

September is
Tourism Month

EASTERN CAPE PROVINCE

DATE		EVENT	DESCRIPTION OF EVENT	VENUE AND TIME	ATTENDANCE REQUIRED E.g. Minister or DM	RESPONSIBILITY (EVENT OWNER) CONTACT PERSON (TOURISM)
7 September 2020	Tourism Month Media Launch	Media launch in the form of a webinar utilizing the Zoom platform, hosted by the ECPTA CEO	Zoom Platform, 10h00	Provincial and National Media MEC Department of Economic Affairs, Environment and Tourism		Lihle Dlamini, Chief Marketing Officer Oyanga Ngalika, Manager PR and Communications
1 – 30 September	Customer Care Training	Upskilling hospitality staff within select ECPTA Nature Reserves	Zoom Platform or ECPTA Teams Platform 09h00	ECPTA Staff		Bongani Matshisi, Branding and Promotions Manager Thuthula Fobosi, Reservations Clerk
1 – 30 September	Discount your Micro Trip	ECPTA will create a series of new micro trips centred around activities permitted in light of the relevant lock down level (September to December 2020) and will encourage private sector	ECPTA Website and Social Media Platforms	N/A		Susan Wilson, Experiential Marketing Manager JP Theron, E-marketing Specialist

		product owners to offer discount vouchers for activity or accommodation stays linked to the respective micro trips. These will then be packaged and promoted to locals to stimulate travel once more.			
1 – 30 September	Social Media – Power of memes	To leverage the power of social media a campaign centred around memes will be launched	ECPTA Social Media Platforms	N/A	Bongani Matshisi, Branding and Promotions Manager JP Theron, E-marketing Specialist
TBA	The Explore Booklet	ECPTA will update the “100 Reasons to Explore the Eastern Cape” booklet to include information pertaining to Micro Trips, Safety Tips, Eastern Cape Bucket List, sustainable tourism products and key contact information etc.	ECPTA Website	N/A	Lavinia Shaw, Senior Marketing Manager Bongani Matshisi, Branding and Promotions Manager
TBA	Influencer Marketing	Influencers who have a passion for travel within the Eastern Cape will agree to profile the Eastern Cape in terms of its authentic experiences	Social Media Platforms	N/A	Oyanga Ngalika, Manager PR and Communications Susan Wilson, Experiential Marketing Manager

		linked to people and places.			
1 September-30 October	Media Rollout	CNBC Vignette, Expresso Insert, Johannesburg, Durban and Capetown Billboards		N/A	Oyanga Ngalika, Manager PR and Communications

NORTH WEST PROVINCE

DATE	EVENT	DESCRIPTION OF EVENT	VENUE AND TIME	ATTENDANCE REQUIRED E.g. Minister or DM	RESPONSIBILITY (EVENT OWNER) CONTACT PERSON (TOURISM)
01-30/09/2020	Tourism Month Awareness & Marketing Programmes	Sharing Tourism Recovery Plan with industry and further showcasing Tourism products virtually (print, websites, social media etc) to ensure destination North West remains in the minds of the consumers.	Through virtual and on-line platforms	n/a	Mamaki Phoolo 0834195974 Baabua Thukubi 0823747161
07/09/2020	Tourism School Outreach Programme	Distribution of Tourism resources booklet to enhance tourism awareness amongst youths	Gaopotlake High School (Rustenburg)	n/a	Obakeng Motlhanke omotlhanke@nwpg.gov.za 0726571405 Zandi Solombela zsolombela@nwpg.gov.za 0731560321

11/09/2020	Youth in Tourism Seminar	Hosting of Youth in Tourism Seminar for Tourism students of Taletso FET College (Lehurutshe), to expose them to various career options within broader Tourism industry.	Taletso TVET (Lehurutshe)	n/a	Obakeng Motlhanke omotlhanke@nwpg.gov.za 0726571405 Zandi Solombela zsolombela@nwpg.gov.za 0731560321
24,25 & 26/09/2020	Youth in Tourism Conference	Youth Tourism Exhibitions & Launching of Heritage Route	Taung	Mayor	Agnes Moheta mohetaa@bophirima.co.za mohetaagnes@gmail.com 0795094777
27/09/2020	World Tourism Day	World Tourism day Celebrations	Gauteng	Minister or DM & MEC	DT/SAT
TBC	Mphebatho Cultural Museum Profiling	A NW Rural destination to be supported (digital profiling, training etc) by NDT and SAT as part of Tourism month and also to be flighted during World Tourism Day.	Rustenburg (Mphebatho Cultural Museum)	n/a	Mamaki Phoolo 0834195974 Baabua Thukubi 0823747161

