

To: All Media

Attention: News Editors/Journalists

For Immediate Release

Tuesday, 18 April 2023

## **MEC Motara to Lead the Cradle and West Rand Tourism Roadshow**

The Gauteng MEC of Economic Development Tasneem Motara will attend and participate in the official Cradle of Humankind World Heritage Site and West Rand District Tourism Roadshow on **Wednesday, 19 April 2023**. The Roadshow, which aims to highlight collaboration between government and the private sector in the tourism sector, will start at **08h00 at Bidon Bistro Cycling, Kromdraai inside the Cradle of Humankind**.

The day-long experiential marketing, stakeholders and media engagement session will highlight the importance of government and private sector investments in visitor economy infrastructure, upgrades and upkeep of township-based tourism assets.

The MEC will also release Destination Gauteng Tourism Performance figures for Q1 of 2023 in line with the Tourism Recovery Plan and Growing Gauteng Vision 2030.

MEC Motara is set to use the Roadshow to outline some of the dedicated interventions by her department and its entities. This includes community-based tourism beneficiation programmes, plans for hosting of the flagship event "Cycle Tour de Cradle" and outlining overall Gauteng Tourism Performance with key facts, figures, and impact.

Members of the media are hereby invited to attend, cover and participate in this programme as we continue with Tourism Easter campaign - ena'lanto eGauteng

ENDS

**For media enquiries contact Mr Barba Gaogamediwe, Head: Destination Marketing & Communication at Gauteng Tourism Authority, 011 085 2500 / 083 446 7844**

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