

Wesgro answers Knysna Municipality's call for tourism promotion

Wesgro has welcomed both Knysna Municipality and Knysna Tourism's recent statements to forge new partnerships in pursuit of tourism opportunities and support possible business models for the future, respectively.

Following months of engagement between Wesgro, political leadership, municipal officials and the Knysna tourism industry, Wesgro answered the request to assist the municipality in delivering its constitutional mandate for tourism promotion and destination marketing.



RonPorter via [Pixabay](#)

In response to requests for assistance in helping to boost local tourism in line with Knysna's destination marketing strategy, Wesgro intends to sign a Service Level Agreement with Knysna Municipality and a Memorandum of Understanding with the tourism industry, via Knysna Tourism.

"The proposed agreement relates to visitor information services and destination marketing activities focusing specifically on the greater Knysna area. This agreement would not affect the destination marketing activities delivered by Wesgro on behalf of the Western Cape Government," commented Tim Harris, Wesgro CEO.

Judy Lain, Wesgro's chief marketing officer for tourism added: "Leveraging our network, skills and access to research - we believe the combination of support from the municipality, the strength of the local tourism industry, and the destination marketing experience of Wesgro will make this new arrangement a success for the area."