



in the footsteps ...

NELSON MANDELA MUSEUM

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MEDIA ALERT

ATTENTION: NEWSROOM

31st May 2024

Nelson Mandela Museum to Applaud Tour Operators and Media Personnel

Mthatha: In celebrating 30 years of Democracy in South Africa, the Nelson Mandela will host a **Stakeholder Breakfast Session** on the 14th of June 2024 followed by the **Mandela Footprints Hiking Trail** at the Nelson Mandela Museum Youth and Heritage Centre under the theme: **“Embracing Tour Operators and Media as Drivers of Tourism and Economic Growth”**.

The Stakeholder Breakfast Session’s objective is to appreciate the role played by the Tour Operators, strategic stakeholders in Tourism and Heritage Spheres and Media Houses in promoting the museum and packaging its products and offerings. The work that has been done by these stakeholders helped to profile the work of the museum even during the most difficult times. Therefore, it is important for the NMM to express its heartfelt gratitude for the commitment that has been demonstrated by all these stakeholders.

The Stakeholder Breakfast Session will focus on two categories:

- **The Excellent Customer Care Award** – will be given to the identified Tour Operators in recognition of their consistent visitation to the Museum
- **Tourism Destination News Award** – will be awarded to Local and Provincial Media Personnel/Houses for playing a crucial role in the growth, development, and promotion of tourist destinations.

Since the Nelson Mandela Museum's establishment in 2000, it has seen an influx of local, national, and international tourist groups and individuals visiting the museum. In the past two years, the museum welcomed a total of 44 557 tourists from France, Germany, Switzerland Sweden, Italy, Netherlands, Ireland, Uganda, Austria, Australia, Ethiopia, Egypt, the United States of America, United Kingdom, Lesotho, Zimbabwe, Democratic Republic of Congo, Botswana, Canada, India, Brazil, Tanzania, Russia, Spain, Belgium, Cape Verde Ireland, Reunion Ireland, Nigeria, Cameroon, Ghana, Poland, Hungary Bulgaria, Swaziland and Mozambique. The museum further achieved its target of reaching out in numbers to its visitors on the onsite, offsite and digital platforms.

Media is invited to attend.

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