which is responsible for driving tourism promotions, market intelligence; market development and tourism education and training in the Province following the split. In addition to the aforesaid, these sessions will be used to provide an overview on the state of tourism in the Province; share key activities which will require industry involvement and partnerships; provide industry with a platform to share their plans, expectations and isolate key activities for which they would like to strike partnerships with the NWTB.

In charting a way forward, the NWTB intends to live by its new vision crafted for the new organisation “Your Partner Towards a Vibrant Tourism Sector”. These roadshows therefore becoming something which the stakeholder engagements are anchored on.

The NWTB delegation will be led by the Chairperson of the NWTB Board of Directors, David Mogashoa who said “Our mission is to provide an integrated tourism development support system towards a vibrant tourism sector in the North West Province. As a result, we hope the stakeholder engagement sessions will help create a new paradigm with collective efforts and role playing in growing the provincial tourism economy.”

Compiled by : **Mamaki Phoolo**
Chief Information Officer
North West Tourism Board

Contact Details : **018 397 1506 or 083 419 5974**