

Call for entrepreneurs to enter KZN tourism projects for possible funding

The TIA360 eThekweni Tourism Investment Symposium, which aims to boost and attract investment to KwaZulu- Natal's tourism industry, is set to take place in July. Its primary aim is to help tourism projects receive much-needed funding and support by matching them with potential investors and supportive stakeholders.



Chris Montgomery via [Unsplash](#)

The hybrid (live and virtual) conference will be held in partnership with eThekweni Municipality, Invest Durban, Durban Tourism and the Durban Chamber of Commerce and Industry, and will serve as a forerunner to a more comprehensive investment conference next year.

It will take place at the Durban International Convention Centre on 28 July, as well as on Zoom, with this year's theme being *A Dream, a Pipeline and Sustainable Rebirth*.

With effect from today, entrepreneurs and tourism businesses are invited to submit details of their investment-ready projects for the Durban region, with entries closing on 8 June 2021. TIA360 advisors will review submissions and complete their selection of viable propositions ahead of the symposium.

The symposium forms part of the city's Economic Recovery Plan strategy to jump-start the recovery of the tourism economy as the country emerges from the pandemic.

Rebuilding sector investment

eThekweni Municipality mayor, Mxolisi Kaunda called upon local tourism businesses to be part of the TIA360 Tourism Investment Symposium which will be an important component of rebuilding investment in the tourism sector: "We are upbeat about the prospects for recovery in the tourism sector in Durban, Kwa-Zulu Natal. Interventions put in place by eThekweni have started to yield positive results towards the tourism sector. We have also embarked on a more targeted and

aggressive marketing campaign to keep Durban top of mind to both investors and leisure travellers alike."

"This symposium is part of a range of interventions the municipality is implementing to revive and boost the tourism sector in the city. After suffering a 49.9% drop in visitor arrivals in 2020 we are doing all we can to strengthen the local industry so that it is primed and ready for further growth and rebuilds with more resilience," says Phillip Sithole, eThekweni Municipality deputy city manager - economic development and planning cluster.

"I'm grateful for the evolving and expanding partnerships across all three spheres of Government and Business structures via TIA360. This critical symposium will address, not only tourism investment retention but also potential new investment opportunities," says Russell Curtis, from Invest Durban.

Chief executive officer, Sindile Xulu adds: "Tourism is a vital component for the province's economic recovery following the pandemic. Sustainability, transformation, action, collaboration and knowledge are key for the sector's recovery."

If you have a comprehensive business proposition you can submit your Durban or KZN investment-ready tourism project at <https://refiner.tia360.africa>.

Visit <https://www.tia360.africa> for more information.

For more, visit: <https://www.bizcommunity.com>