FREE STATE PROVINCE

DATE	EVENT	DESCRIPTION OF EVENT	VENUE AND TIME	ATTENDANCE REQUIRED E.g. Minister or DM	RESPONSIBILITY (EVENT OWNER) CONTACT PERSON (TOURISM)
21 August	SAT Take Up Initiative	Virtual Training of the FS tourism sector on registration of their products on the Take Up initiative (FSGLTA has indicated that it will engage SAT for it to start training FS tourism sector)	Virtual	Tourism Product Owners, DESTEA and FSGLTA	Tsholofelo Sesing & FSGLTA DESTEA Emails: sesingt@destea.gov.za

04 September	A hiking event at Leratong CC in Qwa. The hiking could be used as MEC's Launch Event	A 20kms hiking event at Leratong CC in Qwa next to Monotsha Border Post. Incorporate Horse Back, MEC to announce the rural tourism establishment to be supported by NDT (DESTEA identified Leratong CC as a rural tourism establishment hence the launch has to take place there)	Leratong CC in Qwa	Local Hiking Clubs, Media Houses, Tourism Sector, DESTEA, FSGLTA, SAT and NDT	Vincent Loeto & Bonolo Molefe DESTEA & FSGLTA Emails: loetov@destea.gov.za eagle@fsglta.gov.za
12 September	Virtual Tours Showcasing	Free State to showcase their attractions via virtual platforms. (Training might be required for assisting the industry to develop appropriate skills in packaging virtual tours. The packages to be put together by Tour Operators, Tour Brokers, Wholesalers in partnership with FSGLTA & Office of the Registrar)	Virtual Platforms	Virtual Platforms	Motheo Leeuw & Tshediso Lerumo Emails: leeuwm@destea.gov.za lerumot@fsglta.gov.za
26 September	Heritage Day Picnic at Gariep	Host 50 or less people for a picnic at Gariep Dam Picnic Area. Incorporate other activities such as boat cruising, dam wall and cheetah experience in Bethulie (The activities could be used as precursor to undertake familiarisation tours, as part of showcasing FS rural destinations and drawing attention to the domestic market and trade that FS is ready to open tourism)	Gariep	Members of The Public and MECs	Palesa Machogo & Kefiloe Mefane DESTEA & FSGLTA Emails: machogop@destea.gov.za springbok@fsglta.gov.za
27-29 September	4x4 Fam Tour	Inter-Provincial Familiarisation Tour Targeting the Media and Trade	Gariep	Private Sector 4X4 Clubs, Conservation, SAT, EC, NC and The Media	Vincent Loeto, Bukho & Tshediso Lerumo DESTEA & FSGLTA loetov@destea.gov.za

		(FS could work with EC and NC on doing cross border 4 x 4 trips. Showcasing rural tourism destinations of the three provinces but also highlighting that tourism is ready to open and receive tourists)			lerumot@fsglta.gov.za
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WESTERN CAPE PROVINCE

DATE	EVENT	DESCRIPTION OF EVENT	VENUE AND TIME	ATTENDANCE REQUIRED E.g. Minister or DM	RESPONSIBILITY (EVENT OWNER) CONTACT PERSON (TOURISM)
26 August 2020	Launch of Tourism month	Statement from MEC Maynier with details of the Domestic Tourism Campaign / plans for Tourism Month	13:00	Media	Fran / Premier's Office / DEDAT / Wesgro
3 September 2020	First Thursday	Virtual First Thursday – Special message from Premier Alan Winde	Virtual Time 18:00 to 19:00	Virtual (from Aquarium)	Lindy.Cambouris@westerncape.gov.za Hantie.Nelson@westerncape.gov.za
10 September 2020	Media event	Hosting of media along the Cradle of Human Culture coastal journey	Klipgat and Pinnacle Point	30-40 trade and media along the Coastal Journey/ 2 nights including Klipgat and Pinnacle Point	Wesgro: Leisure unit Lana Carls Lana@wesgro.co.za

