

MEDIA STATEMENT

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Immediate attention: editor/journalist

FREE STATE FILMMAKER IGNITES RURAL TOURISM

Bloemfontein. The Free State Province anchors its tourism focus on rural tourism to highlight the agro-tourism sub-sector as one of the key contributors. The Free State also highlights the tourism sector as catalyst economic sector that contributes to job creation and economic growth.

New Road Studio is exhibiting under the Free State Tourism stand (DEC K08) to promote rural tourism documented through a lens. The Free State serene environment cannot be isolated from its agro-tourism experiences / attractions and destinations. The windy dusty roads leading to these attractions are the beginning of minimizing traffic congestion characterized by big cities.

Arrival at these farm-style destinations captivates everyone from modern architectural style to farm style interior decoration that provides a five-star experience. Beyond these walls are diverse offerings tailored for couples, groups and families alike.

New Road is managed by experience Frans Cronje, producer of film Faith like Potatoes that has reached 500 million views in 17 different languages. Capturing the province through his lens has won him multiple awards within the film industry.

His recent artwork is showcased on YouTube channel titled "What makes Free State Lekker" which has ignited the rural tourism in the province. He is currently working on a project that aims to elevate rural tourism to a different trajectory sparking conversation, on how to create sustainable rural tourism and ensuring beneficiation of local product. The issues of localization are amongst the many conversations, which the Free State Government would like to explore to spark dialogue on positioning economic growth and development.

Free State a Place to go to! Not a place to go through!

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Issued by the Free State Gambling, Liquor and Tourism Authority. For more information contact Tshediso Lerumo 082 092 3896

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