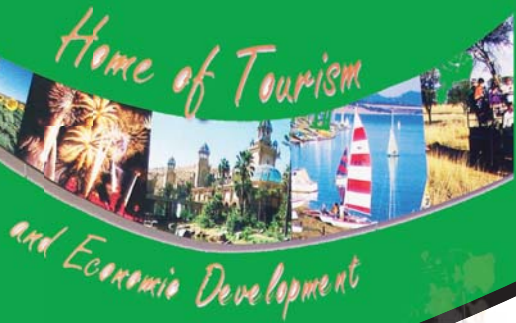


# Tourism Indaba 2011

## SPECTACULAR, STUNNING & STRIKING



**Bojanala Platinum District Municipality**  
[www.bojanala.gov.za](http://www.bojanala.gov.za)

The annual, international Tourism Indaba hosted in the Kwa-Zulu Natal Province in the city of Durban has once again stunned attendants from afar – it was a couple of days on the 2011 calendar (7-10 May) which will not be forgotten soon!

The theme of the event, “Playing globally, winning locally” encapsulated the ideas of shared- and inclusive growth as well as job creation in South Africa. A staggering 12 000 people attended the event and nearly 3 000 of them included buyers, tour operators, media representatives and guests from abroad. Tourism Indaba 2011 was the 22nd Indaba to be hosted by Kwa-Zulu Natal and was well attended by movers and shakers. Tourism Minister, Marthinus van Schalkwyk; the Executive Mayor of eThekweni Metropolitan Municipality, Obed Mlaba; as well as the Premier of Kwa-Zulu Natal, Zweli Mkhize.

The Tourism Indaba is the single largest tourism expo in Africa and the 3rd largest in the entire world! It has standards similar to the GATEWAY show hosted in Randburg, the World Trade Market (WTM) hosted in London (Britain), as well as the International Trade Business (ITB) hosted annually in Berlin (Germany).

Regarded as a milestone for the Bojanala Platinum District Municipality (BPDM), products and services have been successfully exhibited for the first time ever at the 2011 Tourism Indaba! Four municipalities operating under the Bojanala Platinum District Municipality has entered, and the results were astounding!

The four municipalities include:

- Bojanala Platinum District Municipality
- Moses Kotane Local Municipality
- Rustenburg Local Municipality
- Kgetleng Local Municipality

In the past BPDM participated under the umbrella of the North West Parks and Tourism Board, but this year, they independently exhibited their services and products.

The overall endeavour of the Tourism Indaba is to increase the number of foreign tourists to 15 million, the domestic trips to 50 million, and to increase the tourism contribution to the GDP from an estimated R189,4 billion in

2009 to R499 billion. This will ensure 225 000 new tourism job opportunities by 2020.

Key role of the Bojanala Platinum District Municipality at the Indaba:

- Promote the entire BPDM as a tourism destination within the North West Province and South Africa, and
- Network with other potential strategic partners at the Indaba.

Not only has the Bojanala Platinum District Municipality team set very high standards for themselves, but they have reached remarkable heights. For BPDM to be able to stand alone as an Exhibitor at an international show of this calibre, indicates growth in the district in exhibitions as well as promotions of our tourism products.

Furthermore, the ETEYA award is amongst the cream-of-the-crop, recognising the skills and dedication of new innovative entrepreneurs.

Although we did not have winners in these awards from our district, we are proud to announce that the overall winner of the award hails from North West, Tlokwe Municipality. Mr. Kagiso Legobe is the owner of Kay 2ze Gee Tours which specialises in adventure and exploration tourism.

The Bojanala Platinum District Municipality would like to take this opportunity to congratulate Kay 2ze Gee Tours for reaching the top as overall winner of the ETEYA award. “We wish you only prosperity in your future endeavors. We trust and believe that you will be a good ambassador as well as prudent role-player for various SMMEs in our province.”

Bojanala Platinum District Municipality achieved the following:

- Advertising on the Indaba Daily News;
- Market tourism products and destinations through the distribution of packaged products;
- Collected statistics of guests visiting the BPDM stand; and
- Officials from local municipalities within the BPDM promoted and sold products of their respective municipalities.



Welcome Welcome

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