16 – 17 September 2020	Amazing Race	Amazing Race in the Overberg Aim to showcase the area as an incentive destination, focusing on towns in the Overberg Commencing on Thursday afternoon, overnight in region, half-day Friday	Overberg (programme to follow)	MEC Maynier Mayor of local municipality Media Destination Marketing Companies	Cape Town & Western Cape Convention Bureau Lerisha Mudaliar lerisha@wesgro.co.za
23 September 2020	Cape Cycle Routes: Karoo Crossing launch	The launch of the Karoo Crossing route, the 5 th route within the Cape Cycle Routes network. The launch will take place in Prince Albert promoting the communities, experiences and small businesses in the Karoo district	Prince Albert (venue to be confirmed)	National Minister of Tourism (if possible) MEC Maynier Premier Alan Winde Municipality officials Media Local trade	Wesgro: Leisure unit Lana Carls Lana@wesgro.co.za
27 September 2020 (TBC)	Tourism Day	Live link to National event or pre-recording of Western Cape Tourism month activities and message	TBC	Virtual	

GAUTENG

DATE	EVENT	DESCRIPTION OF EVENT	VENUE AND TIME	ATTENDANCE REQUIRED E.g. Minister or DM	RESPONSIBILITY (EVENT OWNER) CONTACT PERSON (TOURISM)
September 2020	Launch of the Responsible Tourism Manual	A targeted promotion drive on the implementation of the responsible tourism protocols done through Minister and MEC's media breakfast engagement with Gauteng Tourism sector	Tshwane (Dinokeng Game Reserve)	Full multimedia services	
September-October	Share my GP Kasi experience, attractions, lingo, music, dance and iconic figures UG Social Media Campaign	To re-ignite and rejuvenation of the domestic tourism and travel in Gauteng. Showcase the local experiences and encouraging locals to be champion hosts, tourists in their own backyards	All regions	Social media activation, blog posts, video, influencers	
September	Basha Uhuru Festival: Art, Poetry, Theatre and Dance week	An urban youth culture festival boasting a tapestry of arts platforms which connect creative industries with the trendy youth market. Basha Uhuru is the creative heart-beat of Jozi thus	Joburg	Full multimedia services	

		positioning the city as an attractive tourist destination.			
September	Self-service VIC at Lanseria	Launch of the Self Service VIC at Lanseria to service visitors	West Rand	Full multimedia services	
TBC	Development of E learning tourism Television and Radio drama series	Storytelling promotional drive from various role players that are part of the value tourism value chain (partnership with Basic Education)	All regions	Full multimedia services	
Every Sunday in September	Hiking GP	As part of the risk adjusted strategy and promotion of domestic tourism, this will be a series of hiking weekends at various GPG owned and private nature reserves.	Suikerbosrand Nature Reserve (Sedibeng) Alice Glockner (Sedibeng) Marie Vale Nature Reserve (Ekurhuleni) Walter Sisulu Botanic Garden (West Rand)	Approved number at each site, multimedia promotion,	
October	Showcase of #GPLifestyle through integrated Gauteng Transport System	Promotion of the linkages between tourism and transport. Fashion and music flash mobs in the Joburg Sight-seeing Red Bus, Gautrain, Reya Vaya, Areyeng, Harambe metropolitan rapid bus link, transport hubs like PTA Station, Park Station and Sandton	All regions	Physical activations, social media activation, editorial news coverage, blog posts, video, influencers, share GP platform	

MPUMALANGA PROVINCE

DATE	EVENT	DESCRIPTION OF EVENT	VENUE AND TIME	ATTENDANCE REQUIRED E.g. Minister or DM	RESPONSIBILITY (EVENT OWNER) CONTACT PERSON (TOURISM)
1 September 2020	Media Launch	Media Launch to outline the tourism month plans. This will be in a breakfast session limited to 50 people.	10:00 – 11:00 Lowveld Botanical Gardens	MEC for FEDT Tourism trade Media	Lindi Mdluli & Anthony Ngomane anthony@mpg.gov.za lindiwe.mdluli@mtpa.co.za
08 September 2020	Provincial Tourism SMME Webinar	<ul style="list-style-type: none"> • To remodel the tourism SMMEs businesses in order to operate in a COVID-19 pandemic environment; • To capacitate and equip tourism SMMEs with information, knowledge and the tools necessary to function in a COVID-19 environment; • To share vital information to get tourism SMMEs back on track; • To explore Business Recovery Strategies: Best Practices. i.e. the role of Digital Marketing and Market Access. 	14:00 – 15:30 Virtual	MEC for FEDT (Mpumalanga Deputy Minister of Tourism and)	Musa Mahlangu & Doctor Mdluli musa.mahlangu@mtpa.co.za jdmdluli@mpg.gov.za

