



Province of the
EASTERN CAPE
ECONOMIC DEVELOPMENT,
ENVIRONMENTAL AFFAIRS & TOURISM



“Innovation for Sustainable Development”

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MEC OFFICE

Economic Development MEC, Honourable Mlungisi Mvoko, remarks at the Launch of the Tourism Month at Morgan Bay Conference Centre, 04 September 2019

Programme-Director

Distinguished Guests

Ladies and gentlemen

Good morning...

Let me commence my address this morning by reflecting on the violence that has been besetting our country currently. The public violence that is playing itself out on the streets of our major cities does not bode well for our mission to create a positive and compelling brand image for South Africa.

If we are to ensure an appealing, resilient and competitive tourism brand for the Eastern Cape and South Africa, our society has to make it its mission to protect women and children against violence. Our society has to make it its mission to protect all foreign nationals who are here in this country – regardless of their status.

Ladies and Gentlemen...

We would like to emphasize that the safety of our communities and tourists still remains a top priority for the Eastern Cape government. We believe it is still safe to travel to our adventure province. The Eastern Cape has identified the strategic economic impact of tourism in job creation and contribution to the Gross Domestic Product – hence the prioritization of this industry.

Last year, the World Travel and Tourism Council (WTTC) annual review found that South Africa was the largest tourism economy in Africa. Travel and tourism contributed 1.5 million jobs – or 9.2% of total employment – and injected R425.8 billion into the economy last year, representing 8.6% of all economic activity in the country.

Programme-Director...

The launch of this Tourism Month – under a fitting theme of “Tourism and Jobs: A Better Future for All”, must also signify the acceleration of transformation initiatives in the tourism sector. This must be coupled with programmes for enterprise skills development and mentorship, including supporting youth in tourism and enterprise support through market platforms. We believe the potential of the industry in the Eastern Cape can be enhanced further through the development of quality tourism products and facilitation of added investment opportunities in tourism.

Distinguished guests...

The setting for this year’s Tourism Month launch is this picturesque Morgan’s Bay Conference Centre – funded by our Department. This corner of our adventure province is probably the best entry point for the beautiful Wild Coast shoreline. It was these unique and refreshing offerings that resulted into the Eastern Cape attracting 41% of all foreign tourists from Europe in 2017.

But there are more opportunities of doubling-up the tourist numbers and revenue for the Eastern Cape, if we can expedite the alignment of our marketing efforts and minimizing the fragmented brand positioning. These communicate and send different messages to potential tourists, thus confuse the market.

Programme-Director...

In Conclusion, we all acknowledge that our province is one of the richly endowed tourism destinations in South Africa in terms of its natural and cultural tourism attributes. This presents the province with diverse opportunities for the tourism product mix. Therefore, if we are to increase our market share we will have to acclimatize our research insights into the changing global and local tourism trends. This will assist the Eastern Cape to capitalize on its natural and cultural endowments.

Lastly, to members of the media here today, we would like to say thank you for being part of the journey of exploration yesterday. Continue to encourage others to visit more of the Eastern Cape. We look forward to reading great reviews about this hidden gem we call ***The Adventure Province***.

THANK YOU!!