

**Press Release**   **For Immediate Release**

**LIMPOPO TOURISM AGENCY SETS THE STAGE FOR A VIBRANT SPRING: 2025 TOURISM MONTH LAUNCH HEADS TO JANE FURSE**

**Polokwane, Limpopo — The bud of South Africa’s tourism blossomed through Jane Furse in August as the Limpopo Tourism Agency (LTA), alongside the Department of Economic Development, Environment and Tourism (LEDET), unveiled the 2025 Spring Campaign and officially launched Tourism Month in Limpopo.**

**Last Thursday, 28 August 2025, the spotlight fell on TT Lifestyle, where a colourful fusion of culture, music, dance, and storytelling celebrated Limpopo’s unique offering to the world. The event was officially launched by the chairperson of the Limpopo Tourism Agency Board, Mr. Andrew Dipela, and gathered an illustrious audience of government leaders, tourism industry stakeholders, media representatives, and community champions.**

**This year’s launch draws parallels from the National Tourism Month theme “Tourism and Sustainable Transformation”, which expresses innovation, inclusivity, and sustainability as the crux of South Africa’s tourism growth. In Limpopo, this is further anchored by the provincial sub-theme “Customer Service – Our People, Our Brand”, endorsed by Premier Dr. Phophi Ramathuba, which shines a spotlight on the warmth, hospitality, and professionalism that makes Limpopo unforgettable.**

**Speaking ahead of the launch, MEC Matibe noted the reaffirmation of the province’s commitment to customer service as a defining feature of the tourism experience. “Together, we can ensure that every visitor leaves with unforgettable memories of not only our beautiful destinations but also the warmth and professionalism of our people,” he said.**

**The launch showcased a variety of exciting highlights, including the official unveiling of the 2025 Spring Campaign, which positions Limpopo as a leader in delivering memorable visitor experiences. Guests also enjoyed immersive displays of cultural and heritage routes, adventure escapes, and leisure destinations across the province.**

**The programme was enriched with live performances by traditional artists, networking opportunities with government and industry leaders, and a celebratory dinner that cemented the spirit of collaboration and inclusivity.**

**The Limpopo Tourism Agency Board Chairperson, Mr. Andrew Dipela, noted the importance of hosting the event in Jane Furse, “this campaign is not just about promoting travel but about inspiring pride and participation among our people, while attracting visitors who value authentic and sustainable experiences,” he said.**

**With spring in the air, Limpopo is inviting the world to experience its magic — from breathtaking landscapes and wildlife adventures to cultural treasures and the legendary warmth of its people.**

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