7 – 11 September 2020	Mpumalanga Parks Week	MTPA Nature Reserves: <ul style="list-style-type: none"> • Loskop Dam NR • Manyeleti NR • Songimvelo NR • Andover NR • Blyde NR • SS Skosana NR 	Selected provincial nature reserves	Communities	Londiwe Ngwenya londiwe.ngwenya@mtpa.co.za
19 September 2020	Provincial Tourism Awareness Day	Awareness day on available tourism opportunities	11:00 Blyde River Canyon Nature Reserve (Bourke's Luck Potholes)	MEC for FEDT Tourism trade	Lindi Mdluli lindiwe.mdluli@mtpa.co.za
24 September 2020	Heal the Nation and Gospel Music Festival	Music concert	Virtual	N/A	Sma Dlamini sma.dlamini@mtpa.co.za
26 September 2020	Liberation Heritage Route Golf day and Fundraising event	Golf Day	Secunda	Per invitation	Sma Dlamini sma.dlamini@mtpa.co.za
September 2020	Campaigns	Social media and radio campaign; Promote special packages; Competitions;	N/A	N/A	Ifrah Bulter ifrah.bulter@mtpa.co.za Kholofelo Nkambule kholofelo.nkambule@mtpa.co.za Mohau Ramodibe mohauram@mpg.gov.za
3 October 2020	MTPA Open Day Experience (4X4 & Hiking Trails)	Songimvelo NR, Loskop Dam NR and Blyde NR	Selected provincial nature reserves	Tourism trade Communities	Zandile Mkhathshwa zandile.mkhathshwa@mtpa.co.za

LIMPOPO PROVINCE

DATE	EVENT	DESCRIPTION OF EVENT	VENUE AND TIME	ATTENDANCE REQUIRED E.g. Minister or DM	RESPONSIBILITY (EVENT OWNER) CONTACT PERSON (TOURISM)
2 September	Capacity building, Customer Care Training, Service Excellence	Upskilling hospitality staff within select SMMEs. Partnership with CATHSETA, Grading Council, Limpopo Tourism Association	Zoom Platform or LEDET Teams Platform 09h00	N/A	Kate Mogale, Deputy Director LEDET
1 – 30 September	Tourism protocols roll –out campaign	Tourism unusual, for PPE’s for SMMEs’s – registered and complaint businesses. Use an emanate person like blogger, media to use his/her face to reach out	All districts	N/A	Moses Ngobeni, LEDET Director
1 – 30 September	Students Chefs – Jerusalem dance off Master KG’s song	Dance off by young Chefs from Limpopo Chefs Academy has people around the globe dancing to his hit track ' <i>Jerusalema</i> '.	Polokwane	N/A	Kate Mogale, LEDET Deputy Manager
TBA	Explore Limpopo Virtual Tour	Showcasing the Makgabeng Heritage and Culture Ribolla Art Route including Traditional Homestay experience	Limpopo	N/A	Jerry Mamabolo, Limpopo Tourism Agency -Branding and Promotions Manager Stanley Ngwetjana, LEDET

		Thabazimbi interlinking Bela Bela township experience			ASD – Tourism Growth Development
TBA	Influencer Marketing	Limpopo SABC Combo Influencers who have a passion for travel within the Limpopo to showcase its authentic experiences linked to heritage and culture via social media platforms	Social Media Platforms	N/A	Mike Tauyatswala, Limpopo Tourism Agency, Communication & Media Jerry Mamabolo, Limpopo Tourism Agency -Branding and Promotions Manager
TBA	Personal Protective Equipment distribution	Distribution of PPE's to the Tourism industry	Limpopo	N/A	
TBSA	Limpopo Tourism CEO's Marketing Working Group Session	A small team in a session to deal aggressive marketing, plan that include technology and digital and unpack Limpopo Tourism Recovery Plan	Zoom Platform or LEDET Teams Platform 09h00	N/A	Limpopo Tourism CEO

