

The Weekly

MATJHABENG LAUNCHES TOURISM MONTH

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Tourism month launch ...Matjhabeng government officials German Ramathebane, Archie Mbana, Charles Stofile showing off the Matjhabeng Tourism Excellence awards trophy alongside the Goldfields Centre Manager, Tanya Lloyd

The Matjhabeng Local Municipality, in partnership with goldfields mall and SEDA launched the Tourism Month programme at the Mugg & Bean in the Goldfields last week.

The launch was graced by the Speaker, Charles Stofile, the Matjhabeng Municipal Manager, German Ramathebane, President of the Goldfields Chamber of Business, Mirna De Hart to name but a few and the programme has a host of activities for Tourism Month.

In her opening remarks, Tanya Lloyd, the Goldfields Centre Manager stated that it was important for the private sector to partner with government for the benefit of the community.

She said that the goldfields mall was very excited to join hands with the Matjhabeng Local Municipality because more can be achieved by working together.

The activities for September month includes a comedy show which will feature comedian, Eugene Khoza, and Generations actor, Menzi Ngubane who will be the master of ceremony. The poetry session will feature Lebo Mashile and Twasa from Lesedi FM.

The second Matjhabeng Tourism Excellence Awards will be hosted at the Ferdie Mayer Hall on September 26. These awards will recognize various institutions that have excelled in rendering service to their customers in 2012.

Last year's winners were Spur Steak Ranches in the restaurants category and Mantovani Guest House for accommodations. Other winners were the EMS filling Station in Hennenman, as well as Kutlwano Paper Making that won the arts and crafts category.

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“As an extension of our commitment to service excellence, we have created an incentive programme referred to as Matjhabeng Service Excellence Awards,” said speaker of Matjhabeng, Charles Stofile.

Furthermore, the Matjhabeng Local Municipality and the Goldfields Mall will unveil their partnership, which will be accompanied by the first ever African heritage show to be hosted at the Goldfields Mall on September 29.

This fashion show will feature a range of designer clothes by three local designers.

The mall will also present a handcraft exhibition from September 27.

“We are happy to have this partnership and we are going to make sure that the community benefits the most out of this programme,” said Xolela Msweli, executive director of Local Economic Development and Planning.

The annual Tourism Month celebrations are held in September to promote tourism and also highlight its importance to the economy of South Africa. The main objectives of the event are to create awareness of opportunities in the tourism industry and to create a friendly and safe environment for tourists.

The tourism industry is cited as a major economic force and creator of jobs. Matjhabeng is taking the lead to improve quality, hospitality, entrepreneurship and excellence in the district.

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