

TRAVEL

The Unexpected High



LESOTHO TOURISM NEWS

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CONTENTS

- 00 Foreword
- 00 From the editor's desk
- 00 Lesotho tourism image on the mend

- 00 Promoting hospitality and community participation in tourism
- 00 New tourism website and Mobile App to guide visitors to Lesotho
- 00 The mobile App.....
- 00 LTDC commemorated the 2016 World Tourism Day with Disabled persons

- 00 LTDC and ECoL promote TRAVEL AND TOURISM
- 00 LTDC on promotion of pro-poor tourism to improve the lives of host communities living in the tourism hot spots.
- 00 LTDC's CEO Visits Tour operators in the neighbouring towns of South Africa
- 00 LTDC's Meeting with the Quthing District Administrators and tourism stakeholders
- 00 Rwanda study tour
- 00 Quality Star Grading revised and localised
- 00 Exposing Lesotho hidden gems through domestic tourism activation - Visit your country first campaign still rolling
- 00 LTDC trains trainers in tour guiding business

- 00 Botha-Bothe Peach Festival – a blend of tourism, agriculture and small enterprise development initiatives
- 00 A section of Lesotho Tourism Key Events in Pictures
- 00 2017 LESOTHO TOURISM MAJOR EVENTS CALENDAR
- 00 New Board of Directors for LTDC appointed in 2016

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LTDC's CEO, Mr Mpaiphele Maqutu.

FOREWORD

To all our esteemed readers

Welcome to the 2016 edition of Lesotho Tourism newsletter that furnishes you with information on the latest developments within the tourism industry in Lesotho. As Lesotho continues to pursue her dream of being the tourism hub in southern Africa, with every edition this publication will keep readers abreast of the latest developments towards realising that dream.

Over the past years, tourism has become a fiercely competitive business because the competitive advantages of any tourism destination are no longer just natural but are increasingly influenced by human through the likes of technology, information and innovation. In Lesotho the key objective in tourism has been to enhance its role as a driver of socio-economic developments. The whole idea has been to create conditions for sustainable tourism growth and development for the benefit of all Basotho. Strides have been made in the tourism industry to realise the perceived vision by way of strengthening the major pillars of tourism such as the development of the Lesotho tourism brand - Lesotho to gain even more visibility in the tourism space, ensuring safety of visitors to this country by putting in place different mechanisms for dissemination of tourism related information.

Development and implementation of domestic tourism growth strategy demonstrated by the likes of the visit your country first campaign aimed at encouraging Basotho to travel locally and experience their tourism products and to reduce the exposure of the local tourism industry to fluctuations in international demand or seasonality, particularly because international tourism can be extremely sensitive to global political and economic factors.

The implementation of the Quality Star Grading System aimed at enhancing the service and standards in the hospitality sector.

Perhaps the greatest deficiency in the tourism industry in our kingdom is the absence of adequate education, training and awareness opportunities. In the same vein, LTDC has been working hard to facilitate incorporation and support for travel, tourism and hospitality training in the local education curricula which we believe will go a long way towards the improvement of services in the industry. Going forward, LTDC will endeavour to continue to identify and define priority areas for tourism infrastructure investments and recommend the infrastructural requirements for the areas.

We welcome you again to the Lesotho's tourism arena through this publication, which articulates Lesotho tourism matters.



FROM THE EDITOR'S DESK

THERE IS NO SUBSTITUTE FOR HOSPITALITY AND GOOD SERVICE

One of the most important things I have learned in the tourism industry is that the industry is not just about selling the products but rather a combination of the sale of products and experiences. Products are usually very palpable but service and hospitality are usually attached to touching emotions. These emotions translate to experiences and usually makes a place a good destination.

Hospitality is the key component for the tourism industry. This is because the growth of tourism is dependent on hospitality. It is therefore imperative to improve hospitality sector as we seek to promote tourism in this beautiful kingdom. Recently, most of our visitors have been raving about customer service in Lesotho and mostly talking about the lack of it. At LTDC, as mandated to promote tourism for Lesotho, customer service has been one of our major focus in 2016 and we plan to continue. It is not news that one unhappy customer will tell 100 others about the bad service and bad hospitality experience while a happy customer will smile to him/herself in satisfaction and in most cases not mention it. The fact is, bad news travel fast as a wild fire.

Lesotho tourism industry should live by five dimensions of quality service being Tangibility, Reliability, Responsiveness, Assurance and Empathy. Tangibility has much to do with the physical appearance and attractiveness of our facilities, offices, equipment and personel. This means as Basotho we should pride ourselves in the beauty of our hotels and office complexes, some of which are situated in the serene neighbourhoods of our beautiful tourism attractions. The service providers thus need to invest in cleanliness of facilities, employees' appearance through uniforms, equipment and ensure closets and other service facilities on site look good.

On Reliability, all service providers should see it fit and strive to perform and deliver the expected and/or promised services dependably and accurately. Customers value that reliability. In fact it is more important to be reliable than be shiny and flashy. "Bohahlauling metse e metle liotloana ha e sebetse".

Responsiveness is that willingness to help customers and give prompt service. Whether the customer requests for service on telephone, online or face-to-face, we need to ensure that we respond in a reasonable time. Responsiveness is part of customers' criteria for evaluation of quality service.

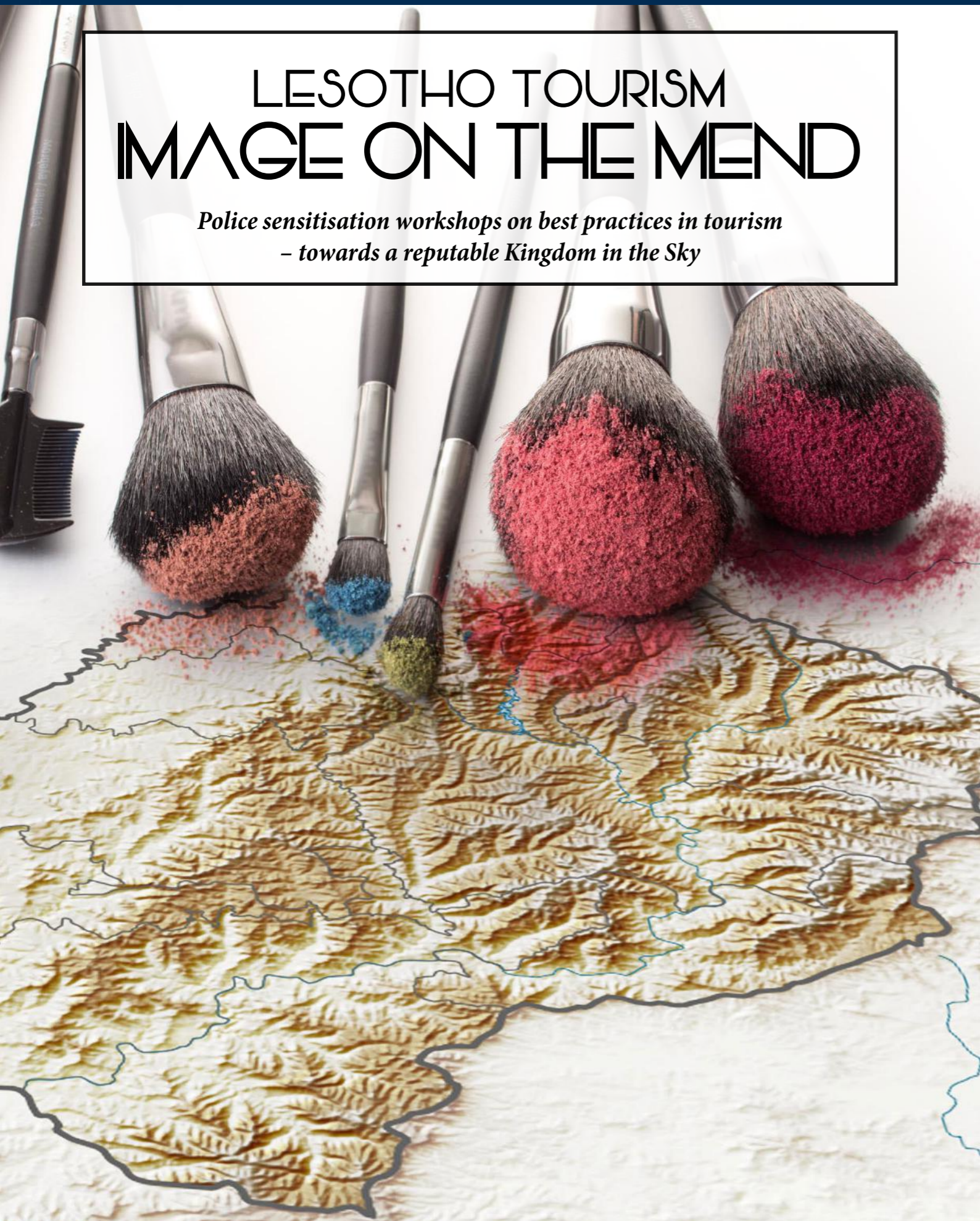
Assurance in the hospitality sector and general tourism industry is also very important. The employees' courtesy and knowledge about their area of work and drives their ability to convey trust and confidence to customers. It is often wise for service providers to display their competencies and expertise to the customers. This can be done by display of certifications, awards, accreditations etc and badges on employees' uniforms. In this manner, service providers will be managing the customers' expectations and communicating their service standards in advance.

Lastly, what makes us different as Basotho is our ability to interact and welcome visitors. We are renowned as a friendly nation. In the same vein, service providers have to invest more on training in customer care and quality service. Service employees should strive to make positive impact on customers for tourism to be the major economic growth in Lesotho. When customers and tourists are satisfied with the services and experiences we offered, they usually make return visits and become the destination's word of mouth advertisers.

"LET US MAKE OUR BEAUTIFUL KINGDOM IN THE SKY A PLACE TO REMEMBER"

LESOTHO TOURISM IMAGE ON THE MEND

*Police sensitisation workshops on best practices in tourism
– towards a reputable Kingdom in the Sky*



The recurrence of harassment incidences to tourists in the city centre and other towns of Lesotho has raised an alarm bell for LTDC as mandate to promote tourism in Lesotho. This behaviour distorts Lesotho's tourism image, affecting its claim of being a safe destination with its citizens being renowned as hospitable and friendly, which we have been proud of. Consequent to the recent and probably ongoing corruption and harassment of tourists by some segments of the society, members of the tourism private sector cried foul over the said unbecoming acts. According to members of the private sector in the realm of tourism, their clients (tourists) are threatened, attacked and harassed by robbers and Lesotho's tourism image takes a beating, resulting in a negative impact on tourist businesses as seen from cancellation of bookings at accommodation facilities and decreased foreign arrivals to Lesotho. In principle, the general perception is that, authorities do take responsibility for security in their localities as expected. But regarding safety and security of tourists, so many reported cases have not been fully resolved.

In its efforts to step up safety measures for tourists, the Lesotho Mounted Police Service (LMPS) in collaboration with LTDC held a customer care workshop on May 30th 2016 for Maseru Urban region Police Officers with a view to curb the escalating reports of bribery, harassment and corruption incidences reported by visitors, sometimes witnessed by locals.

