

SD tourism has grown despite global fall

By Nomthandazo Nkambule

TOURISM around the world has fallen a little bit but for Swaziland it has increased, says Sense Africa Director Jenny Bowen.

She said the country though small, boasted a number of distinctive tourist attraction sites which excited visitors from abroad. Sense Africa is a tour operator company based in the United Kingdom (UK).

Bowen said a majority of clientele in the UK were looking to Swaziland for its unique culture, security, wildlife and scenery. She was speaking during the launch of an industries house at Mayenjane, Siteki.

She had come to Swaziland with a group of 19 sixteen-year-old girls to experience the country and embark on a number of projects. The girls are from the St Helen and St Katherina School (SHSK) in the UK.

"I have been a tour operator for close to seven years now; I started working for a company then decided to open mine. Swaziland is one of the countries I help market in the UK, Botswana, Namibia, Mozambique and other countries around the world. This country is lovelier than the rest of Africa if I may say," she said.

Bowen said when there were international tourism related shows and activities in the UK, she would put up a stand marketing Swaziland even to other neighbouring countries. She said the relationship with the Swaziland Tourism Authority (STA) helped her promote the country.

Bowen said she had been to Swaziland over 25 times and had helped more than 250 tourists to visit the country.

"My main aim is to get more and more people to come this side and enjoy the beauty of Swaziland. Except for the projects I have come to do with the girls, I have come here for tourism related activities and I will be busy with that in the next coming week," she said.



GUARDIAN: Sense Africa Director Jenny Bowen. (Pics: Nomthandazo Nkambule)



CHATTING: STA marketing team Hendrieta Mdluli and Nokwanda Masuku.



PREACHING: Christian Family Church International Swaziland Senior Pastor La'Salette Duarte.



TOURISTS: The girls from the St Helen and St Katherina School (SHSK) in the UK.