

Tourism campaign a success

BY LINDA MBONGWA

The efforts by South African Tourism to promote the country to its citizens are working – the Sho't Left campaign is proof.

At an award ceremony this week at the SA Tourism head office in Sandton, the organisation acknowledged local agents and trade partners for their participation and contribution to the Sho't Left campaign.

The campaign, which was launched three years ago, is aimed at creating affordable packages for locals who want to see and experience their own country.

According to SA Tourism, levels of domestic travellers visiting the Kruger National Park alone increased from 5% to 17% between

Efforts of travel agents recognised

May and September, and inquiries for domestic travel packages through Sho't Left travel partners rose by 80%.

Tumaini Leshoai, the portfolio manager at SA Tourism, said the campaign was an investment for the country's tourism and would strengthen the domestic travel industry.

One of the trade award recipients, Bradley Brouwer, said his company, Forever Resorts, had 23 properties in four provinces that offered up to a five-star service at cheaper rates.

He said the company sold travel packages to those who have not travelled before.

The award, said Brouwer, meant the efforts of travel agents and all those involved in the campaign were being recognised.

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