

# Wesgro to launch the Halal Tourism Guide in Middle East

The Wesgro Leisure Tourism and Tsogo Sun will take a sales trip to the Middle East. The trip received endorsements from South African Tourism (Sat) and the Southern Africa Tourism Services Association (Satsa).

The team is to launch the Halal Tourism Guide at the Arabian Travel Market 2018 in Dubai and will then host a tourism trade event in Abu Dhabi on 26 April 2018.

A first publication of the Western Cape's Halal Tourism Guide gives insight into Halal friendly products, restaurants, experiences, tour operators and an overview of tourist regions in Cape Town.

The team intends to publish the second version of the Halal Guide which will include a Halal Tourism map of the Western Cape.

For more, visit: <https://www.bizcommunity.com>