

# Department promotes tourism products in Botswana

It is evident that the Republic of Botswana remains an ideal hub for broad marketing and luring lucrative Tourism investment in the North West Province and South Africa as a whole. The department of Tourism in the North West launched the Bojanala Heritage Route during the 7th Botswana Marketing Campaign in Gaborone, Botswana.



Tourism Planning chief director - Ishmael Kgokong

This route ranges from the Hartebeespoort Dam in the Madibeng Local Municipality to Moses Kotane Local Municipality and some parts of the Madikwe Game Reserve in the Ngaka Modiri Molema district.

## Introducing Botswana's people to tourism products within Bojanala

Launching the project was MMC for Local Economic Development in Bojanala Cllr. Virginia Tlhapi said that the launch simply introduces the people of Botswana to the vast tourism products within the Bojanala district, which are situated across villages, townships and small 'dorpies'. The launch also introduced potential tourists to the rich cultural heritage which is the same as those practiced in Botswana.

"We speak the same languages and we are of the same culture. In that way, you will not be strangers to our culture. We all have relatives and some of us originate from here. In that way we need to explore and enjoy our visits to Bojanala and other parts of our country," said Tlhapi.

## Ensuring necessary economic growth

Speaking during the launch on behalf of the department, Tourism Planning chief director Ishmael Kgokong welcomed the launch and further urged the people of Botswana to visit Bojanala and explore products. "We are here to inform and show you other alternatives and great places that you can visit the next time you visit Bojanala district. As a department, we want to ensure that through such aggressive marketing activations we are able to influence the necessary growth in the economy of the province.

Tourism product owners across the four districts of the North West were also invited to promote their products. Products include guest houses, hotels, resorts and many other products that can be visited when visiting the province," said Kgokong. The promotion of Destination North West and A Re Yeng Bokone Bophirima brand property continued for four days in the Botswana capital and was lead by senior officials from the department, the North West Tourism Agency and Tourism ambassadors who included Stoane Seate, Katlego Danke and Mandla Gaduka.

This marketing campaign also included a series of activations to exhibit North West's finest musicians such as songstress Bonolo Molosiwa, Motswako Hip Hop legend, Jabulani "HHP" Tsambo and a popular house music Disc-Jockey, Douglas "DMOS" Mosadi.

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