

# AMATHOLE DISTRICT MUNICIPALITY

*“Growing the Amathole tourism industry and promoting service excellence”*

## Amathole District Municipality Presents the Tourism Imbizo Exhibition Show & 2010 Tourism Awards.

The Amathole District Municipality (ADM) will be hosting a Tourism Imbizo Exhibition Show and Tourism Awards in recognition of all the positive contribution that has been made by the tourism sector in the Amathole District. This forms part of promoting Service Excellence and Local Economic Development through the Tourism Industry within the District.

The purpose of the Tourism Imbizo is to showcase what the district has to offer in terms of tourism products. The objectives of the event are as follows;

- To provide marketing opportunities for both emerging and the well established tourism products to reach their target markets;
- To brand the event as a annual event;
- To create networking platform for tourism businesses as well as their potential clients;
- To cultivate a culture of you becoming a tourist in your own district.

The Executive Mayor and the Municipal Manager of Amathole District invites all citizens and domestic travellers to come and view holiday packages that the district has to offer for their next vacation. The event will be held as follows;

**DATE :** 18, 19, 20 MARCH 2010  
**ENUE :** EAST LONDON ICC, PREMIER HOTEL REGENT

For more information please contact; :  
Ayanda Tyali/ Bukiwe Cengimbo  
09<sup>th</sup> floor Caxton House  
Amathole District Municipality  
Tel: 043 7015107/043 7015114  
Fax: 043 742 1831  
[ayandat@amatole-dm.co.za](mailto:ayandat@amatole-dm.co.za)/ [bukiwec@amatole-dm.co.za](mailto:bukiwec@amatole-dm.co.za)



V. Mlokoti, Municipal Manager  
40 Cambridge Street, P O Box 320, East London, South Africa, 5200  
Tel (043) 7014000 Fax (043) 742 0337