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Tourism KwaZulu-Natal

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*Zulu Kingdom. Exceptional*

8 November 2023

For immediate release

**To:** All media

**Attention:** News Editors and Journalists

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## **KZN'S ADDITIONAL SAFETY MEASURES WILL ALLAY FEARS AHEAD OF THE SUMMER HOLIDAY SEASON SAYS TOURISM KZN**

Tourism KwaZulu-Natal (TKZN) welcomes the 2023 summer and festive season safety measure announced yesterday (Tuesday 7 November) by KwaZulu-Natal's Premier Ms Nomusa Dube-Ncube and the MEC for Transport, Community Safety and Liaison Mr Sipho Hlomuka in partnership with the SA Police Services, Metro Police, and community safety structures.

As the province's marketing and promotion entity, TKZN works closely with the provincial Department of Community Safety and Liaison, SAPS, Metro Police, and security providers to ensure that holidaymakers feel safe while in KZN, and that local communities also play their part in ensuring that holidaymakers are met with warmth and the hospitality the people of KZN are known for, said Mr Sibusiso Gumbi, Acting Chief Executive TKZN.

"As KZN's prepares to welcome thousands of summer holiday makers, we are especially pleased with government's intention to deal decisively with criminals, the additional safety measures put in place, including the beefed-up metro police forces and more police visibility along our beaches, which will go along way to allaying fears," said Gumbi.

“KwaZulu-Natal has all the activities you could want for any holiday to-do-list and thus we can confidently say that KZN has it all. However, we are dealing with a lot of negative issues including that of safety and we are certain that this cohesive government intervention from road safety to beach safety and cleanliness will overcome a lot of this.

We also welcome eThekweni Municipality’s assurance that the Durban beaches will be open so holiday makers can enjoy days of beach and surf fun. Nonetheless, we need to be realistic as summer is our rainy season and heavy rains could affect beach cleanliness.”

Should this happen TKZN advises that the province has some 600km of coastline with many other beaches to visit within easy distance. The South Coast has five Blue Flag beaches - Hibberdene beach, Umzumbe beach, Southport beach, Marina beach and Trafalgar beach and in all there are 11 pilot status beaches on both the South and North Coasts.

If visitors are not sure of the status of the beach, they intend to visit they can check this on the eThekweni website [www.durban.org.za](http://www.durban.org.za)

Rather than stay at home this summer season Mr. Gumbi urged the people of KZN to consider a staycation.

“KZN’s vast array of activities can keep citizens entertained throughout the summer season. By traveling your province, you not only become an ambassador - and we need ambassadors of all cultures to promote this wonderful place we call home – but you help to keep the tourism sector viable.

“So, I encourage you to explore, book a night or two in a place you haven’t yet visited and use your social media platforms to share your KZN travels so we ensure that the world knows that we live in the world’s best tourism destination.

ENDS

### **ABOUT TOURISM KWAZULU-NATAL**

Tourism KwaZulu-Natal is responsible for the development, promotion, and marketing of tourism into and within the province, both domestically and internationally. The organisation is an entity that reports to the provincial Department of Economic Development, Tourism and Environmental Affairs.

Website: <https://www.zulu.org.za>

Facebook: Tourism KwaZulu-Natal

Instagram: Tourismkzn official

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