



Councilor Meso Dassie – MMC for Social Services
Highveld National Park Tour
Tuesday 05 September 2006
Tourism and Information Development Centre
10h00

Councilor Kenetswe Mosenogi – the Member of the Mayoral Committee for Local Economic Development;

Colleague Councillors present here today;

Ms Pinky Megalanyane – the Manager responsible for Local Economic Development;

Representatives of various institutions and departments that are here with us today;

Tourism product owners, emerging product owners;

Ladies and Gentlemen:

Tourism industry is one of the fastest growing industries with the potential to make a difference in the economy of our country. We are able to attract first time visitors with our natural resources and unique attractions but we can only encourage them to come back by providing excellent service.

The money brought into our country thus far has created jobs for many of our citizens and continues to plough back into the industry and economy.

When one talks of opportunities created by tourism products – the Soccer World Cup immediately jumps to the fore. All South Africans agree that no single event here at home, will prove more forceful than the 2010 Soccer World Cup – which is both our greatest tourism opportunity ever, and our greatest tourism challenge.

Let us not forget the importance of our local tourism industry. Our own citizens are not tired of discovering their country. We should make them aware of the treasures they could still discover.

Many South Africans and indeed Potchefstroomers, simply need a nudge to explore their environment. This in itself will bring in money and improve the industry. Their experiences can be shared with their friends or family in the global village who may be encouraged to explore our country on their next visit.

Let us think – the Vredefort Dome, which is now a declared World Heritage Site, the N12 Treasure Route and now the Highveld National Park. Ours is a City rich in history and treasures that can be seen by all.

The Executive Mayor and a team from this municipality went to Sweden for the past week – and further marketed this City as the suitable destination for 2010 Soccer World Cup and a training venue for national teams from that country.

Our partners overseas, especially in Vaxjo, our sister municipality in Sweden have agreed to further explore Potchefstroom. This is just some of the good things that we can offer – but it does not end here.

You are all heartily welcome and please enjoy the tour with us.

I thank you.