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PRESS RELEASE

Signing of MOU between Selemo sa Basotho Arts and Culture Agency (SSB) and Lesotho Tourism Development Corporation (LTDC)

A new era for Lesotho's cultural tourism begins today as the Selemo sa Basotho Arts and Culture Agency (SSB) and the Lesotho Tourism Development Corporation (LTDC) sign a Memorandum of Understanding (MOU) at the 'Manthabiseng Convention Centre on Tuesday the 19th August, 2025 at 10.00hrs.

This partnership cements SSB as LTDC's chosen custodian for showcasing Basotho culture, creativity, and the arts. The two entities have a shared commitment to positioning Lesotho as a premier tourism destination. With culture tourism at the forefront, this appeals to what is core for the mandates of both LTDC and SSB. Domestic tourism stands to benefit greatly from the amplification of culture tourism. Additionally, from a broader perspective, our uniqueness is a selling point that international masses and Basotho in the diaspora will be enticed to come and enjoy.

The agreement will see both parties work closely to:

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

Key initiatives under this partnership include the Selemo sa Basotho Arts & Cultural Experience, Lesotho Music Awards, Lesotho Food and Taste Expo, heritage projects at Menkhoaneng and Thaba-Bosiu, and year-round cultural tourism campaigns promoting the nation's rich traditions and creativity.

Speaking at the signing, Ntate Leraisa, representing SSB, said: "This is not just a signature on paper – it's a commitment to making Lesotho's culture visible to the world, all year round."

Ms Mamello Morojele -CEO a.i. from LTDC, added: "We are uniting our efforts to ensure that cultural tourism becomes a year-round driver of Lesotho's economy."