

Tourism KwaZulu-Natal appoints new general manager for marketing

Mpho Mbuli has been appointed as the new general manager of marketing for Destination KZN by Tourism KwaZulu-Natal.

Mbuli joins the province's tourism entity at a critical time when the KZN tourism sector is attempting to recover from the worst global pandemic to hit the world and which has caused the tourism sector to suffer substantially. Mbuli will be responsible for spearheading the tourism recovery plan for the province and for repositioning the KZN brand internationally as the world begins to open.

Mbuli worked for Durban Tourism as regional marketing manager prior to joining Tourism KZN. She has extensive experience in destination marketing across the European, African, and domestic markets. Her relationships with key tourism players throughout the world will make this an invaluable addition.

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