The workshop was a refresher session for the Police officers with a view to enhance their customer care skills. The discussions for the day included exchanging views, best practices in tourism, ways to build one's positive self-esteem and discovery of one's potential as a Police Officer. Discussions also covered the need for Police Officers to work cooperatively with tourism related stakeholders in order to advance in best practices in tourism agenda.

As part of the deliberations for the day, the LTDC's CEO Mr Maqutu also delivered a speech in which he started by explaining the correlation between police and tourism. He highlighted that, tourism is highly dependent on safety and security, because for every individual to intend to visit any particular destination, the

first thing that come to mind is whether the intended destination is safe. He commended some of the Police Officers on the great work that they are doing in protection Lesotho's image by making a reference to an incidence whereby he saw one Police Officer who diligently assisted a tourist who could not locate his intended destination within the Maseru city centre.

According to Mr Maqutu, the said Police Officer lives up to the principles of Police, as incorporated in their slogan "Lepolesa, Mothusi, Motsosalle". On that note he urged all members of the police service to consider themselves as tourism ambassadors because tourism is everyone's business and improves the economy of the country. To further emphasise the significance of Police service in tourism, Mr Maqutu made an example of the likes of Zimbabwe, Thailand and Malaysia where at there are special police units within the police services of those countries.

The CEO also sensitised the Police Officers about the new tourism brand. He told the meeting that, the new identity should be seen as a promise by Basotho to the world, that Lesotho is a very friendly destination, whereby visitors can be treated like kings and queens. "The reputation of Basotho and Lesotho should always be at the heart of your daily operations, that way, I can assure you Lesotho will be the destination of choice and tourism in Lesotho will realise its full potential", he said. He further informed the Officers that, destination image greatly influences tourist destination choice. In short, destinations' image play a significant role in influencing tourist decision-making process as the basis for tourists to make choice about where to visit, he noted. Hence why in concluding, he told the meeting that, every action, whether good or bad, counts and as food for thought, he pointed out that he believes tourism police, is a an idea whose time has come, for the good of the industry and the country.

Similar workshops were held for the police officer in the northern and southern regions, covering all the district of Lesotho. The LTDC's CEO, Mr Maqutu in his remarks at the workshop held in Leribe for Leribe, Berea, Botha Bothe and Mokhotlong police Officers indicated that, the workshops were meant to galvanize the working relations between LTDC and LMPS, with a view to promote tourism and improve the reputation of Lesotho as

tourism destination.

He further noted that, Lesotho competes with the best tourist destinations in the world and it is the responsibility of all respective tourism services' providers to deliver the best service in order to attract more tourists to our beautiful country. By this we will be creating ambassadorships through our visitors because when they had good experiences during their stay in our country, chances are and visitors will recommend Lesotho as a destination of choice to their friends and relatives for future visits. Mr Maqutu also pointed out that in the advent of social media, visitors may even share pictures and video snippets of their ecstatic experiences in Lesotho on social media. In that manner, the world will know more about Lesotho and probably consider including Lesotho as their future holiday destination.

The CEO also cautioned that it is not just the good experiences that visitors can share on social media but even the bad ones and when they go viral, they negatively affect the image of Basotho and Lesotho from a tourism perspective. In that way, Lesotho may not realise the much needed economic and social benefits from tourism. To emphasize the importance of tourism, Mr. Maqutu cheerfully epitomized the tourism value chain to a maize corn (sego sa poone) on which a tour operator, tour guide, accommodation facility, farmers, artisans, transport providers etc. get a share, consequently all benefit from this tourism multiplier (Baa khotola), he said. He therefore urged members of Police service to stop soliciting bribery from visitors, whether domestic or international. "Nevertheless, there are some committed and patriotic police officers who offer the best service. He recounted an incident whereby he witnessed a police officer who ardently assisted a tourist who had lost direction to an accommodation facility in the Maseru city centre. Mr Maqutu also noted that it is his aspiration to see the establishment of Tourism Police Unit within the LMPS, which will specifically address tourism related challenges in collaboration with relevant stakeholders and ensure safety of tourists during their stay in the country.

In conclusion, the LTDC's CEO expressed his appreciation to the Commissioner

of police, the senior police officers and all present at the workshop in their respectable ranks. In particular he expressed his appreciation and thanks for the invaluable contributions made by the participants during the workshop and a mammoth and perfect logistical support rendered to LTDC by the Regional and District Police Officials during the facilitation of the workshops, which was demonstrated by a very good attendance in terms of time and numbers.

Speaking at the same occasion, the LTDC's Public Relations Manager, Mrs. Motsoeneng emphasised that there is a need for an integrated tourism network to harmonize tourism industry. Mrs Motsoeneng indicated that LTDC has a redesigned user friendly website and appealed to LMPS to browse the site for more touristic information and if one has an inquiry, complaint or suggestion, it can be submitted via the website: www.visitlesotho.travel. Mrs. Motsoeneng further pleaded to the police that while enforcing the law in their lines of duty, they should at all times and at all costs strive to provide the best service that distinguishes them as dignified police officials. She pointed out that the positive reactions of police officials when a case is reported is enough to restore and maintain anyone's confidence that indeed Lesotho Police service is the best and that Lesotho is a destination to die for.

Head Investment Promotion of LTDC Ms. Morojele echoed the same sentiments and supported the need for meaningful engagement in community projects to be done in collaboration with the police. Protection of all businesses is required for such enterprises to thrive to subsequently attract both local and international investors to invest in Lesotho. Ms. Morojele assertively said Lesotho is a country which pride and market itself as a country endowed with clean air, clean sky, and clean water and free from diseases like Malaria and Bilharzia. Lesotho is suitable for visitors seeking serenity and escape from hustle and noise of city live, moreover exciting for adventure enthusiasts. Certainly these features leverage the kingdom in the sky as an attractive destination for tourism related investments.

The Public Relations Manager, Mrs



DID YOU KNOW?

Fact:

Never forget that no one ever needs to take a vacation, it only takes one incident to destroy the sense of security that visitors demand

Motsoeneng while addressing the police at similar workshops the workshops held at Mafeteng, Qacha's Nek and Thaba Tseka said the according to the recent visitors' survey, the number travel motivation was a recommendation from friends and family and the key to receiving a positive endorsement always starts with safety. "You can be sure that a visitor who is robbed or injured while on vacation is not likely to be singing your praises, especially on social media" Motsoeneng added. "We care about the safety and security of not only visitors but the local communities as well. As the heart of our economic engine, our individual district towns not only hosts thousands of visitors every day, but also thousands of hard-working business travellers. The residents and people from other districts love hanging around at recreational facilities across the country after work. Others enjoy hiking in the mountains during the weekends

or holidays. What's good for Basotho is also good for our visitors too, therefore the police as entrusted to provide security should refrain from disrepute engagements but offer good service and protection to both locals and visitors" Motsoeneng emphasised.

"Just as important, Police Officers also provide basic information some of which may be tourism related, to help our visitors to enjoy their stay and feel safe while travelling in this country, it is one of the reasons why LTDC find it fit to engage with the police to make sure that they are aware of best practices in tourism" she added. Motsoeneng wrapped up by expressing LTDC's appreciation for the police officers whom according to visitors comments upon departure from Lesotho, have continued to offer support and assistance to the visitors. "We are gratified by the hard work portrayed by most of you who at times even go an extra mile to make sure that whenever a visitor asks for directions or any other tourism related information, they assist by either conveying such a visitor or even call us for enquiries", Motsoeneng concluded.

During the workshops, participants were also requested to table their own discernments and experiences in dealing with tourists as well as suggestions for future improvement by both LTDC and LMPS. They enthusiastically discussed their views and the challenges they usually encounter from day to day, particularly in dealing with tourists as well as suggestions on what they believe can work to address some of the challenges.

Based on the discussions, the meeting agreed that all police posts should be furnished with necessary basic information to be used to guide visitors. As a long term plan, LTDC should consider advocating for inclusion of tourism and customer care as part of the curriculum at PTC so that every other police becomes fully aware of how policing and tourism symbiotically relate. Furthermore, LMPS proposed that LTDC should set up a toll free telephone facility to which Police Officers can always refer tourists for information and assistance in cases where they may not be able to assist. LTDC calls and appeals to the general public and the visitors to respect and observe the laws including the road traffic rules.



PROMOTING HOSPITALITY & COMMUNITY PARTICIPATION IN TOURISM

*Pictured: Phelandaba Community in attendance of the gathering,
Phelandaba, 'Moteng, Botha Bothe*

Promoting Hospitality & Community Participation In Tourism

Safety issue will always be LTDC's a major consideration for tourists in this country. The tragic incidents of stone throwing in some of the tourism routes and hot spots have not only endangered the lives and properties of tourists but have also eroded their confidence in Lesotho's tourism industry.

Lesotho Tourism Development Corporation in its efforts to address the challenge hosts community sensitisation campaigns around the country routinely and on ad hoc basic. Thus a community gathering was held at 'Moteng, Phelandaba village to sensitise the community about the importance of tourism, tourists' safety and small scale investments opportunities available in tourism.

LTDC's Public Relations Officer, Mr. Matela, while addressing the community said tourists' safety should always be at the top of every Mosotho mind because it is important to protect Lesotho's image as a safe and friendly destination so that our visitor numbers can grow. Last year Lesotho welcomed just above 1 million visitors and we need to keep up that momentum for Basotho to realise the economic benefits from tourism. Tourism is every citizen's business hence we all need to ensure that while visiting our beautiful kingdom, every visitor have the best experience and utmost hospitality. "It is simple, all we need to do is just to welcome visitors and stop begging and also warn our children not throw stones at visitors.

Rather than harassing the visitors we should instead consider investing in small-scale businesses to ensure that during their visit to our respective villages, there are local products that visitors can always buy as soveniours or refreshments" Matela added.

In order to promote community participation in tourism, LTDC encourages establishment of organised, community-based, environmentally and socially responsible homestays among the rural communities country-wide. This is because LTDC considers community-based tourism as an important instrument for sustainable livelihood of the rural people.

On promotion of homestays at the same gathering, LTDC's Assistant Tourism Officer, Mr. Nqheku Matolo discussed with community ways in which they can venture into tourism business to improve their economic conditions. "There is wide variety of business opportunities available in tourism that do not require large capital for start-up. Those include production of all types of handicrafts for sale to tourists, learning the history of this area and nearby attractions for story-telling to the visitors, conducting guided tours to nearby attractions and establishment of rural homestays" Matolo noted.



Mr Matolo elaborated more on rural homestays for the community to have a better understanding of what a rural homestay is and how it is operated. He said a homestay is a form of accommodation whereby visitors get to experience Basotho culture and their way of living by spending their holidays among the communities, in a communal living set up. It is any traditional accommodation available or constructed aesthetically in with the best amenities and highest safety norms for the tourists. By best it does not necessarily mean the furniture in the house should be luxurious or what so ever but it has to be neat and very clean, to instil the confidence of the visitors to live in that house and relax.

DID YOU KNOW?

There are many benefits for a tourism businesses in becoming respected and valued partner of the local communities

Because;

Contributions to community development can help to improve relations with local communities and minimize the risk of future conflicts.

