



KEYNOTE ADDRESS BY THE EXECUTIVE MAYOR OF SEKHUKHUNE DISTRICT MUNICIPALITY CLLR MINAH BAHULA ON THE OCASSION OF 2025 SEKHUKHUNE TOURISM SUMMIT HELD ON MONDAY THE 30th JUNE 2025 AT BOEKETLONG LODGE, MAKHUDUTHAMAGA LOCAL MUNICIPALITY.

Programme Director, Honourable Cllr Alfred Matlala, a Member of Executive Council responsible for Planning and Economic Deevlopment, The Host Mayor, Cllr Merah Mahlase and other Local Mayors present, Speakers and Whips of Council present, Members of the Mayoral Committee, and EXCO members, Chief Executive Officer of Limpopo Tourism Agency, Mr Moses Ngobeni, Chairperson of the Sekhukhune Tourism Association, Mr Jimmy Maboko, Department of Tourism represented by Ms. Maditonki Setwaba, Our Guest Speakers, Ms. Nyeleti Mushwana from Karibu Lodge and Mr Elias Mampana from Hlako Resort, Municipal Manager and Senior Managers present, Friends from the Media, Distinguished Guests, Ladies and Gentlemen.

Programme Director,

The economy of Sekhukhune is heavily reliant on three sectors Mining, Agriculture, and Tourism. Historically Agriculture was the mainstay economic sector in the district and recently mining is the main economic driver of the district, and it has a potential to uproot poverty in the district. The district has about thirty operating mines. We are currently working tirelessly to ensure that

The Executive Mayor of 

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Fetakgomo Tubatse Special Economic Zone becomes a successful reality. We cannot keep on mining and exporting our precious metals as raw materials. They must be beneficiated here at home and be exported as the finished products. The success of mining sector inadvertently increases tourism activities in the district.

Programme Director,

The district is historically a cultural tourism destination of choice besides the economic spinoffs generated by the recent mining developments. The district has got many tourist attractions sites like Manche Masemola Heritage site at ga Marishane, Tjate Provincial Heritage Site, Hlako Heritage Site, Ga Tisana, Mapoch's - Mabhoko (Nyabela) Cave and Kgoshi Mampuru Heritage Site at Mamone to name but few. Tourists visiting the district needs accommodation, transportation, catering and entertainment. We all have a revolutionary responsibility to ensure that there is political stability, safe and secure environment in the district. Tourists will never visit unstable, unsafe, unsecured, hostile, and unfriendly places.

Programme Director,

I am personally happy today to be part of the historic district summit. I made a commitment last year during the 2024 Africa Travel Indaba delegates sendoff here at Boeketlong to organise a district tourism summit. We could not hold it last year as planned but our wish is becoming a reality today. We also sent another formidable team of 17 vibrant, diverse and dynamic tourism ambassadors to the 2025 Africa Travel Indaba hosted by the City of Durban. We implored on the 17 SMMEs to cascade the benchmarked lessons back home which will meaningfully enhance the inclusive economy and benefit the general populace of the district. We want to invite the world to come and explore the tourism experiences, stunning natural beauty and rich tapestry of culture and heritage of Sekhukhune district.

Programme Director,

Are we doing enough as the people of Sekhukhune, both government and the private sector to market the district as the tourism destination of choice? I don't think so, but the convening of today's tourism travel summit aims to expose and highlight the widest variety of Sekhukhune's best tourism products and services. We are all the ambassadors of the district and must do all our best to market it. We must familiarise ourselves with the district and all its tourism offerings. Tourism sector creates quality jobs, strengthens local economy with vast opportunities to improve local infrastructure, conserve the natural environment, cultural assets and traditions, and ultimately reduce poverty, unemployment, and inequality.

Programme director,

In Conclusion, the District Tourism Travel Summit is taking place on the last day of the 2025 youth month. The youth are the future of every nation. President Mandela has warned us that any nation that does not take care of its youth is a doomed nation. The traditional employment patterns are no longer assisting as unemployment rate especially amongst the youth is rising. We inculcate the spirit of entrepreneurship in our youth. Our youth must be job creators not job seekers. The Tourism industry offers plenty of opportunities. Sekhukhune Tourism has got six key clusters, Culture and Heritage which includes exploring Pedi traditions and historical sites, King Mampuru Day, King Nyabela Day. Social Interest focuses on community-based tourism and interactions with locals. Wildlife and Adventure encompasses game reserves and outdoor activities. Conservation and Eco-tourism highlight the natural environment and sustainable practices. Sports Tourism provides opportunities for sporting events and activities. We held a Provincial IMMSA games early this month as Sekhukhune District Municipality and most of you in the accommodation and hospitality industry benefitted. I cannot thank the leadership of IMMSA more as they put the district in the map. Allow me to send special words of appreciation to IMMSA President Mr

Steve Mhlabane and the Organising Team under the Chairpersonship of Mr Levi Madihlaba and the Secretariat Mr Elvis Mahlong for the job well done. They did a marvellous job to market the district and delivered world class provincial event. Meetings and Incentives caters to business tourism and conferences.

There are plenty of opportunities in this industry. We must just fold our sleeves and gets our hands dirty. Sekhukhune district is safe place to be. I must also pass special words of appreciation to our traditional leaders for conducting the initiation schools in line with the dictates of The Customary Initiation Act. The district is not in the news for wrong reasons in relation to the initiation schools and we must keep it up.

Let me also sends congratulatory message to all the athletes from the District who participated in the 2025 edition of the Comrades Marathon. In the same vein allow me send special words of appreciation to the oldest Champion of the Comrades Marathon Ntate Mosehla Johannes who broke his own record at the age of 83 years.

Lastly, let me thank the organisers of the first historic tourism travel summit as led by MMC Cllr Alfred Matlala and the Director Katlego Shongwe. I know it was not easy, but you persevered with the knowledge that perseverance is the mother of success. We postponed it several times but what started as a dream has finally come to fruition. We hope and trust that this is not the last one. We are drawing valuable lessons from this first one and looking forward to organising a better one in future. The journey of thousand miles begins with the first step.

I thank you!!!