

KSM VIEW POINT



Warm greetings once again to the community of Kwa Sani, it is with pleasure that we give you the news and updates about the activities, programmes as well as projects of your municipality.

LOCAL TOURISM FORUM

Kwa Sani Municipality recently held its quarterly Local Tourism Forum meeting which was attended by various tourism stakeholders ranging from Southern Drakensberg Community Tourism Organisation, Sisonke Development Agency, Himeville Museum, SAPS and local events organisers' e.g. Splashy Fen festival, Sani Stagger etc.

The purpose of the forum is to bring together tourism stakeholders to discuss tourism issues and come up with solutions on strategies that can be used to boost local tourism.

Amongst the issues that were discussed included the following;

- The alignment of all local events
- Formation of local events organising committee inclusive of various tourism related stakeholders.
- Branding and promotion of all Kwa Sani events

The Mayor of Kwa Sani Municipality emphasised on the importance of events alignment and collective planning as well as partnerships when organising or staging local events. Mr Pedro Carlo the organiser of the popular Splashy Fen festival also extended a request to the community of Kwa Sani to take ownership of the festival and urged the business sector to take advantage of the festival potential spin offs. The tourism ambassadors within the municipality will have an opportunity and gain exposure in the tourism industry by being part of this prestigious event. We encourage the tourism businesses to align their business advertising with the event marketing strategy.

Other important resolution of the meeting was that Kwa Sani municipality tourism office in partnership with Southern Drakensberg Community Tourism Organisation for the first time will have a tourism kiosk at the festival to provide a platform for local tourism businesses to market their businesses to thousands of festival spectators that will be present.

The Kwa Sani Municipality will be having a Fire awareness campaign at Underberg school on the 25 of February 2014, this awareness targets all the schools within the boundaries of the municipality and this is done in partnership with Rural Metro.

The Kwa Sani Municipality thus promote the spirit of Inter-governmental relations (IGR) and encourage all stakeholders within Kwa Sani to participate in any activity or public service that is taking place within the boundaries of the municipality.

Until next time stay blessed...