Supporting community development can generate positive publicity and improve reputation.

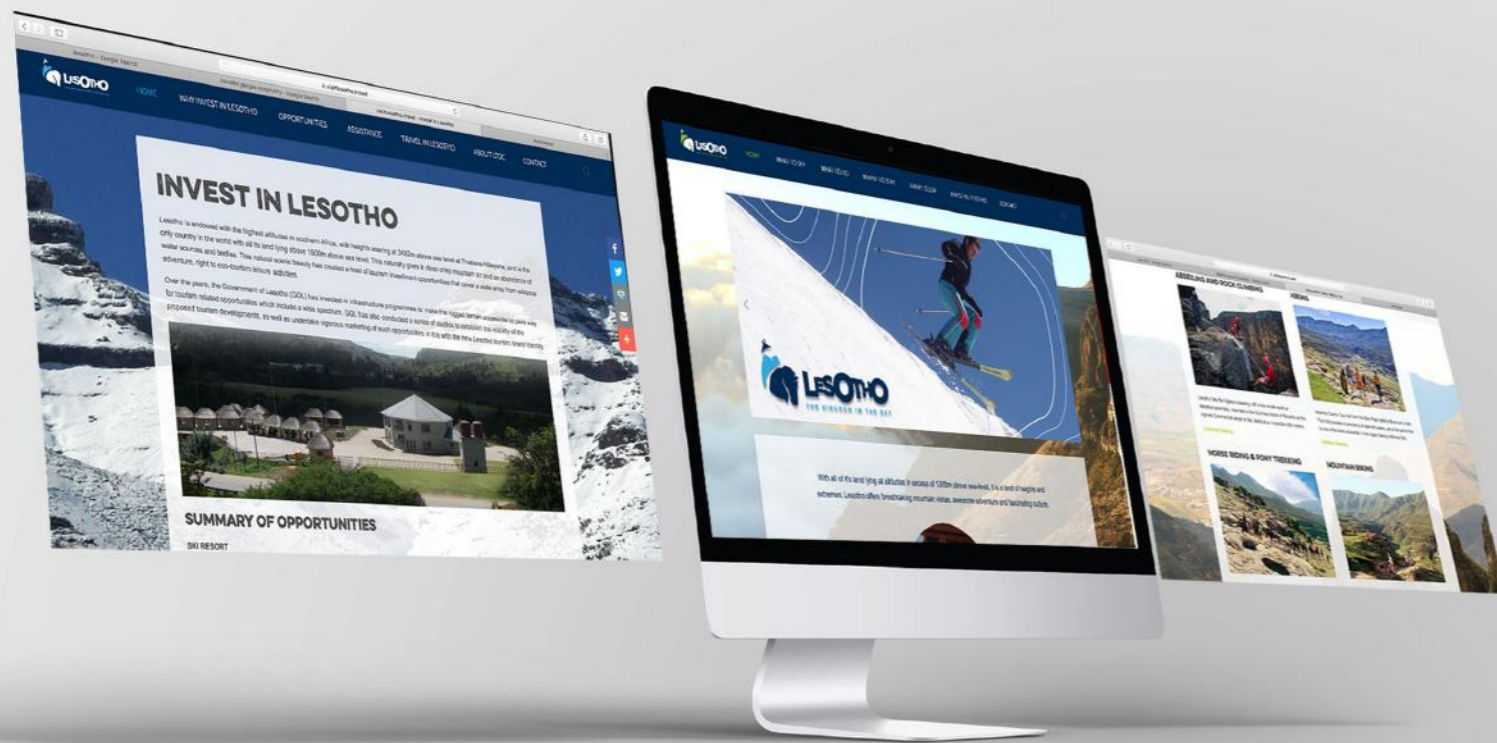
Contributions to community development can enhance approval from guests and others who are concerned about local community welfare.

Providing benefits to local people can support conservation goals by offering alternative, relatively non-destructive sources of livelihood.

Improving economic linkages with local communities and businesses supports the sustainability of tourism destinations.

THE ALL NEW LESOTHO TOURISM WEBSITE

www.visitlesotho.travel



LTDTC officially unveiled the revamped tourism website in August 2016, following the launch of the new national tourism brand in January 2016.

In his remarks during the newly designed website launch on the 5th August 2016 at Lehakoe Recreational Centre, the LTDC's CEO, Mr Maqutu said "LTDC is very excited to announce the launch of the newly designed website for marketing Lesotho as a tourism destination of choice for local regional and international visitors". He said Visitlesotho.travel will be the front door for travellers who wish to consider visiting the kingdom in the sky. This is because digital technology has become the key element in how visitors plan and book their holidays by sourcing and sharing information on the new and exciting places to visit around the world". As well as providing comprehensive

tourism information about Lesotho the redeveloped site is visually engaging with bright colours and an uncluttered design. It also features and the newly designed logo that comes in different shapes and colours that represent the signature attributes of the beautiful kingdom being culture, adventure, snow, peace, water and prosperity, Mr Maqutu said.

"Besides being faster, it is aesthetically pleasing, more agile, interactive, more user friendly - because it is easier to navigate and it is loaded with a whole range of tourism information one can ever think of, including the travel application that features an interactive map with GPS coordinates. It also includes detailed information on attraction sites, accommodation facilities as well as activities available in different parts of the country".

In conclusion, Mr Maqutu noted that the launch of the redeveloped website

marks the latest phase of the development of the new brand identity for Lesotho tourism, with a view to promote Lesotho's digital presence and increase arrivals and tourism receipts.

When asked about the relevance of the website for Lesotho tourism marketing and promotion, the LTDC's Public Relations Manager, Mrs Motsoeneng said "the digital tourism landscape has changed dramatically since the launch of the previous version of visitlesotho. travel website in 2010. Through this website, LTDC endeavours to provide our clients with the most accurate, up-to date information and share what the industry has in store for everyone. The website will also play key roles in both the potential visitors' decision-making process and guiding visitors with travel tips while in Lesotho".

"Our website also features an entire section where activities and events (past

and upcoming) are listed and described". We also want to give our clients an opportunity to know us better, who we are as an organisation, what we do and the leaders driving the LTDC's team. A responsive design has been used for the website, which means that clients will essentially see a design optimised for their smart phones, tablets and desktop" Motsoeneng added.

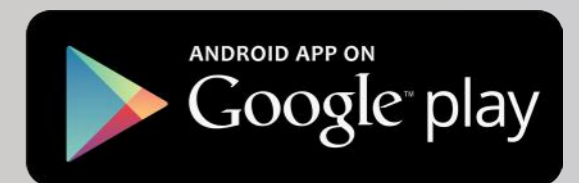
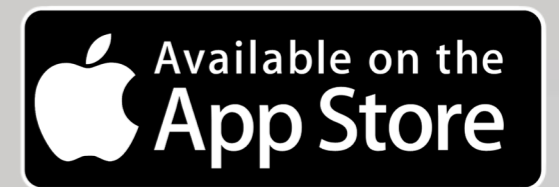
"The site also connects Visitlesotho's social media channels such as Facebook, Instagram, Youtube and Twitter, allowing visitors to contribute and share information using hashtag #visitlesotho, #lovelesotho and #lesothohaeso. While you are on website, by clicking on the social media icons, you will get pretty good idea of what is happening in the Lesotho tourism arena in real time, in recent time as well as what others are saying about us". Mrs Motsoeneng further noted that, one of the most noticeable feature on the new website is the new logo and more modern fonts and royal blue, kingdom green and highlands white colours. When redesigning the logo, LTDC learned

that the said colours evoke trust, loyalty, security, grandeur and energy – qualities we believe our visitors will use when describing Lesotho after experiencing what we offer.

"You will find that the new website is divided into eight main sections: Home page, What to see, What to do, Where to Stay, Travel guide, Investment in Lesotho and contacts. We shifted to a client-centric layout so that our users are can easily navigate our site and locate the information they are looking for in a short space of time. The Home Page gives an overview of the unique features of Lesotho in a form of what to expect when a visitor comes to Lesotho. What to See section provides detailed information on attractions and tourism routes and this is where a visitor can access our general information brochure. We have dedicated Where to Stay section to provide a list of accommodation facilities, detailed information on accommodation facilities and the accommodation map, she said". "In What to Do section, you find activities, events as well as latest tourism news.

Under Travel Guide section you will find general useful information, information about Lesotho, the interactive map application with a 360degrees view, a list of travel agents, detailed road map and Travel tips. The Invest in Lesotho section will take you a page where you can get all the information on tourism investment in Lesotho including why you need to invest, opportunities available, how you can be assisted and it will further take you to the LTDC's page where you can get information on the relevant offices to contact for your needs as well as links to LTDC's activities and tourism statistics". Motsoeneng concluded by noting that LTDC's investment in the website will enable the tourism team to showcase images of different destinations around the country. She encouraged everyone to visit and explore the site on www.visitlesotho.travel and acquaint themselves with the new design and be informed. "We all are tourism ambassadors. While you are there, let us know what you think by leaving a comment/message!!

THE MOBILE APP...



“Had Best of... app been there during my stay in Lesotho, I would have stayed longer because it would have been easy to navigate the directions and get to different places without fear of being lost or without worrying about where to stay at desired destination. Big ups Lesotho Tourism”

Lesotho's inbound tourism recorded a sluggish growth in 2015 and among other reasons for the observation could be the difficulty to access most of the attractions and tourism related amenities and services due to insufficient and proper signage across the country. With the advent of modern technology, signage concerns that marred Lesotho's image may now be a thing of the past. This is because smartphones are transforming travel industry trends. According to Consumer Travel Trends Surveys report, 60% of travel searches starting on a mobile device. The report further states that travellers increasingly rely on mobile phones when they arrive in a new destination. LTDC has thus facilitated, endorsed and introduced the mobile app “Best of...” to bolster the confidence of visitors to travel around the country with ease.

The “Best of...” mobile app serves as a travel guide for anyone intending to explore a new place in Lesotho. It is a culmination of a number of the Corporation's strategies and initiatives to improve visitors' safety while travelling around the country and to enhance accessibility of information about tourism products and facilities across the country. Alongside information on attractions, the app is loaded with information on Lesotho map and directions, medical services, financial services (banks and ATMs), schools, restaurants, accommodation facilities etc. With this mobile app on their phones, visitors will now be having all the information they need in their pockets. All they need is just to download the app from iStore or playstore then set their minds and get around the beautiful kingdom.

Now LTDC has introduced a tourism information mobile App as a supplementary tool for visitors to get

around Lesotho once they have arrived. We really need to help visitors when they are actually at their destinations, given the fact that signage is one of the major constraints for travellers in Lesotho, said Mr Thoola – LTDC's Strategic Marketing Head. Further, the app will also provide a marketing platform for Lesotho tourism because it has information on other countries in the world, it actually ranks second after the popular trip advisor. It makes up for whatever information the service box (an interactive app that is incorporated in the tourism website referred to above) may not have, Thoola added. “It has more comprehensive information and can be seen as one-stop solution to for tourism needs. Tourists just need to download the app Best of..., Thoola said.

