



**Press Release**

**For Immediate Release**

**LTA Hosts Successful Media Colloquium: Strengthening Ties with the Media and Tourism Stakeholders**

Polokwane, Limpopo Province -The Limpopo Tourism Agency successfully hosted its Media Colloquium on 31 July 2025 at the tranquil Kone Boutique Lodge in Ha-Ramantsha. The event brought together members of the media, representatives from tourism associations and the communications team in a dynamic engagement focused on collaboration, transparency, and the future of tourism in the province.

Although LTA CEO Moses Ngobeni was unable to attend, the event proceeded with strong leadership from the LTA Board Chairperson Mr Andrew Dipela and communications team, who ensured robust discussions and a welcoming environment for media professionals and tourism stakeholders alike.

The colloquium provided a unique platform for open dialogue, where media representatives had the opportunity to engage directly with LTA officials and members of the tourism association, sharing insights, raising concerns, and exploring ways to collaborate more effectively in promoting Limpopo's tourism offering.

One of the event's key highlights was the official unveiling of the 2025/26 Limpopo Tourism Calendar of Events, showcasing upcoming festivals, cultural experiences, and signature events that aim to boost visitor numbers and spotlight the province as a must-visit destination.

The well-received breakaway session allowed for focused discussions between journalists, editors, and tourism stakeholders, surfacing valuable feedback and recommendations on improving communication, content sharing, and support between the tourism and media sectors

The Media Colloquium was an important step in building trust and strengthening the relationship between LTA, the media, and our tourism stakeholders, said an LTA Board Chairperson. "Even in the absence of our CEO, the level of engagement and shared commitment to Limpopo's tourism future was inspiring."

LTA extends its sincere appreciation to all attendees – particularly members of the media and tourism associations – for their active participation and contributions. The agency looks forward to implementing the insights gained and continuing this collaborative journey.

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