KWAZULU-NATAL

DATE	EVENT	DESCRIPTION OF EVENT	VENUE AND TIME	ATTENDANCE REQUIRED E.g. Minister or DM	RESPONSIBILITY (EVENT OWNER) CONTACT PERSON (TOURISM)
01 September 2020	Tourism Month Media Launch	TKZN will launch the Tourism Month with an aggressive digital campaign to elevate the province message as the must visit tourism destination	Digital platforms and media	N/A	TKZN
1 September 2020- February 2021	“KZN has it All #Believeit” Campaign with: -ECR -Media 24 -Travelstart	TKZN has been running a digital campaign, which will continue during Tourism Month. During September, TKZN will be hosting a number of local and national media to showcase some of the tourism experiences and initiatives in the province which will link back to the campaign. These will also include media hostings at the various tourism products in line with the Tourism Month theme. This will assist in showcasing the many products that KZN has, that have an invaluable impact on the rural communities around them.	Digital platforms and media	N/A	TKZN

<p>Month of September</p>	<p>Tourism Month PR campaign with:</p> <ul style="list-style-type: none"> • ECR • Gagasi FM • Vuma FM • IOL • Ukhozi FM • The Morning Show on ETV • KZN YouTube Travel Show 	<p>Tourism KZN will partner with top KZN Radio stations and TV to create campaigns that will encourage the people of the province to travel more within KZN. This will further encourage the citizens of the province to be the tourism ambassadors by sharing their own personal stories about what they love the most about the province. TKZN will also create content for its YouTube channel to further drive the message of travel into KZN.</p>	<p>Radio/TV/YouTube</p>		
<p>Last week of September</p>	<p>KZN Creatives Fest</p>	<p>This year EDTEA will launch its inaugural annual KZN Creatives Fest. The Creatives Fest is a virtual event, which will be a combination of live-broadcast and pre-recordings. The event will have the following elements:- -KZN Historical/Tourist Sites -Fashion show (live-broadcast) -Visual and performing arts: Music performances (live-broadcast) The event will be broadcasted over three (3) days on the last week of September.</p>	<p>Virtual event Date and time: TBC</p>		<p>EDTEA's Creative Unit TKZN KZN Film Commission</p>

NORTHERN CAPE PROVINCE

DATE	EVENT	DESCRIPTION OF EVENT	VENUE AND TIME	ATTENDANCE REQUIRED E.g. Minister or DM	RESPONSIBILITY (EVENT OWNER) CONTACT PERSON (TOURISM)
28 August	Celebration of the Nama Heritage - Riemvasmaak	Filming of an insert on Nama Culture, Riemvasmaak by HN9 a youth entertainment program on SABC 2	Riemvasmaak Springs	Riemvasmaak Community	Mr James Mapanga Mobile 066 419 8866
4 September/ 10h00 – 12h00	Tourism Month Media Launch at Platfontien	Media launch, (Hybrid) utilising both virtual and physical platforms hosted by NCTA chairperson and MEC In partnership with Amandla dance theater featuring “Mwana Wa mvule” (Child of the Rain)	Zoom Platform, physical venue Platfontein	Provincial and National Media MEC Department of Economic Affairs, Environment and Tourism DEDAT/ NCTA	Tebogo Velembo Marketing Communications tebogo@experiencenortherncape.com Destination van der Merwe dest@experiencenortherncape.com
8 September	Safe destination promotion	Encouraging wearing of mask and sanitizing to visitors and locals. Also supplying masks and hand sanitors	Upington and surroundings	N/A	Vanessa van Wyk Tourism officer- Dawid Kruiper Mun vanessa.vanwyk@dkm.gov.za
1 – 30 September	Influencer Marketing	Influencers who have a passion for travel within the Northern Cape to profile the Northern Cape’s unique and authentic experiences on their	Social Media Platforms Online travel platforms	N/A	Dianna Martin GM Marketing and Promotions dianna@experiencenortherncape.com Tebogo Velembo Marketing Communications tebogo@experiencenortherncape.com