I took a vacation to Lesotho early last year and I wish Best of... had already been introduced during my visit to Lesotho. My hotel and places of interest information was scattered across different mailboxes and data rates were a bit on the high side for me to juggle around all the emails. “Had Best of... app been there during my stay in Lesotho, I would have stayed longer because it would have been easy to navigate the directions and get to different places without fear of being lost or without worrying about where to stay at desired destination. Big ups Lesotho Tourism”, said one user and visitor from Germany.

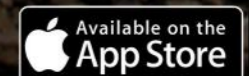
Loading of information on the app is continuous and it will also be powered by information on each district of the country, together with activities and events from each district. Visitors can also share the app with friends and also use it to call the desired facilities because it is loaded with all the information relevant to each facility, including the contacts.



#visitlesotho
HAVE YOU SEEN ?
LESOTHO ?
 “visit Lesotho first”



www.visitlesotho.travel





LTDC COMMEMORATED THE 2016 WORLD TOURISM DAY WITH DISABLED PERSONS



The World Tourism Day (WTD) is celebrated every year on the 27th September since 1980. This date was chosen to coincide with an important milestone in world tourism: the anniversary of the adoption of the UNWTO Statutes on 27 September 1970.

According to the United Nations World Tourism Organisation (UNWTO), the purpose of WTD is to raise awareness of the importance of tourism and its social, cultural, political and economic value among the international community. The event seeks to address the challenges outlined in United Nations Millennium Development Goals and to highlight the contribution of tourism towards achieving the set goals. Against this context, every year the UNWTO General Assembly derives a theme to sensitise the people about how tourism can use harnessed to realise the said goal and to address some of the pressing challenges of the society today.

In 2016, the WTD theme was “TOURISM FOR ALL: PROMOTING UNIVERSAL ACCESSIBILITY”. According to UNWTO, accessible tourism for all is about the establishment of environments that accommodate the needs of all of the people; disabled, young and old, families travelling with young children etc.

The United Nations’ Secretary-General, Mr Ban KI-Moon in his 2016 official message said “everyone has the right to access leisure and tourism services on an equal basis”. However, he also noted that, 1 billion people with disability, young children, seniors and all people with other access requirements around the world still face difficulties in accessing basic travel information, transport and other services. He further noted that even with modern technologies most of people with physical and cognitive impairments are being left out in many tourism destinations.

The UNWTO Secretary-General also concurred by saying that, it is important that all countries and destinations and the tourism industry in general to promote accessibility in transport systems, communication mechanisms and facilities and services for all.

LTDC’s CEO delivering 2016 World Tourism Day opening speech at Kick4Life play grounds Lesotho being a member of the UNWTO also observed this day through a number of activities throughout the month of September. The activities echoed with the 2016 theme. A soccer event for the people with disabilities was thus held on September 2016 at Kick 4 Life soccer pitch. In attendance were the students from four institutions for the disabled being; Itjareng, Ithuseng, S.T Angela and St. Bernadette. In his opening remarks, LTDC’s CEO said “sports is an integral part of all culture, and while often viewed as a separate activity, it is inseparably linked to tourism”. Sports can now be viewed as an attraction within the broader tourism industry. Sports Tourism is emerging as a key component of tourism supply. This is why major tourism destinations around the world are developing tourism products revolving around sports. In that manner, destinations are able to stand out amongst their competitors and increase their competitive edge in the international arena, attracting consumers who are keen on getting in touch with nature, and interacting with the community to enjoy more healthy and interactive holidays, He added.

Mr Maqutu concluded by pointing out that LTDC found it imperative to commemorate the 2016 WTD with a range of activities that incorporate both sports and tourism so as to showcase how both can be pooled to make tourism accessible by all (young, old and disabled). He said he believes going forward, members of the public will embrace the idea of promoting tourism for all people. He specifically urged the private sector in realm of tourism and sports to configure their products and facilities in a manner that accommodates all groups of people including the disabled.

Still at the same occasion, the Director of Disabilities in the Ministry of Social Welfare, Mrs. Mahlapane Makakole-Bodiba commended LTDC for the idea of advocating for promotion of accessible tourism for the disabled persons. She said the initiative symbolizes love and appreciation for humankind hence the disabled will feel as part of the community. She further mentioned that, people with disabilities often face societal barriers and disability evokes negative perceptions and discriminations towards them in many societies. As a result of the stigma resulting from disability, people with disabilities are often excluded from community life, which deprives them of opportunities essential for their social development, health and general well-being. Mrs Bodiba said LTDC's initiative will help transform the communities' attitudes of seeing the disabilities among persons with disabilities by highlighting their capabilities. She made an example of the fact that some people may have thought disabled persons could not play soccer. "Through sport, persons without disabilities interact with persons with disabilities in a positive context forcing them to reshape assumptions about what persons with disabilities can and cannot do" Mrs Bodiba added. During the occasion, joy and jubilation reigned among the supporters and players. The fans and supporters were cheering with elation, their respective teams. Other site activities for the day were egg spoon and tug of war to ensure that those who were not part of the soccer team also participated and had fun. At the end of the games, participants were awarded with medals as tokens of appreciation for taking part in the activities for the day. Ithuseng was declared the overall winner even though the games were not necessarily configured to be competitive.

On the 26th September yet another event was organised by LTDC whereat the same groups of disabled students were entertained with canoeing, kayaking, abseiling and archery at Durham Link, with a view to further underscore the fact that tourism can indeed be accessed by all.

The LTDC's CEO in his opening remarks on the

said day said "Lesotho has awe-inspiring beauty and cultural diversity that every citizen has a right to experience. Improved accessibility of tourism facilities and products for all Basotho, including international visitors will pave the way to achieving the desired goal of making tourism the major economic contributor. It will also help to promote contact between different people (including the disabled) and cultures. Tourism has the ability to play a strategic role in development, and can strengthen peace among Basotho, hence it has to be accessible for all". We are all abled differently therefore, disability is not inability, Mr Maqutu noted. Mr Maqutu wrapped up by saying that the establishment of accessible infrastructure, by both the Government and the private sector will go a long way in providing equal chances to all travellers to explore the beautiful kingdom without feeling restricted in any way. Thus we all have a role to play to make tourism accessible to all in this country. Mrs. Mafeiki Phatšoane, the instructor from Itjareng expressed her gratitude to LTDC for engaging the students in these sporting activities; "they don't have the benefit of interacting and socializing with other people. In my view, this initiative by LTDC has revitalised and uplifted the students mentally. On behalf of the participants, Mr. Lehlohonolo Mahobe from S.t Angela expressed his heartfelt gratitude to LTDC. He said they so feel so refreshed and elated. He pleaded to the corporation to organise similar activities for them regularly. The day ended on a high note when medals were awarded to the participants. All in attendance, after receiving their medals waved them with pride and declared that they were tourism ambassadors.



LTDC AND ECOL PROMOTE TRAVEL & TOURISM

Pictured: Assumption High School Students and their Teacher, Mr. Moima during the welcoming remarks by the CEO.



LTDC AND ECOL PROMOTE TRAVEL & TOURISM



The Ministry of Education having realised the importance of tourism in the economy introduced travel and tourism subject into the education curricula of Lesotho. This was a culmination of strategies to improve the economy of Lesotho and alleviate poverty. The introduction of the travel and tourism subject was done in a form of a pilot project whereat 10 schools were selected from each district to participate in the pilot. However one of the selected schools dropped the subject and only nine were left for piloting.

As part of initiatives to create awareness of the newly introduced travel and tourism subject in schools and to enhance students' knowledge about tourism attractions and activities in Lesotho, the Teachers from participating schools in collaboration with the Examination Council of Lesotho whereby students were quizzed on general of tourism in Lesotho. The competition was held at ECOL premises at Khubetsoana whereat four schools (Matlakeng, St. John Tlali, Assumption and Sekonyela High Schools) competed. LTDC also partnered with ECOL and the teachers in the event by way of sponsoring the competition prizes.

Assumption High School from Berea district won the competition. The prize giving ceremony was held at LTDC whereat Assumption High School students and their teachers were in attendance together with officials from ECOL. During the event, the LTDC's Chief Executive Officer, Mr. Mpaiphele Maqutu in his opening remarks pointed out the fact that the growth of the sector dictates the need for increased workforce if the industry is to realise the much anticipated potential or to make a meaningful contribution to the economy of Lesotho. Thus the Tourism and Travel curriculum should be incorporated in a meaningful way and be contextualized to the local capacity needs. He said "it is important for the subject to be taught at an early age to instil a sense of patriotism, self-confidence and pride of being a Mosotho". The CEO further stated that students are entrusted to be future leaders whereby they will be expected to exercise power in a judicious and vigilant manner and should thus embrace that challenge and endeavour to achieve the expected outcomes for the good of their country (economically and otherwise).

Regarding the benefits to the students, Mr Maqutu indicated that learning travel and tourism will help them develop a sense of ethical responsibility and healthy hospitality culture. A factor which is also important in transformation of the local communities to embrace tourism's best practices so as to achieve common goal of

sustainable development.

Second, through tourism students will learn and develop general intellectual capacities. For instance tourism promotes communication skills, decision-making and problem solving skills as well as interpersonal skills. Third, because tourism is multi-disciplinary in nature, it complements students' learning of other subjects such as geography, history, business studies etc.

Mr Maqutu further encouraged the students by pointing out that tourism will also help to develop their adaptability in this rapidly changing environment and society. "This means you as students will acquire a set of knowledge, concepts and skills that can you can in future apply in various life situations within or outside the industry", said the CEO.

The CEO acknowledged the fact that, it was a special day for the Assumption High School because from the LTDC's perspective, Assumption High Schools is the champion in tourism. He explained that the championship status is seen from two different perspectives of being among the first schools to introduce travel and tourism in their syllabus and of being the winner of the first travel and tourism competition. He therefore urged the students spread the word about the significance of tourism as they are regarded as tourism ambassadors.

"We wish to congratulate and thank the Ministry of Education and the Examinations Council of Lesotho for this very important initiative to incorporate the travel and tourism in the national curricula. LTDC also wishes to acknowledge the hard work by the teachers who are charged with the responsibility to ensure that, the technical concept of tourism is relayed to the students in a logical and accessible manner. The dream to see tourism as main economic empowerment tool for Basotho may not be realised without the teacher contribution through their invaluable support and hard work. Going forward, we undertake to support this initiative in whatever possible way and only wish we can work together to see the intended benefits for the good of our beautiful kingdom. Mr Maqutu pointed out.

He concluded by extending his sincere appreciation and a big thank you to the media and extended an invitation to them to partner with LTDC by ensuring that they cover and publish stories on such initiatives so that the Basotho nation, especially the youth, can be aware that tourism offers diverse business and employment opportunities.

Speaking at the same occasion, Ms. Mamello Morojele Head Investment Promotion urged schools to consider engaging on community development projects like

home stays, crafts making, and traditional performance to develop the subject further, generate revenue and to enhance students' skills. LTDC is offering training on home stays and willing to assist communities interested in accommodating visitors in their homes, Ms. Morojele said. She pleaded to learners to acquire skills in tour guiding so that they can narrate the story of the historical sites in an eloquent and proficient way, in this manner more tourists will visit your attractions and stay longer and pay more money.

