

Global Travel & Tourism Partnership



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Lufthansa

STARWOOD  
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TOBER

“brave industrialisation path”



DEPARTMENT OF ECONOMIC DEVELOPMENT, ENVIRONMENT & TOURISM

Launch Date: 11 October 2011  
Venue: Polokwane



of the Year  
2000

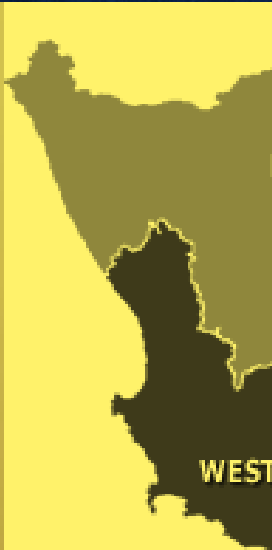


Lufthansa

# Africa



# South Africa

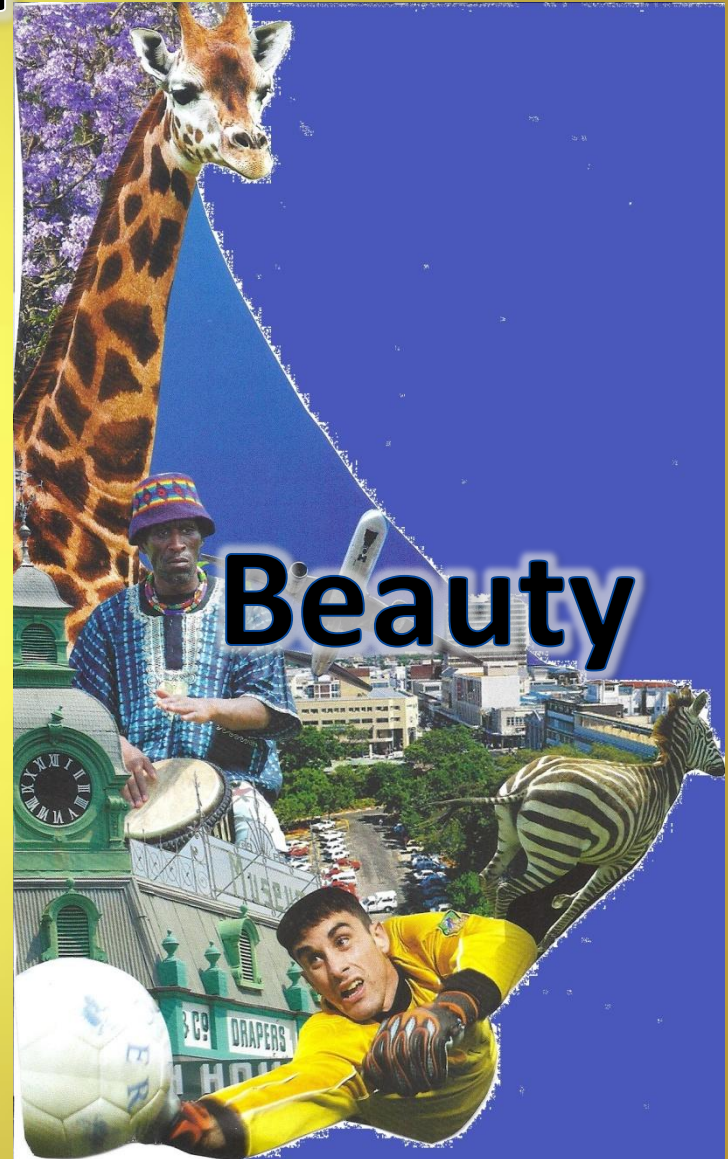


# South Africa

## Energy Victory



# South Africa



# Limpopo Province

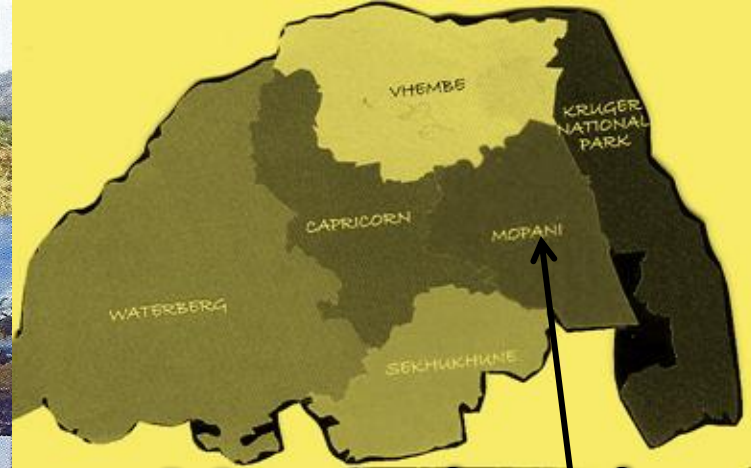
## Big Culture



# Limpopo Province

## Baobabs





**Mopani region**

**Game Drives**

**Phalaborwa**  
Township Tours

**River cruises**

**Golf-in-the-wild**

# Drunk animals



A savanna landscape at sunset. Two elephants are visible in the foreground, one on the left and one on the right, both facing towards the center. They are standing in tall, dry grass. In the background, there are several large, spreading trees with thick trunks and dense foliage. The sun is low on the horizon, creating a warm, golden glow that silhouettes the trees and elephants. The sky is a mix of orange and yellow, with some darker clouds. The overall scene is peaceful and evokes a sense of nature and heritage.

**Marula Tree**

Our origins. Our inspiration

**The Elephant Tree**

**The Marriage Tree**

**Tsonga**

**Venda**

**Zulu**

**Northern Sotho**



Jimpopo  
**Marula**  
festival

