



MORAME
REGIONAL TOURISM ORGANISATION



CONTENTS

West Rand: The Jewel of Gauteng 3

About MORAME 5

Vision, Mission & Values 7

Objectives 9

Services 11

WEST RAND THE JEWEL OF GAUTENG

The Cradle of Humankind is the tourism jewel of Gauteng's western region.

Located in the urban landscape but with a tranquil countryside feel, the West Rand offers game drives, wedding venues, world class conference facilities, discerning culinary delights, accommodation to suit any budget, sports and adventure, arts and crafts, hiking and trail walks, caving, authentic township experiences, bungee jumping, spa and wellness, and the iconic Maropeng Cradle of Humankind, a UNESCO World Heritage Site



ABOUT MORAME

Mogale City,
Rand West City and
Merafong City

MORAME regional tourism organisation is the West Rand's destination development, promotion and marketing organisation recognised by the West Rand District Municipality.

Our mandate is to attract visitors to the tourism jewel that is Gauteng West, with its rich history and heritage, iconic wedding and conference venues, adventure activities and world-class attractions that include the UNESCO Cradle of Humankind World Heritage Site.

MORAME is perfectly positioned to showcase the various activities the West Rand provides to visitors - from game drives, the battle site of the Anglo-Boer War and a history of resistance colonialism and apartheid, wedding venues with flair and panache, luxurious accommodation, trail walks, hiking and camp sites, the world's deepest gold mine, an undulating country life close to a bustling urban city and its crowning glory, the iconic Cradle of Humankind - where life as we know it today began. International visitors are curious about the miracle that is South Africa.



OUR VISION

Gauteng's number one tourism destination, showcasing natural assets, cultural diversity, historical influences, agri-tourism and mining visitor experiences.

OUR MISSION

To ignite tourism by stimulating economic growth, cultivating vibrant and participative communities, creating quality job opportunities and inspiring new tourism enterprises.

OUR VALUES

- Integrity and Trust <
- Professionalism and Commitment to Service Excellence <
- Innovation <
- Accountability <
- Collaborative <



OUR OBJECTIVES

To create an enabling and facilitating environment for the tourism industry in the West Rand district, in alignment with national and provincial legislation, and in particular

To assist the West Rand district to implement the Gauteng Tourism Institutional Framework

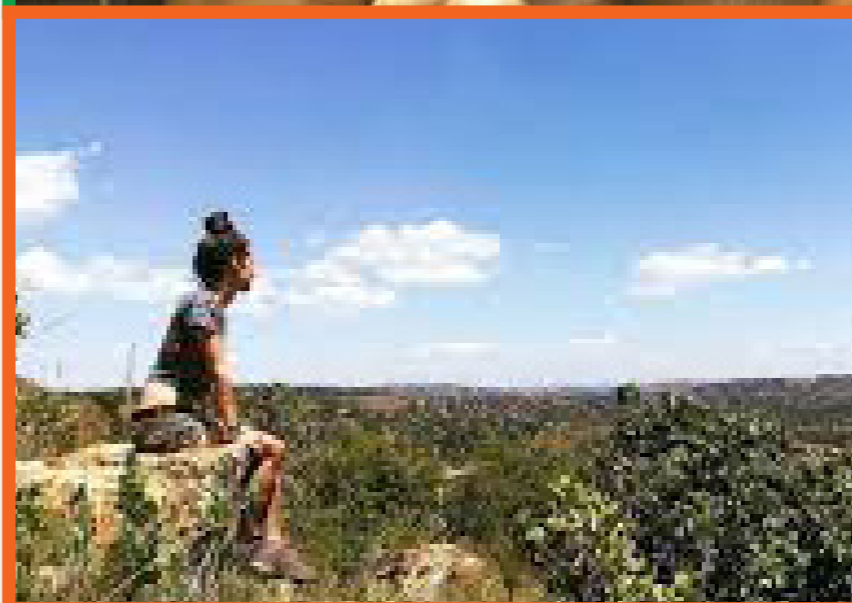
To provide a platform for all stakeholders in the tourism industry in terms of their needs and expectations

To collate views and information in order to assist the West Rand District Municipality to make informed, effective and inclusive decisions regarding the optimal governance and management of the tourism industry in the area.

To encourage stakeholders in the value chain to organise themselves and elect representatives of any particular sector with the industry.

To promote active participation of all stakeholders in the structures and systems that may be developed for the promotion of the West Rand as a tourist destination.

To build an organisation architecture and structure led and managed by competent management and staff, underpinned by the principles of sound corporate governance for the RTO to be a responsible corporate citizen.



OUR SERVICES

**TOURISM
PRODUCT
DEVELOPMENT**

**TOURISM
INVESTMENT**

**DESTINATION
MARKETING**

**MARKET
INTELLIGENCE**

**TRAINING
& SKILLS
DEVELOPMENT**

**BRAND
EXPOSURE**



**MORAME REGIONAL TOURISM ORGANISATION
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