



MEDIA KIT

RATIONALE FOR CELEBRATING SELEMO SA BASOTHO

The Selemo sa Basotho Arts and Culture Agency (SSB) and the Lesotho Tourism Development Corporation (LTDC) have collaborated in celebration of Selemo Sa Basotho and the planned tourism events under the theme "Selemo ho Pota: The partnership intends to showcase different cultural activities that will entertain domestic, regional and international tourists. The cultural activities are meant to stimulate the creative economy by giving local artists opportunity to showcase their talents while generating income.

The partnership will see both parties work closely to:

- Promote cultural tourism domestically and internationally.
- Share resources, venues, and marketing platforms.
- Collaborate on major events on Lesotho's cultural calendar.
- Drive environmental awareness through the *Clean Lesotho for Tourism* campaign.

2 Institutional Background

2.1 About SSB

Selemo sa Basotho Arts and Culture Agency is dedicated to celebrating Basotho heritage through festivals, creative productions, tourism initiatives, and educational programmes. Its flagship festival – the Selemo sa Basotho Arts & Cultural Experience – is a nationally recognised celebration held every year

2.2 About LTDC

The Lesotho Tourism Development Corporation is the national tourism body tasked with promoting and developing Lesotho as a leading travel destination. One of the responsibilities entrusted to LTDC is the promotion, revival and development of traditional handicrafts, festivals and culture.

3 Importance of celebrating Selemo sa Basotho

- Tourists are lured to music, dance unique culture and heritage
- Appeals to cultural and heritage enthusiasts
- Selemo sa Basotho can be improved to become a premier annual event that attracts multitude of travellers and repeat visitors.
- Creates a platform for artists, performers, and entrepreneurs to showcase and sell their work.
- Provides a platform for developing rapport between diverse cultures of Basotho and international guests.
- Inculcate the spirit of patriotism among Youth

4 key stakeholders

- Selemo sa Basotho Arts & Culture Agency (SSB)
- Lesotho Tourism Development Corporation (LTDC)
- Basotho Communities & Traditional Leadership Artists, Performers & Creative Entrepreneurs
- Youth & Educational Institutions
- Diaspora Basotho
- Tourists (Domestic & International)

5 Role of media in Selemo sa Basotho

- Media platforms (radio, TV, newspapers, online) publicize the event, and create awareness both locals and international audiences
- Showcase the celebrations through various media platforms Lesotho as a unique cultural tourism destination.
- Traditional media such as radio and newspaper reach masses, encouraging local participation and local participation and motivating the diverse tribes that make up the Basotho nation to showcase their culture and heritage.

6 A series of activities listed under **Cultural Tourism Calendar** for the year 2025/2026 under the theme "Selemo ho pota" are listed below;

A) Basotho Archives Project (Ongoing)

Mehopolo: Our National Memories

Digital and physical archiving initiative.

B) Cultural Investment Desk (Ongoing)

Creative Capital Lesotho

This is a fundraising and investment sourcing arm focused on cultural and tourism-led initiatives.

C) Lesotho Food and Taste Expo (7th March 2026)

Mosotho Bites

A showcase of Lesotho's culinary traditions with modern food entrepreneurs.

D) Lesotho Travel and Tourism Expo

E) World Tourism Day is on the 27th of September.

F) Explore Lesotho

Boosting inbound tourism and reinforcing Lesotho's position as a premium mountain tourism destination.

G) Selemo sa Basotho Arts and Cultural Experience (5th October 2025)

We celebrate what defines Basotho through rhythm, dance, prayer, performance, and fashion. It is the national event that merges modern identity with ancestral memory.

H) Menkhoaneng and Thaba-Bosiu: Re-remembering Heritage Project

Using wayfinding signage, storytelling, and digital tours, we reposition forgotten or unmarked heritage spaces into cultural destinations.

I) Lesotho Art Fair (7th December 2025)

A quarterly gathering of visual artists, collectors, and creatives in one curated space. It promotes local talent, fosters art sales, and elevates

Lesotho as an emerging art destination. The fair includes live demonstrations, kids' zones, and recognition ceremonies.

J) Lesotho Music Awards (25th October) 31st August (Nomination Party)

The 5th annual music awards ceremony. It has been a long time coming to celebrate each other through a universal language that puts masses together in elation, crosses the border, carrying with it our culture and current history, and setting us apart in the uniqueness of our ever-changing and culturally steeped sound. Now we open up to the world and invite the international music community to confront us with their uniqueness, and hopefully, we may cook together.

K) Molimo-Nthuse: The Sacred Trail (28th March): A camping and trekking experience built around village tourism.

L) Lesotho Hot Air Balloon Adventure and Helicopter Tours (28th 29th 30th November 2025): Over the Lesotho Sky An aerial tourism experience

M) Mohale High Altitude Marathon (April 2026)

Are you ready for the ultimate endurance challenge? Lace up and conquer the high-altitude trails of the Mohale Dam! It is not just a race:

- High-altitude marathon
- Scenic adventure
- Tourism and culture
- Outdoor thrills
- Push your limits. Experience Elevation. Discover Lesotho.

N) Kobo by The Patriot (Ongoing – launch in April 2026)

Kobo ea Selemo: A symbolic blanket design that shall be representative of Basotho and the time of Selemo, the season of renewal.

O) Pitiki (5th October 2026): Women's pitiki. Womanhood strengthening from cultural perspectives.

K) Clean Lesotho for Tourism (ongoing): A digital campaign consisting of quarterly reels and monthly digital posters about ways and reasons to keep Lesotho clean

L) 60th Independence

To borrow from the slogan of our nation's brand, we speak of elevated living in Basotho society. Elevation far from poverty, social unrest and illness. Moving towards a patriotic society, with Basotho who are of high moral value, praise cleanliness, value their patriotism and prioritise their emotional intelligence.

Photo and Media Opportunities

- Official signing of the MOU (SSB & LTDC representatives)
- Group photographs with key stakeholders
- Logo reveal for *Khomo Lumela* brand by Ntate Leraisa
- Media Q&A session

Ntate Leraisa Book Cover



Selemo sa Basotho EP released soon.