The Senior Officer from ECOL Ms. Lipuo Lelala-Mothiba stated that she is happy that a travel and tourism curriculum has been adopted and she indicated that the Ministry of Education is in the process of localizing the subject. In that way she said she believes it will address the skills gap in the country. "The curriculum is not only focused on assessment purposes but for students to equipped with skills to set up their own businesses", she added. She emphasized the importance of the partnership between ECOL and LTDC to develop the skills and enhance service standards for tourism in Lesotho.

At the same occasion, while speaking on behalf of ECOL's CEO-Dr Ntoi, Mrs. Matseko Ramokuena-Manager Research and Statistics at ECOL was ecstatic and said the long-time vision of the Examination Council of Lesotho to implement Travel and Tourism curriculum has turned into reality. Mrs. Ramokuena indicated that the importance of tourism in the economy prompted the introduction of travel and tourism subject into the education system of Lesotho. She further stated that, the introduction of the syllabus is actually the Ministry of Education's strategy to respond to the tourism skills' needs of the country. This is also done to achieve the government's goal of reducing unemployment and alleviating poverty. In conclusion, she announced that the localized curriculum on travel and tourism will be rolled out to other schools nationally in January 2017 and the Ministry of Education thus encourage other schools to enrol for the syllabus.

On behalf of the Assumption High School students, Ikaneng Chatsane conveyed their gratitude to LTDC and the pledged to contribute to the fulfilment of LTDC vision of ensuring that by 2020 the corporation will be the leader in successfully positioning Lesotho as Southern Africa's must visit mountain, culture, adventure and eco-tourism destination.

Participants from Matlakeng High School, Sekonyela High School and S.T. John Tlali also received goodies in a form of thermal mugs and flash drives.

PRO-POOR TOURISM IN TOURISM HOT SPOTS

LTDC on promotion of pro-poor tourism to improve the lives of host communities living in the tourism hot spots.

Pro-poor tourism is about respecting the places we visit as tourists and the importance of putting the interests of those communities and their environments authentic. At its heart, pro-poor tourism is the commitment to individual and corporate responsibility for implementing the principles of sustainable development and enhancing the linkages between tourism businesses and host communities. According to the recent statistics on arrival to Lesotho, only one third of approximately 1, 100 000 arrivals to Lesotho declared holiday as their main purpose of visit to Lesotho. This is coupled with the fact that over the year Lesotho tourism has experienced limited number of overnight stays of travellers visiting the country. The saddening part is that there is remarkable growth of tourism related business in the South African towns that are located around the Lesotho borders. The observed growth is by and large made possible by Lesotho tourism products through business ventures and activities facilitated by inbound tour operators because they are the link between the tourists and the destinations within Lesotho. The said business ventures however leave the host communities disgruntled because most of their businesses are not committed to the concepts of responsible tourism. During the community gatherings held by LTDC at Sani Top village in the early months of 2016, the villagers raised their concerns about the manner in which inbound tour operators from KZN operate. They reported that, the said tour operators bring visitors in multiples of trips to the village for sight-seeing and for them to learn how Basotho live. A typical scenario of what transpires during the village tour is that inbound tour operators bring the visitors in groups of plus/minus 10 to the Sekiring village at Sani Top. Each group visits one household and routine activities during the tours are traditional food tasting – including traditionally baked bread and home brewed beer and story-telling about Basotho's way of living, culture and traditional performances. At the end of the activities, the inbound tour guides will inform the visitors that they may donate to the family but it is not mandatory. In a case where tourists did not donate anything, the household will be left without any gain, yet time and other resources have been invested to ensure that tourists feel welcomed in that particular household. Nthati Moiloa, aged 21 who makes living out of the tourists told LTDC that more than 50 tourists visit her household and she normally serves them bread and babaton of traditional beer for tasting but there is no guarantee of whether I will get paid for the food and services offered. Sometimes the tour guides help themselves to the bread I have prepared and leave without paying, Moiloa added.





Pictured: LTDC's and LMPS Officials at a meeting with Sekiring community (Sani Top)



Pictured: LTDC's delegation in a meeting with Mr. Steve Black (Tour Operator, Underberg)



Pictured: LTDC's Officers meeting the Tour Operators in Underberg

Subsequently, LTDC embarked on a fact finding mission at Sekiring village where at LTDC's officials participated in the village tours (more than once) to observe the processes involved during the tours and it was found out that the situation is as has been narrated by the community. Even more worse was the fact that the inbound tour guides have limited information about Basotho culture and such they fabricate their own stories and misinform tourists about Basotho. To address the challenges, LTDC initiated a contract system to be used by the community and individual households who do business with the inbound tour operators to ensure that both parties have a formal agreement and that each party knows their obligations and are equally compensated for service and goods.

LTDC requested the community to decide and agree on a price to be charged on tour operators for the village tours. Members of community decided to charge a fee of M20.00 per head for all visitors who engage in village tours. In that manner, LTDC believes that the tourism business activity around Sani Top will generate net benefits to host communities

A meeting with Inbound tour operators from KZN and LTDC's Officials was held to acquire a better understanding of how foreign tour operators from Underburg (KZN), being the key players for tourism activity at Sani Pass, have configured their business models, by way of screening their efforts towards adoption of responsible tourism and to sensitise them on the new system and that the system will start working of October 2016. To address the challenge of skills gap as identified during the community gatherings and during discussions with inbound tour operators, LTDC embarked on a stock-taking activity to find out how many operational local tour guides are based in Mokhotlong and other areas, with a view to establish a capacity building programme for tour guides across the country. This activity has been completed and the training of tour guides has been scheduled for February and March 2017.

TOUR OPERATORS

in the neighbouring towns of South Africa

LTDC's CEO Visits Tour operators in the neighbouring towns of South Africa

Since his occupation in the office, the CEO of LTDC, Mr Mpaiphele Maqutu has held a number of interactive sessions with different stakeholders in and out of the country as well as familiarisation tours to different tourism attractions. The stakeholders' meetings were specifically aimed at promoting and strengthening co-operation between LTDC, industry role players and the stakeholders in the process of promoting tourism in Lesotho. Among the tourism stakeholders are the inbound tour operators who conduct tours into Lesotho from all the neighbouring towns of South Africa.

The CEO's mission started at Kwazulu Natal whereat he met with inbound tour operators based in Underburg, who are basically the major tourism business linkages between Lesotho and Kwazulu Natal through the Sani Pass port of entry. The second leg of the missions was a visit to Matatiele whereat he had a meeting with Mr Sakkie Maartens, who represented members of the Route 66 Tour Operators Association. Addressing the participants in the respective meetings, Mr Maqutu started by acknowledging that the Tour operators are Lesotho's important partners in the tourism value chain. He also informed the meeting that he has had a privy to the respective minutes of the meetings that were held earlier between LTDC's technical staff, the communities at Sani Top and the tour operators on developments made to promote tourism around Sani Top. He also noted that LTDC is not divorced from the direction that the government of Lesotho wishes to assume symbiotically with the inbound tour operators. Specifically he outlined the need to work together to

ensure that, tours to Lesotho are configured to have more overnight stays in Lesotho, village tours in Lesotho are conducted and structured in a manner that incorporates sustainable tourism development, for the good of their businesses and the host communities.

The CEO further motivated the Tour operators to cast their nets for partnership with Lesotho tour operators to include additional routes beyond Sani Top so as to promote overnight stays and offer more value for money to their clients because Lesotho has a plethora of tourism products for different groups of people over and above what Sani Top can offer.

Mr Maqutu reminded the inbound tour operators about the bilateral agreements signed by the Lesotho and South African governments for integration. He said tourism, through business linkages between themselves and Lesotho tourism businesses can be part of the efforts to foster the perceived integration between the two governments.

He also implored the Operators to continue working with the communities and tourism business operators in Lesotho to ensure mutual beneficiation resulting from tourism. The CEO concluded by reiterating the need to fast track radical economic transformation within the tourism hot spots and urged the operators to ensure that in their businesses' models incorporate sustainable tourism practices. "Many tour operators around the globe are moving towards sustainable tourism by committing their businesses to the concepts of sustainable development such as incorporating best practices for supply chain management" Maqutu Concluded.



QUTHING

... a wide variety of cultural and historic icons such as dinosaur footprints, authentic rock art sites... it is home to the largest colonies of the endangered bearded and cape vultures and eagles.

