

Meet Dinokeng campaign launched

The Meet Dinokeng campaign was launched earlier this week to entice visitors to this area, which is part of an initiative by the Gauteng government to establish a tourist destination north east of Johannesburg and Pretoria, near Hammanskraal. The campaign has also launched in the media with billboards, radio spots and print adverts running in various publications.



The campaign, launched on 21 June 2011, focuses on travel with a conscience and aims to uplift the local economy and community by growing business and leisure tourism in the area, in line with international trends that show that business and leisure tourists are interested in travelling to locations and using establishments that support local business people and help grow the local economy.

The Meet Dinokeng campaign uses five local business people to show how visitors are contributing to the local economy. These five characters give the campaign a face and through their stories, it hopes to encourage corporates and organisations to consider Dinokeng when planning their annual conference, gal dinner or executive meeting.

The area offers everything from conference and events venues to team building activities or simply a quiet spot to work productively and then kick back and relax. It also has a variety of corporate social responsibility (CSR) projects.

The launch, for journalists, tour operators, professionals from the meetings, incentives, conferences and events (MICE) industry, gathered in Onverwacht to help build a bike shed at St. Joseph's Care and Trust Outreach, a local care centre for orphaned and vulnerable children.

Guests then enjoyed lunch at Zebra Lodge and an introduction to the campaign and how tourism benefits the local community. The guests then had the opportunity to meet the five business people selected for the campaign's face.

These are Fani Face who runs a vibrant township restaurant, Greg who runs a sustainable atchar business that employs local pensioners, Patricia who conducts village tours in Onverwacht, Laleen who runs a ceramic studio and Happy, who runs a vegetable stall that supplies local businesses with fresh produce.

Download the [Meet Dinokeng CSR Project List](#)

For more information, contact Adrian Amod on mobile +27 (0) 79 497 0818, tel +27 (0) 11 355 1227 or email Adrian.Amod@gauteng.gov.za