

MEDIA RELEASE

Attention: Editors and Journalists

Friday, 9 September 2022

FREE STATE JOINS GAUTENG TOURISM AND SOUT AFRICAN TOURISM TO PROMOTE DOMESTIC TOURISM

Bloemfontein, The Free State Gambling, Liquor and Tourism Authority (FSGLTA) will be joining Gauteng Tourism Authority (GTA) and South African Tourism (SAT) to promote domestic tourism. This initiative takes place during the #ShotLeftTravelWeek where South Africa offers deals up to 50%, which are accessible from the SAT website – www.shotleft.co.za and runs from the 5th to 11th September 2022. The FSGLTA will join the two partners on Saturday, 10 September 2022 at Vaal River Soul, which will be hosted at Emerald Casino from 18:00.

The entity will upscale its campaigns during this month where the country will be celebrating Tourism and Heritage by working closely with the trade in the tourism sector, with specific focus on accommodation and travel services to ensure that these sub-sectors are ready to package affordable deals that will encourage the domestic market to travel. The work that will emerge from the consultative processes with the sector will provide a marching line to positioning the province to respond to the goals of the province of increasing arrivals.

“Looking back to quarter one of 2021, the province only recorded 183 413 arrivals, which was indicative of the impact that Covid-19 had on the tourism industry. We are happy that the industry has shown resilience and the statistics of the same period in 2022 has increased to 512 273, which is an increase of more than 35% of domestic arrivals. As the province we are content with the increase and are more determined to work hard towards the overall increase of arrivals as outlined by SAT as the country gears itself towards the delta number of 21million” said the FSGLTA CEO – Mr Kenny Dichabe.

One of the pillars of tourism recovery plans is entrenched on “strengthening enabling capacity”, which talks to the collaborative partnerships that the FSGLTA has forged to leverage from number one economy province like GTA. Such partnerships provide an opportunity for joint marketing initiatives that gives access to provincial travel trade to matchmake and share cross boarder packages thereby giving an opportunity for the province to increase its share of the tourism arrivals.

During the tourism month the province will also host media to provide them an opportunity to discover and explore the hidden gems of the province so that they could have first hand experience of the hospitality of the province that they would share with the province.

The Free State has submitted 20 affordable deals for the #ShotLeftTravelWeek of which the domestic market can book accommodation and activities at discounted rates and travel anytime between now and December.

Being an inland jewel, accessible from four national roads the Free State has great offerings ranging from wildlife and safari and action adventure. Housing one of the biggest dams in the country, the Gariep dam with the scenic beauty of the flat plains and backdrop mountains of the Drakensberg the Free State is the ideal destination for the travel enthusiast.

We invite members of media to share the information with members of communities.

[END]

Issued by: Free State Gambling, Liquor and Tourism, for media enquiry contact Tshediso Lerumo on 082 092 3896 or lerumot@fsglta.gov.za.

Follow us on:

Facebook: Visitfreestate/ Free State Tourism Authority

Twitter: @Visitfreestate

Instagram: @discoverfreestate