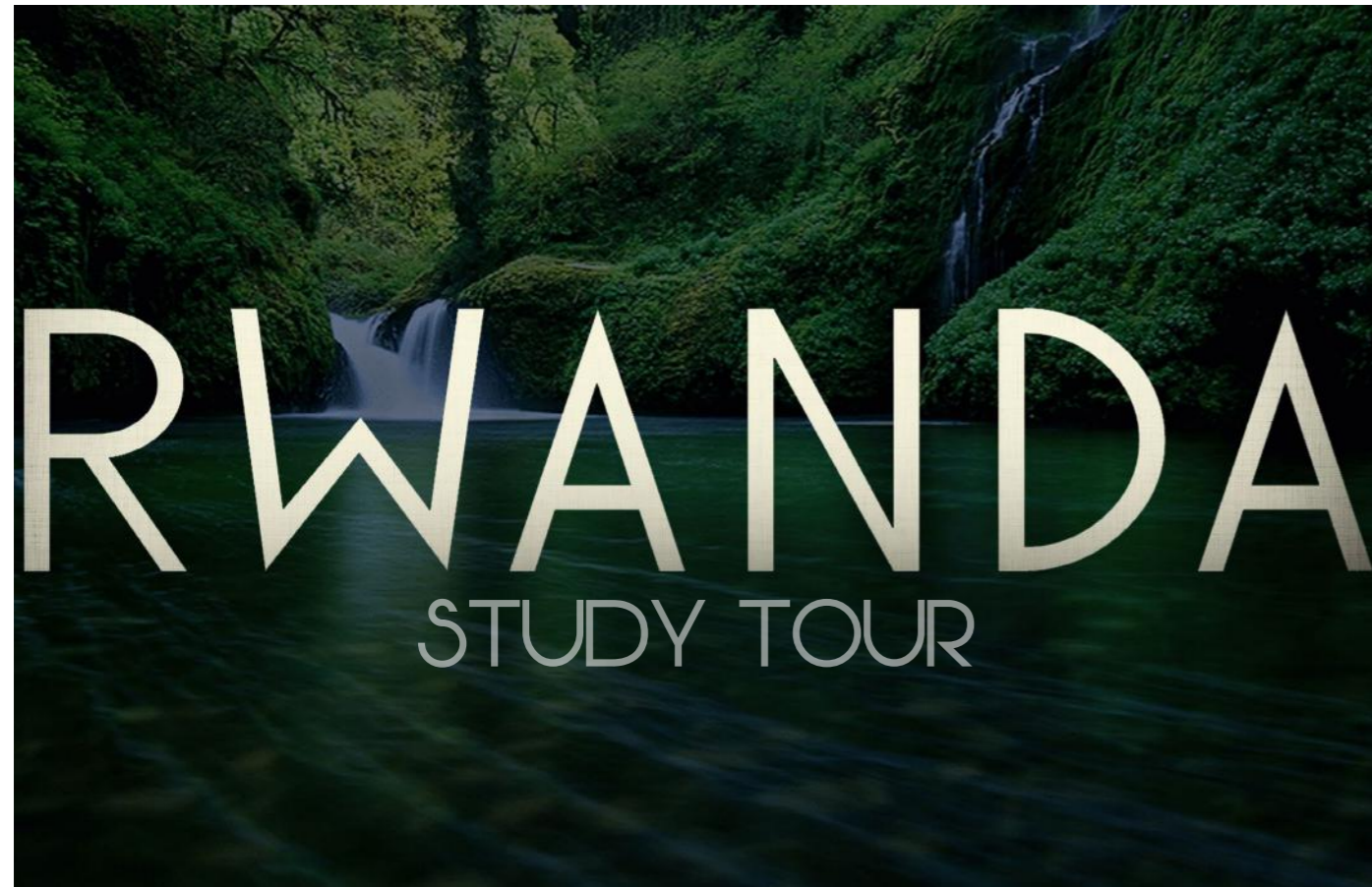


LTDC's Meeting with the Quthing District Administrators and tourism stakeholders

From the LTDC's point of view, the advent of the road that links Maseru to Qacha's Nek through Semonkong, the southern Lesotho districts such as Moleleke's hoek, Quthing will soon run dry of tourist arrivals whilst amid a wide variety of cultural and historic icons such as dinosaur footprints, authentic rock art sites and it is home to the largest colonies of the endangered bearded and cape vultures and eagles. Currently multitudes of tours to Quthing area are conducted by inbound tour operators from the Eastern Cape and are largely day trips. Thus LTDC noted the urgency to establish cooperation with administrative authorities in Quthing. The CEO thus held a meeting with the stakeholders in Quthing as a site activity upon return from Matatiele to discuss planning and administrative issues towards the improvement of tourism through an integrated approach in the district, with a view to lure visitors and encourage overnight stays. Present at the meeting were representatives from Lesotho Mounted Police Service (LMPS), District Administration Office (DA), District Council Secretariat and Quthing Wildlife Development Trust.

The CEO in his remarks during the meeting noted that, as stakeholders and/or partners, we need to adopt an ambassadorship model in order to spread the word about the benefits of tourism and encourage local investments in tourism. He noted the importance of all individual stakeholders by emphasising on the 5 Anchors of tourism being Awareness, Activation, Access, Attractions and Amenities.

"The purpose of this meeting among others is to create awareness of how your individual organisations can contribute to promote tourism in Quthing, for instance the police are basically on the frontline at the ports of entry and different spots and angles, they are also mandated to ensure safety of tourists and protect and ensure law enforcement. For administrative and infrastructural development issues, the offices of DA and DCS become relevant" The CEO said. On behalf of all representatives and District Administrator, Mrs. Mabasias Lepota expressed their appreciation for LTDC to initiate the meeting, which she said she hope is the beginning of many good initiatives. She also noted and applauded the idea of integrated approach, indicating that she believes it is a step in the right direction and further informed the meeting the office of DA will undertake to ensure that, going forward, all stakeholders within the district come on board to make tourism in Quthing a success story.



LTDC embarked on a benchmarking exercise which will be used to build up strategies to address limited engagement and beneficiation of local tourism sector players in building a vibrant sector. The LTDC's management decided to learn and if necessary borrow from other countries, how the legal framework, private sector structures, cross border tourism promotion and control, community participation and beneficiation and marketing efforts are configured. Thus a five-member delegation headed by LTDC's CEO visited Rwanda on 20th to 24th November 2016. While in Rwanda, the team visited the Rwanda Development Board (RDB) headquarters and the offices of the Rwanda Tour and Travel Association, the Institute of National Museums of Rwanda (INMR), the Ministry of sports in Kigali and the Volcanoes National Park in the Northern Province. The representatives

of Rwandan Chamber of Tourism which is the apex body for tourism sector in Rwanda and these were chairpersons of Rwanda Tour and Travel Association, Rwanda Hoteliers Association. This meeting was followed by a meeting with the Honourable Minister of Sports and Culture, the CEO of INMR. The team also visited Musanze communities and met with the management of the Volcanoes National north-western region of Rwanda. The head of the delegation and Chief Executive Officer of LTDC, Mpaiphele D. Maqutu, when commenting on why they decided to visit Rwanda among the African States, he said Lesotho and Rwanda share a lot in common, such as size, but a decision to visit Rwanda was driven by the country's profile and its development agenda. "In my view, Rwanda is a shining star, we looked at the country profile and we were convinced that we will learn a lot, considering the

developments made in that country" said Maqutu. During the meeting with RDB, delegates were briefed on RDB's experiences in setting up conservation projects, their challenges and best practices in adopting conservancy model to promote collaborative biodiversity management. The team was informed that the cornerstone for tourism in Rwanda is a well-grounded SWOT Analysis and a solid monitoring and evaluation system. "The RDB management described conservancy model as a good tool to promote collaborative biodiversity management which supports sustainable tourism" said Ms Morojele, LTDC's Head Investment Promotion and member of the delegation. She further noted that the environmental conservation model allows different communities to work together with other biodiversity conservation stakeholders' authorities on a collaborative conservation approach such as promotion

of social cohesion, conflict resolution mechanisms, rangeland management, alternative income generating enterprises and benefit sharing.

The RDB Management team during the discussions also cautioned that the all the initiatives and adopted strategies they adopted for tourism development in Rwanda took time from initiation to adoption and involved a lot of sensitisation and support from the government, but once adopted it is self-sustaining as the communities takes lead in managing their resources.

In a meeting with the Private sector representatives, the Chairperson of Rwanda Travel and Tours Association, Mr. Joseph Birori also highlighted the immense and invaluable support from their government, which he said it sets the pace for everyone in the industry. "There is trust developed between the government and private sector that brings the synergies and commitment because we need each other to drive the country's development agenda," Birori said.

The team also had the opportunity to meet with the Honourable Minister of Sports and Culture in Rwanda, in her welcome remarks, the Minister alluded to the fact that it seems as Africa, we are at the receiving end whereas it should be the other way round because Africa has a lot to offer the rest of the world from the likes of history, values, culture, talent and many others. She emphasized that Africa needs to realize that it is the hub of many things and utilize that opportunity. "We need to start harvesting (umganura) from what god has actually given us as

Africans in terms of heritage, sports and tourism" she said. She further highlighted the significance of national events towards promotion of both culture and sports, both of which translates to the promotion of tourism in Rwanda. "Sports and culture are very strategic tools for promoting tourism, if Lesotho is to develop tourism, it should use sports to lure visitors to the kingdom" The Minister said.

On learning moments, the head of delegation, LTDC's CEO noted that for him, the cornerstone for successful tourism development in Rwanda is the strong support of the government to the private sector through formulation of clear and conducive policies, strategies to implement policies, private sector involvement and balancing conservation and business development to ensure sustainability. He highlighted patriotism, commitment to working and zero tolerance to corruption by the citizens of Rwanda.

"The government of Rwanda has developed a Tourism Development Master plan that incorporates plans for all the sectors. The said plan seems to be the bible for every citizen of Rwanda, all the stakeholders, in different meetings with us kept on referring to the master plan" Mr. Maqutu said. As an example of how serious Rwandans are patriotic about their country, the Ministry of Sports and Culture has set up a programme (referred to as the Traditional Education System) that is intended for Rwandans in the diaspora, who gather every year to learn about their culture, Maqutu further noted. "LTDC's main interest was on how

the private sector is structured and administered to benefit the Rwandans while it also contributes to tourism development. We were amused by the fact that, in order to position the private sector at the heart of the development journey of that country, the government of Rwanda established the Private Sector Federation, which is made up of nine professional chambers.

The Chamber of Tourism (comprising of hotels, restaurants, bars, and other elements of tourism) is one of the nine chambers and is mandated to promote and represent the interests of players in the tourism industry in Rwanda. This chamber has contributed a lot towards facilitating the private sector's initiative in tourism. Through the chamber, industry entrepreneurs have been empowered through strategies such as incentives, easy access to funding and openness to the market through harmonised policies" Maqutu noted. He added that likewise, the private sector in Rwanda is also committed to working together with the government and has made valuable contributions towards promoting Rwandan products such as initiation of "Made in Rwanda" campaigns to ensure that Rwandans support local production initiatives. Further the tourism private sector is leading in participating in international trade fairs and business exhibitions. For instance, the Rwandan Tour Operators association recently hosted over 100 foreign tour operators in Kigali to discuss how they forge business partnerships within travel and tour operation. In this way they are also contributing to market their country and brands made in Rwanda beyond the borders.

On cross border tourism promotion and control, Seth Butera, the Coordidator the Rwandan Chamber of Tourism acknowledged that there were still challenges due to incompatible individual country policies. However, Butera said to address the challenges they, as the private sector, work very hard to strategically support their government in lobbying and advocacy for harmonisation of policies in the East African region. He also noted and applauded their government on its willingness and commitment to assist.



Pictured: LTDC's Delegation with Rwanda Development Board's Officials

QUALITY STAR GRADING REVISED & LOCALISED

As part of the initiatives to improve the services within the tourism industry, LTDC through the support from World Bank-financed Private Sector Competitiveness and Economic Diversification Project (PSCEDP I) established QUALStar grading programme in 2013. Based on the Southern African Development Community (SADC)/Regional Tourism Organization of Southern Africa (RETOSA) standards, a set of grading criteria for six types of accommodations establishments: hotels, lodges, guesthouses, bed & breakfasts, self-catering units, and camping facilities was developed for the QUALStar programme. To further enhance the programme, a number of initiatives were done to support the programme including selection and training of assessors; development and roll-out of support to accommodation facilities' operators with a view to engage them in the grading process. A number of sensitisation workshops were also held to create awareness of the importance of the programme to the industry in general and to disseminate information on QUALStar grading process.

Ms. Morojele, Head Investment Promotion at LTDC, when asked about why the QUALStar grading criteria was revised, she said "Notwithstanding the aforesaid initiatives to enhance enrolment to the programme, only less than 7% of the all the accommodation facilities in the country were graded. LTDC thus conducted a study in 2015 to find out the reasons for the observed low participation rate. Ms Morojele further noted that the results of the study indicated that, despite the programme being beneficial (because graded facilities attract more visitors), most of the facilities' proprietors outlined financial challenges required for the upgrades; lack of understanding of the programme and being too expensive as the major reasons for non-participation in the programme. "Against this background, the Project Management Unit within the PSCEDP II found it imperative to engage a consultant in February 2016 to make a rapid assessment of the programme with a view to draw recommendations for improvement of the programme". Morojele added. Ensuing submission of the assessment report by the engaged consultant, 3 validation workshops

were held in Maseru, Botha Bothe and Quthing districts whereat, the recommendations from the report were presented, discussed and adopted by LTDC and accommodation facilities' operators. Based on the recommendations, and as way forward, the meetings agreed on the review of the grading criteria for all types of accommodation facilities, including the score sheets and facilitation of the workshop, where at the reviewed grading criteria will be presented and validated. A complete set of revised standards for the four accommodations categories based upon the extensive feedback received from accommodation establishments has been developed and piloted on six accommodation establishments and they have been assessed for grading and are yet to be awarded star grading plaques.