*"Discover the greatness in Marula"*

- Department of Economic Development and Tourism

# Coat of Arms

- Limpopo

- LIBS  
Agency

- Department

- Local Municipalities



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# **Problem Statement**

- **“Is it possible that local festivals can expand to have a more permanent and sustainable impact on the community and the environment in terms of employment, development and conservation?”**

# The Mukumbi/Vukayi/Marula Beverage Tent

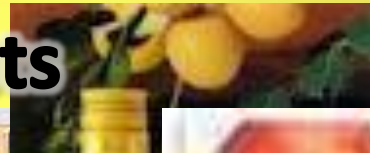


# Cuisine a la Marula



# Marula Products

- **The Marula Exhibition**
  - **Marula Atchar**
  - **Marula sweets and nuts**





BEBER CON MODERACION. PROHIBIDA SU VENTA A MENORES DE 18 AÑOS.

# 4 x 4 Challenge

50



# The Golf Challenge

187



# The Half Marathon, Development

Race and Fun Run

1132



# Youth Rugby and Mini-Soccer

## 28 Schools



# The Fun Fair Park 15 000



# Marula Festival Street Parade



480

# Miss Limpopo Marula Festival & Fashion Show



# Indigenous games & dances



# Exhibition of Cultural products



# **The Tourism Career Fair**

- **Environmental Science**
- **B.Com Tourism**
- **Tourism Hospitality**
- **Business Management / Entrepreneurship /  
Small Business Management**
- **Nature Conservation**

# The Tourism Career Fair

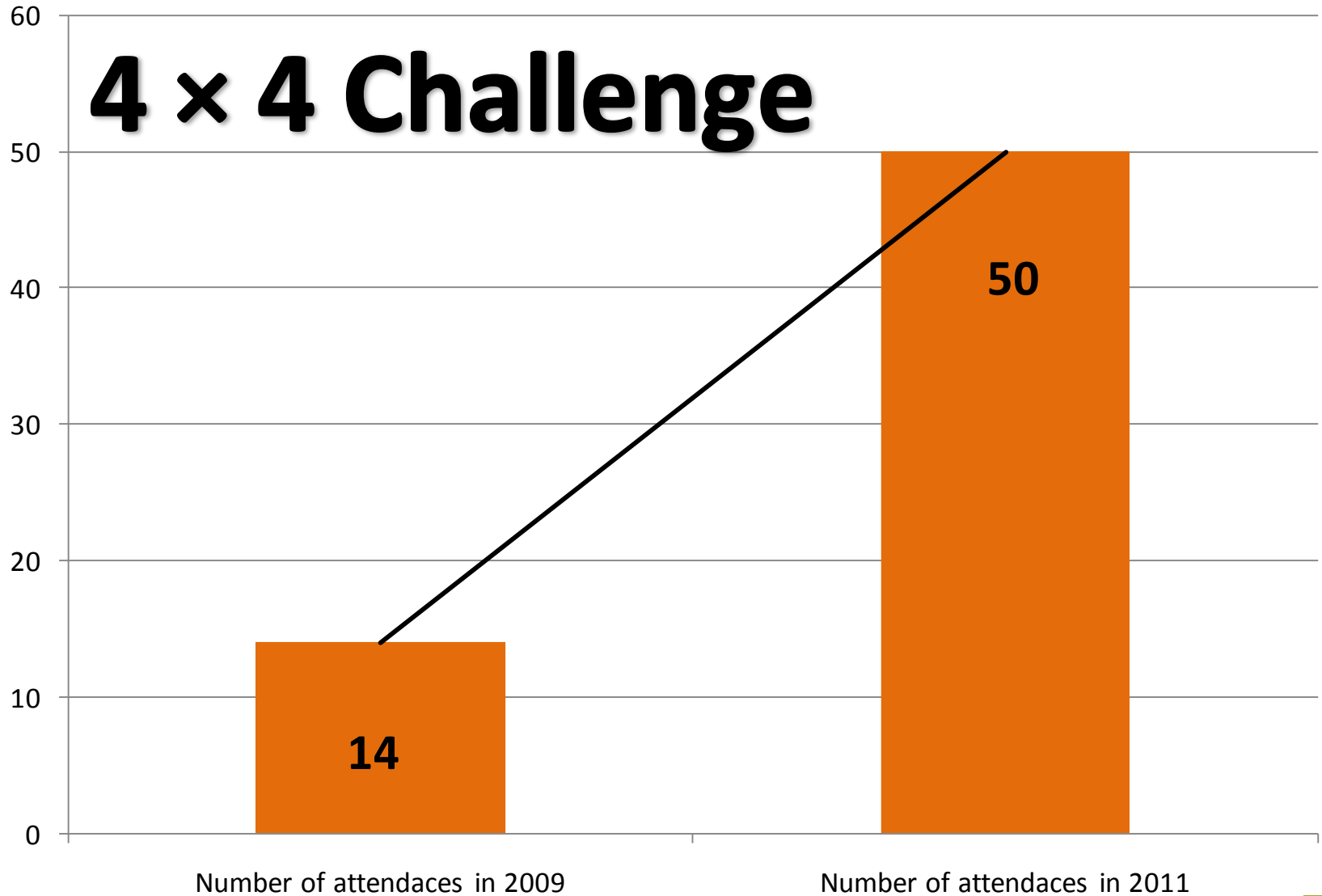
- **Chefs**
- **Tour guides**
- **Tour operators**
- **Tourism developers**
- **Destination Marketers**