		social media platforms and online travel platforms			
1 – 30 September	Discover your neighbourhood/ Discover your Province	NCTA in partnership with the tourism stakeholders will promote day and micro trips to encourage travel within immediate environments as well as provincial travel. These experiences will be packaged as day and short (micro) trips and promoted via provincial print and radio to re-start travel within the province.	NCTA Website and Social Media Platforms Radio Print online travel platforms	N/A	Fundi Mtwana – marketing fundi@experiencenortherncape.com Tebogo Velembo Marketing Communications tebogo@experiencenortherncape.com
9 - 30 September	Get to know your neighbourhood competition	Educating youngsters about their local tourism attractions through a puzzle competition	Upington and surroundings	N/A	Vanessa van Wyk Tourism officer- Dawid Kruijer Mun vanessa.vanwyk@dkm.gov.za
14 – 21 September	Amandla Dance Theatre – celebration of Art, Poetry, Theatre and Dance	Amandla Youth Dance Théâtre is based in Kimberley and their productions celebrate the youth of Africa	Kimberley Theatre Hybrid event	Full multimedia services	Mpho Moeng – marketing mpho@experiencenortherncape.com Destination van der Merwe – Events desti@experiencenortherncape.com
15 September	Youth in Tourism Webinar/ Digital Webinar	Hosting of Youth in Tourism Webinar in partnership with Youth in Tourism Africa to expose them to various collaborative platforms and expose them to broader Tourism industry.	Youth in Africa tourism organisation NCTA	Aiden Lawrence/ Youth Tourism Products	Fundi Mtwana – marketing fundi@experiencenortherncape.com

1 – 30 September	Influencer Marketing	Influencers who have a passion for travel within the Northern Cape to profile the Northern Cape's unique and authentic experiences on their social media platforms and online travel platforms	Social Media Platforms Online travel platforms	N/A	Dianna Martin GM Marketing and Promotions dianna@experiencenortherncape.com Tebogo Velembo Marketing Communications tebogo@expereincenortherncape.com
22 – 25 September	Media/ Trade Fam Tour	Hosting provincial media and trade on a fam trip to Namakwa	Social Media Platforms Editorial	Media and Trade NCTA	Dianna Martin GM Marketing and Promotions dianna@experiencenortherncape.com Tebogo Velembo Marketing Communications tebogo@expereincenortherncape.com
23 September	101 Northern Cape Experiences booklet	NCTA will launch 101 reasons to experience the Northern Cape Booklet and APP which will include information pertaining to Micro Experiences, Safety Tips, Northern Cape Bucket List experiences and other iconic experiences	NCTA Website APP Booklet Social Media Editorial	N/A	Dianna Martin GM Marketing and Promotions dianna@experiencenortherncape.com Tebogo Velembo Marketing Communications tebogo@expereincenortherncape.com
23 September	Provincial Tourism Month Celebration Kamieskroon and Richtersveld	Host 30 persons (invited guests and media) on a <i>"in the footsteps of a Nama Shephard"</i> day trip in Namakwa to promote the rural micro experiences within the Richtersveld and Namakwa	Social Media Platforms Media platforms Richtersveld Kamieskroon	MEC DEDAT NCTA Chairperson NCTA CEO Media Guests Namakwa DM	Dianna Martin GM Marketing and Promotions dianna@experiencenortherncape.com Tebogo Velembo Marketing Communications tebogo@expereincenortherncape.com
24 September	Heritage Day –	Virtual celebration of Heritage Day featuring youth cultural	Social Media Platforms	Cultural Tourism Experience operators	Mpho Moeng – marketing mpho@experiencenortherncape.com

	youth, entrepreneurship and heritage sustainability in Africa	tourism experiences within the Northern Cape		Dept of Arts and culture	Tebogo Velembo Marketing Communications tebogo@expereincenortherncape.com
27 September 2020 (TBC)	World Tourism Day	Live link to national event	TBC	Virtual	DEDAT/ NCTA and Wesgro
TBA	SAT Tech Hub Initiative	Virtual Training of the NC tourism sector on registration of their products on the Take Up initiative	Virtual	Tourism Product Owners, SAT and NCTA	Tebogo Velembo – marketing tebogo@experiencenortherncape.com Fundi Mtwana – marketing fundi@experiencenortherncape.com
30 September	Houston Marketing	Virtual marketing workshop with national, SADC and international trade	Virtual	NCTA	Fundi Mtwana – marketing fundi@experiencenortherncape.com