The second part of the consultancy was primarily to capacitate LTDC's QUALStar grading Personnel. 11 Assessors have also been engaged and have undergone training to strengthen their knowledge. The training was delivered in a hotel and guesthouse set up so as to provide a more hands-on discussion of the standards and give them the required exposure into the sector. It also included further revision of the accommodations standards and the development of evaluation scoresheets.

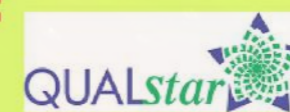
The LTDC's QUALStar Grading Team of three Officers conducted awareness and sensitization activities across the country with a view to encourage operators to enrol for grading under the newly revised system. Currently a total of 21 facilities are handheld and preparing to be assessed for onward grading.

Ms. Morojele on her comment about the difference between the previous and the revised scoresheet said "the new scoresheet is fully aligned with the specific standards to ensure assessors are clear on what they are scoring. For instance, it places more emphasis on the most important elements of the guests' experience such as Dining, Bedrooms, reception garden and safety of the structure". "Another important feature on the new scoresheet is that weights have also been defined for each specific standard and it is produced in an excel spreadsheet with built-in formulas, making it user-friendly for assessors", Morojele added.

Lesotho QUALStar Grading Process

Enrol on the Lesotho QUALStar Grading and enjoy the benefits. Plus the criteria is now localised to suit your business

- STEP 01 Enquire**
Accommodation operator makes an enquiry about getting graded. By email or telephone
- STEP 02 Application**
Quality Assurance Officer sends an application form and the invoice of the application fee. The fee varies according to the number of rooms and type of facility
- STEP 03 Payment**
The Accommodation Operator makes payment of Grading Assessment fee and sends proof to LTDC
- STEP 04 Get Grading Assessor**
Quality Assurance Officer will allocate the Grading Assessor to work with the operator.
- STEP 05 Date of assessment**
Grading Assessor communicates with the accommodation operator to set the suitable date for grading assessment
- STEP 06 Assessment**
The grading Assessor will visit your facility for assessment.
- STEP 07 Reporting**
The grading assessor submits the assessment report to the Quality Assurance Officer within 48 hours. The report includes digital scoresheet, pictures and a narrative write up
- STEP 08 Recommendations**
Quality Assurance Officer makes recommendations to the Grading Awards Committee.
- STEP 09 Grading**
Grading Awards Committee grades the facility based on the recommendations made
- STEP 10 Awarding**
Quality Star Grading Plaque and Certificate is awarded



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EXPOSING LESOTHO HIDDEN GEMS

EXPOSING LESOTHO HIDDEN GEMS THROUGH DOMESTIC TOURISM ACTIVATION - VISIT YOUR COUNTRY FIRST CAMPAIGN STILL ROLLING

According to UNWTO - an agency responsible for the promotion of responsible, sustainable and universally accessible tourism, whether it is for leisure, discovery of new things, meeting others or to have a unique experience, everyone has a right to tourism. This means, there are not, there should not be, and there cannot be two categories of human beings, those who can be tourists and those who can only receive them. These two activities are, in fact, but two sides of the same human activity; both of them are noble and respectable and everyone is entitled to them.

The UNWTO estimates that, out of the 4.8 billion tourist arrivals per year (2008 figure), 4 billion, or 83%, correspond to domestic tourism. In our beautiful kingdom in the sky, domestic tourism is equally important for it is through domestic travel local business operators are able to generate income through provision of transport for travellers, sale of food and beverages, accommodation and many other tourism related products and services. The results of the 2014 domestic tourism study by LTDC indicate that, significant households in Lesotho have disposable income potential, hence a robust domestic tourism activation should be implemented to enhance the observed trend.

Against this background, LTDC has developed a number of strategies aimed at increasing revenue from tourism and facilitating growth in tourism development

in Lesotho. Domestic tourism activation campaigns are part of the said strategies, primarily to inspire Basotho to spend their holidays in Lesotho - travel around the country and spend money at local attractions and to create awareness on available tourism attractions and facilities in the country. In this manner, tourism and related businesses will remain viable and jobs will be created and retained.

Since the launch of the "visit your country first" campaign in 2012, a number of domestic tourism stimulation activities have been done for different target groups such as the students, corporates, families, social and cultural groups. The whole idea is to ensure that, tourism remains vibrant throughout all the seasons of the year and due to the fact that individual destinations have unique offerings therefore through the events, LTDC is aiming to bring to the attention of Basotho that, there is a variety of exciting places to visit at any time of the year with a range of adventure, culture, religious, sporting and sightseeing activities to engage in.

Sky restaurant at Mahlasela

From the LTDC's point of view, the rewards from the campaign are being realised. Companies are now willing to pay for participation of their staff in tourism related trips and tours unlike in the past whereby LTDC used to incur all the costs for the trips. Moreover, Basotho are now beginning to embrace the idea of travelling within the country as seen by various organised group adventure

and sightseeing tours to different attractions as well as hosting different cultural and recreational events.

"We hope to see these numbers of people who visit local attractions increase and that is the purpose of the domestic tourism campaign (known as Etela Lesotho pele). We call upon the private sector to own this campaign for sustainable tourism development," Tebello Thoola, LTDC's Head Strategic Marketing said in a recent interview.

On the 25th June 2016, LTDC engaged in a campaign to enhance awareness of the significance of snow in tourism and to change most of Basotho's perception that, snow is a disaster and that during the snow season people have to embrace "staycation". Different companies were invited to engage in a joint tour to Afri Ski Mountain Resort where at members of staff from companies that embraced the idea undertook skiing lessons and then enjoyed skiing thereafter. Specifically, activities for the day included bum boarding and skiing. Among the companies that attended were the Land Administration Authority (LAA) and LTDC. Mr Sephoso, the Executive Manager at LAA emphasised the importance of tourism and indicated that, from the LAA's perspective, the occasion was seen as a team building exercise for his organisation because sports and social interaction among co-workers promote healthy working environment, which translates to increased production. "Besides, it is important for us Basotho to be knowledgeable about different

tourism offerings and destinations in our country, hence we saw it fit to support this initiative and others of this type.

Still on domestic tourism activation campaigns, Lesotho Tourism Development Corporation (LTDC) in collaboration with the Examination Council of Lesotho (ECOL) undertook trip to Semonkong. Besides domestic tourism promotion drive, the trip was also an educational and sensitisation gesture for teachers and students on the newly introduced travel and tourism subject at local high schools. Participants visited the world renowned attraction famously known as Maletsunyane Falls, which is the main attraction in Semonkong. The great Maletsunyane falls is one of the longest abseil in Southern Africa which creates a mist of smoke as the water plunges 192 metres into an impressive gorge. It is from this smoke that Semonkong; "The Place of Smoke" got its name. The attraction also boasts of the longest commercially operated single-drop abseil of 204 m affirmed by the world Guinness book of records.

Semonkong has majestic panorama and captivating touristic activities with different outdoor activities for tourists to choose from including pony trekking, abseiling, hiking, camping, donkey pub crawl, fly fishing and rock climbing. Participants included LTDC Officers, ECOL Officials, students and teachers from Semonkong High School and St. John Tlali High School and the media crew. Horse riding was the activity for the day whereat some participants were first time riders.



TOP REASONS TO TRAVEL LOCALLY

Make it your culture to visit at least four local destinations in the country every year, it is worth it!!

- 1 IT IS CHEAPER**
Cutting out the airfare will save you enough to spend more days away from the city life and breath fresh air outside of town. And there is no exchange rate to contend with
- 2 MORE THAN ONE FOR THE SAME AMOUNT**
The price of one big annual international trip (that exposes you to the pressure of a "lifetime holiday" and may not quite live up to the expectation) can be cut into a number of mini holidays locally, spread throughout the year.
- 3 LOCAL IS FAMILIAR**
No new language, no culture shock, same food experiences. You know how exactly it works in Lesotho. The only difference is, you get totally new experiences and discoveries that adds to your description of home.
- 4 YOU DO NOT NEED A PASSPORT**
A lot less planning needs to go into local travel - No visas (well except from wife and/or family), no passport control points. In fact no one is interested on whether your passport is valid or not
- 5 NO JET LAG**
If you have ever suffered the effects of crossing several time zones, then you definitely agree that local travel is a major plus
- 6 YOU BOOST THE LOCAL ECONOMY**
By spending more of your money here in Lesotho, you are increasing the flow of revenue in this country and boosting local business. Choose to spend at smaller family/community owned businesses and help improve the lives of Basotho
- 7 YOU DO NOT HAVE TO GO FAR. ITS LOCAL!!**
Taking a break in Lesotho as a local (Mosotho) is as simple as three hours' travel with a car. You can do it over a weekend and save your annual leave and avoid manoeuvring around your children's holidays
- 8 YOU HAVE FUN AND NEW PERSPECTIVE**
You can take friends/family along and get more relaxed experience all around. Seeing Lesotho from the eyes of fellow citizens will always give you a fresh perspective on life.

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Speaking on behalf of ECoL, Mrs. Maleshoane Ramasike indicated that the Travel and Tourism curriculum is going to be localized in January 2017. She emphasized that the syllabus is going to be contextualized to meet the needs of the country by creating employment through tourism. Mrs Ramasike indicated that development of the localised travel and tourism curriculum was made possible through the assistance of LTDC.

The Curriculum was launched and piloted in 2014 at the final year. Ten schools namely, S.T. John Tlali, Semonkong High School, Sekonyela High School, Matlakeng High School (Leribe) Assumption High School (Berea) Mathula High School (Mafeteng), Likouena High School (Mohale's hoek), Holy Trinity High School (Quthing) Katse High School (Thaba Tseka).

When asked about her opinion on the newly introduced travel and tourism subject in schools, Miss. Monica Koki from Semonkong High School said the new course in Travel and Tourism has broadened her horizons.

She has learned that there are many ways one can earn a living through tourism and a home stay is perfect model of a project that can generate revenue in the absence of massive capital.

Mr. Sebaka Molaoa, a teacher from St John Tlali was cheerful and articulated that the new curriculum is going to equip students with skills on how to become self-sufficient and carry out tourism projects that will create employment and generate revenue. On the other hand, Mr. Lephuthing Molapo, a local tour guide at Semonkong also attested to fact that there is a great potential for tourism to generate revenue and improve lives. He indicated that there are members of the community from four villages in the area who have engaged in rural homestay businesses. He also acknowledged that tourists enjoy eating traditional cuisine, learning Sesotho cultural values and also enjoy activities such as pony trekking and donkey pub crawling.

LTDC Senior Tourism Officer Mr. Molapo Matela stated that in recent times the government's absorptive capacity of human resource has diminished; as a result, the private sector is faced with the challenge of creating job opportunities and tourism is one of the sectors that provide multiple opportunities for job creation and generation of revenue for Basotho. Mr Matela further mentioned that as part of the strategies to encourage and promote domestic tourism in the country, LTDC's campaigns aim to reach out to different target groups including social and family groups, business, religious and academic travellers.

Besides being mandated to promote Lesotho as a tourism destination of choice for international visitors, LTDC is also charged with the responsibility to encourage locals (citizens) to travel locally and familiarize themselves with available tourism attractions around the country. Thus Mr. Matela also indicated that other than 'Maletsunyane fall, Lesotho has a myriad tourism offerings ranging from adventure culture and heritage and scenery.