# The Marula Open Air Music Concert

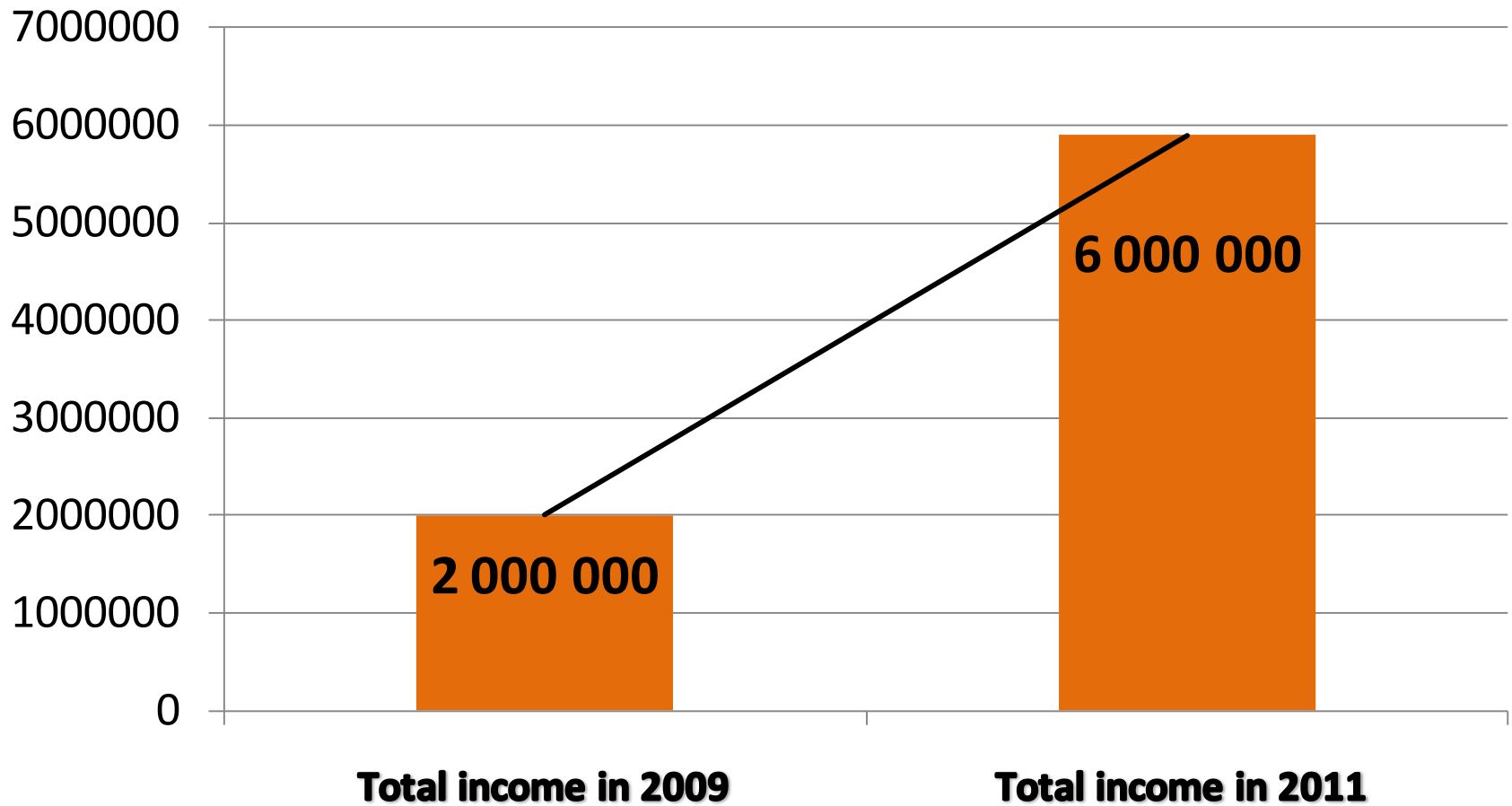


# Visitors

## 4 x 4 Challenge



# Economic Impact



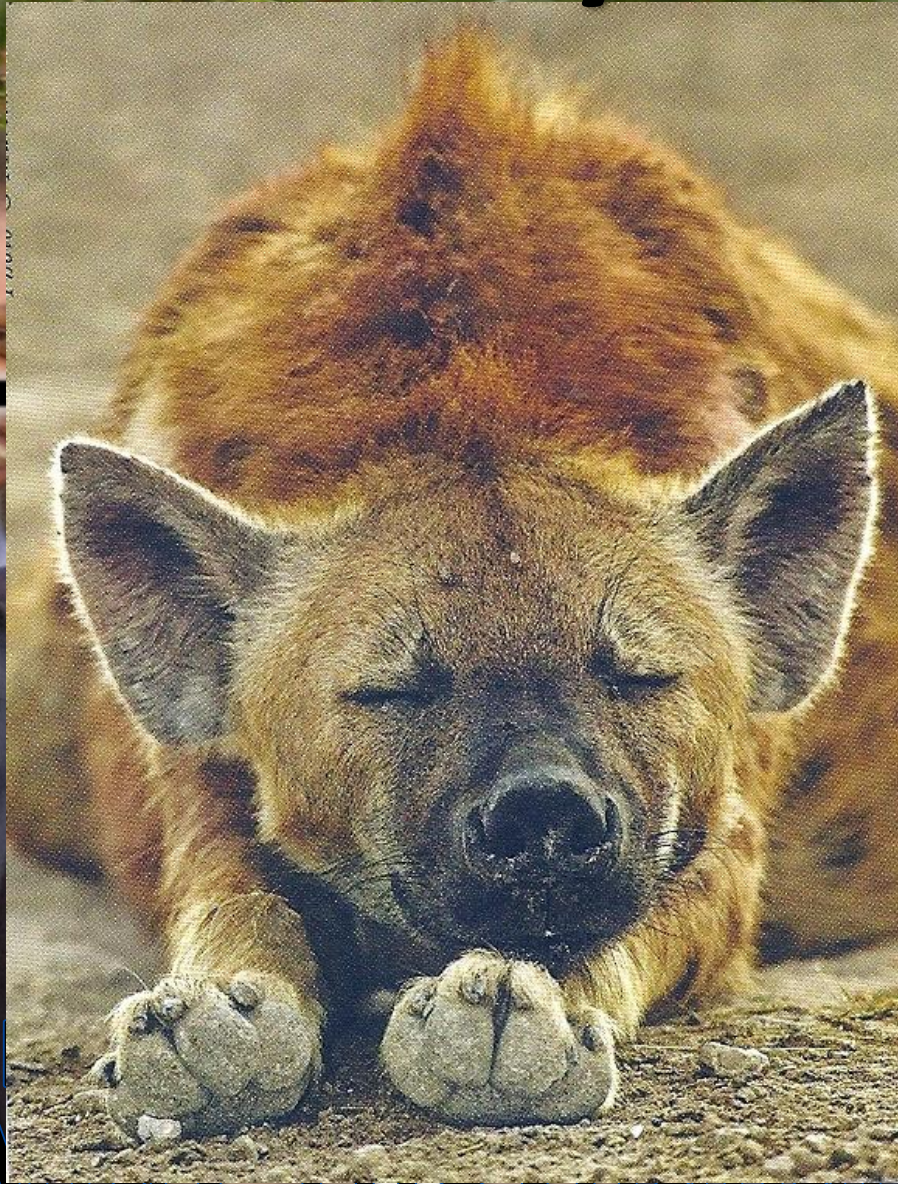
# Conclusion

- **Income generator**
- **Development and unity**
- **Environmental impact**
- **Local heritage**
- **Market tourism careers**
- **Entrepreneurial trend**
- **Prospering our nation**

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**Goodbye!**



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