It takes few minutes to enjoy Skiing



Bum boarding was part of the fun



Bum boarding was part of the fun



Sky restaurant at Mahlasela

DID YOU KNOW?

Fact:

(1)

“Domestic tourism brings about an intermingling of people from diverse social and cultural backgrounds and also a considerable redistribution of spending power”

(2)

Every year Semonkong community hosts a horse racing event to commemorate the King's birthday in July.

LTDC TRAINS TRAINERS

IN TOUR GUIDING BUSINESS



While the tourism industry has tremendous potential to create jobs and improve the lives of Basotho, there is still limited capacity on tourism related services. LTDC therefore recognizes that appropriate skills and experience are necessary to facilitate the perceived improvement as well as Lesotho's competitiveness as a tourism destination.

Against that background, tour guides working in Lesotho stand to benefit from this initiative that gives them the opportunity to hone their skills in tour guiding. The initiative, introduced by LTDC, aims to raise the standard of tourism service providers to lure more visitors to the kingdom.

The programme started with training of trainers whereat 5 people who already have experience in tour guiding business were identified for the training. The aim is to ensure sustainability within the sector by way of having a pool of experts who will in future impart the skills to the upcoming guides. According to Ms. Mamello Morojele, LTDC's Head of Investment Promotion, by completing the training and related assessments, the 5 trainees will be assigned to conduct training for other tour guides from all the districts and each trainer will be assigned to train in two districts. The long standing guru in the tourism industry Mr. George Van De Merwe was assigned to hone the said trainers.

In a statement during the closing ceremony, The Chief Executive Officer of LTDC Mr. Mpaiphele Maqutu said it was a very exhaustive assignment to identify a suitable candidate to conduct the training, however because of the footprints Mr Van Der Merwe he has left in the tourism industry in the region, he stood out from the crowd of his competitors and was thus selected as a competent trainer. Mr Maqutu therefore urged the trainees to follow in Mr Van Der Merwe's footsteps, for the good of their beautiful country. In concluding his remarks the CEO underscored that in them Lesotho's tourism value chain, tour guiding and tour operation has been identified as the weakest link and it is believed that the training will reinforce the link. He also noted that he is very optimistic and excited because he believes the skills acquired during the training will add value to the industry. LTDC is thus looking forward to a remarkable improvement in the tour guiding business.

Speaking at the same occasion Mr. Ramonosi, one of the trainees said the training has helped him conquer fear and nothing can stop him from doing anything he believes in regarding the tour guiding business. Mrs. Maleshoane Moea also conveyed her gratitude to LTDC for being entrusted to be a trainer. She added that, although it is a challenge to transfer skills, they undertake to do their best to transform the tour guiding sector by producing very competent and proficient tour guides whom they pride their selves with.

What Makes a Top-Notch Tour Guide?

Being a tour guide is not just about reading facts from a paper or book. It is a very demanding job that combines performance, memory, and customer service all into one. The best tour guides have a certain set of skills that make them really stand out. Here are some key things to consider for tour guiding business and/or career:

1.

Communication

A tour guide must be articulate and easy to understand, and know how to communicate with large and varying groups of people. A good guide will not only have the physical capability to command attention and project their voice clearly, but also have the interpersonal skills necessary to interact with new people every single day, answer questions, and be approachable.

2.

Memory and Storytelling

When you run a tour, you're selling more than just the sights and sounds; you're selling knowledge, history, and a story, and your guide must make all of that information compelling. If a tour guide is reading off of cards or getting facts wrong, your guests will not be impressed. The ultimate goal is to know the stories like your own, and it should flow naturally rather than being obviously memorized. Tour guiding is not just giving out information but essentially role playing.

3.

Humour

No one wants a dry, boring, humourless history lesson. A guide with a good sense of humour will be able to inject some zest into their stories and make the guests feel at ease and happy, increasing their enjoyment of the tour and cutting any tensions that may arise.

4.

Passion

Tour guides should have true passion for the city or activity, and convey that passion to your guests.

5.

Flexibility

Guests often have questions and comments, and a guide should be able to react to them with authority and enthusiasm. This means that the guide needs to know more than just the standard information, and be able to draw from that knowledge in an entertaining and compelling way. She needs to be able to be flexible with the tour, adjusting for spontaneous moments and using a unique approach for different types of guests.

6.

Punctuality

Keeping other people waiting is incredibly unprofessional. Best tour guides are punctual, ready to accept guests and able to organize them so that there are as few delays as possible.

7.

Sensitivity

You're going to have guests coming in from all over the world and all walks of life, and they will have certain cultural expectations and social norms. A tour guides needs to be sensitive to these international differences, and be able to tailor their deliveries to respect their guests where possible. They should also be able to deal with guests who have special needs.

Botha Bothe PEACH FESTIVAL



- a blend of tourism, agriculture and small enterprise development initiatives

The Botha Bothe Peach Festival was established in 2013 with the intention to honor peach growers and processors for their contribution to national economy and to the food industry nationwide. This festival is usually held during the peach season in February to March every year. In 2016, the event was held on 21st April. According to one of the organisers of the Botha Bothe Peach Festival, Mr Tseliso Adoro, the ideas of the festival was conceived and implemented in 2013 with a view to promote the peach production that has contributed immensely to the livelihoods of the communities in the Botha Bothe area. "It came to our attention that, peaches add value to the lives of Basotho through drying, fruit leathers bottling and jam making. All which can be carried out in the village level with available household technology yet they provide a number of benefits, including the extension of the fruit availability, employment and income generation" Mr Adoro said. Apart from that, we saw this an opportunity and important tool to use for prevention of alcohol and drugs abuse at community level by encouraging the people who do not have formal employment to engage in small projects such as production of peaches' products since they do not require much capital to produce. He added.

From the tourism perspective, the significance of this event is two-fold because it can be seen as promotion and protection of Basotho heritage because the peach tree has always been and iconic feature of both the highlands and lowlands landscapes, made obvious during the spring season by a widespread display of pink blossoms on the trees, usually seen standing within ploughed fields and household yards. On the other hand, the peaches also provide an additional value to the lives of Basotho because they are usually used to create income through the sales of dried and canned peaches and production of jam and jewellery (through the use of pips). They also serve as a supplement to dietary requirements as they are a source of vitamins, which may not be found from other staple foods. Thus there has always been a deep respect and value attached to this fruit by Basotho. Besides the event also offer a great opportunity for members of the community to showcase all the good things that Botha Bothe can offer through a blend of industries such as tourism, agriculture and trade.

This one day event attracted a variety of community members around Botha Bothe and Leribe districts ranging from peach products' producers (dryers and canners), handcrafters, vegetable producers and traditional music performers. Still on attendance, the event was also glorified by the presence of the Honourable Minister of Small Business Development Cooperatives & Marketing, Hon. Thabiso Litsiba, LTDC's officials, Bedco Officials, Smallholder Agriculture Development Project (SADP) Officials, LHDA Officials, Blue Gross Officials, Post Bank and others.

A year ago we launched the new tourism identity for Lesotho, which is built upon the culture of Basotho and the resources available in our country. This therefore implies that, events like this one as well as the Basotho initiatives to produce local cultural products, are in synchrony with the new image, intended to portray what Lesotho has in store for tourists, both local and international. In conclusion, LTDC made a call to Basotho to protect the image of Lesotho as a tourism destination by refraining from all forms of harassment of tourists such as stone throwing, begging and bribery. Furthermore, a call was also made protect the environment through the use of appropriate rubbish disposal mechanisms and conservation of endogenous plants and animals.

DID YOU KNOW?

Peaches are classified in two distinct types; the clingstone and freestone. The peach is a member of the rose family with over 700 varieties of the fruit.

major events calendar 2017

LESOTHO HAESO

26 FEBRUARY

3-05 MARCH

ROCKYFEST 3-5 MARCH 2017 AFRISKI, LESOTHO THIS IS ALTITUDE

AFRISKI

Market [Monthly]

The Nala Project Community Market Arts Food Culture Community

9-11 MARCH

Moshoeshoe WALK

WINTER SHIP

14-17 APRIL

15 APRIL

4-07 AUGUST

Maluti Mayhem

27 MAY

Semonkong HORSE RACING

17 JUNE

17 JULY

24-27 AUGUST

WINTERFES AFRISKI

1-03 AUGUST

AFRISKI ICE SWIN

26 AUGUST

Semonkong KING'S BIRTHDAY HORSE RACING

SNOW ROCK ENDURO AFRISKI

31 AUGUST

2-07 OCTOBER

27 SEPTEMBER

World Tourism Day

1-03 SEPTEMBER

07 OCTOBER

Semonkong HORSE RACING

25 NOVEMBER

LESOTHO ULTRA TRAIL RACE

16-18 NOVEMBER

1-04 DECEMBER

26-29 OCTOBER

BRAAI FEST

25-26 NOVEMBER

COMMEMORATION OF MORENA MOOROSI

ROOF OF AFRICA

23 DECEMBER

JAZZ FESTIVAL

LESOTHO TOURISM

NEW BOARD OF DIRECTORS FOR LTDC APPOINTED IN 2016



Pictured: Back row from left to right-Mr Mpaiphele Maqutu, Mr Molise Tseole, Mr Mohau Kobile, Mr Lefeu Ramone, Mrs 'Makopano Letsatsi Front row, from left to right-Mrs Limakatso Mokhothu, Hon Minister of Tourism environment and Culture Ms. Likeleli Tampane and Mrs 'Mamothe Mohapi.

The Minister of Tourism, Environment and Culture, Honourable Likeleli Tampane has committed to uphold her mission of bringing business to the next level as she welcomed a new members of Board of Directors for LTDC in July 2016. One of the Members of the board of Directors, Director Mohau Kobile said his appointment will be fuelled with vigour and enthusiasm to see Lesotho grow economically for the benefit of the nation. He assured the Minister that it is in their best interest as newly elected Directors to collectively achieve the Corporation's primary thrusts through the support and guidance they endeavour to provide to the LTDC's management.

THE NEWLY ELECTED MEMBERS OF THE BOARD OF DIRECTORS ARE:

- Director Mohau Kobile (Mr.)
- Director 'Mamothe Mohapi (Mrs.)
- Director Limakatso Mokhothu (Mrs.)
- Director 'Makopano Letsatsi (Mrs.)
- Director Molise Tseole (Mr.)
- Director Lefeu Ramone (Mr.) - the then Principal Secretary in the Ministry of Tourism Environment and Culture (MTEC) and was serving as the Chairperson of the Board of Directors, now replaced by Director Khomooatsana Tau (Mr.) - The new Principal Secretary of MTEC, serving as Chairperson of the Board of Directors
- Executive Director Mpaiphele Maqutu (Mr.) - Serving as the LTDC's CEO

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- 2 TYPE 4THEBESTOF AND SEARCH
- 3 INSTALL THE **BEST OF** APP AND FIND WHAT YOU ARE LOOKING FOR



Please note that the 4TheBestOf App makes use of GPS locations and data to give you a better user experience and will not work without these connections.



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TOURISM DEVELOPMENT CORPORATION

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