



**Press Release**  
**FOR IMMEDIATE RELEASE**

**UN Namibia launches #TourismTuesday campaign**

**4 July 2017, WINDHOEK:** The UN System in Namibia is launching #TourismTuesday, a six-month digital media campaign aimed at raising awareness of the contribution of sustainable tourism to development.

The six-month campaign will begin on Tuesday, 4 July and will continue throughout the year, ending in December. Through publishing a series of articles and sharing facts on Tuesdays, the UN System in Namibia will make use of digital platforms to educate the public on Namibia's rich biodiversity and how imperative its protection is in achieving the Sustainable Development Goals (SDGs) and promoting sustainable tourism.

As part of the campaign, UN Namibia will hold a multi-stakeholder dialogue at the UN House in Klein Windhoek on World Tourism Day, Wednesday, 27 September.

The campaign falls in line with 2017 being the International Year of Sustainable Tourism for Development, an observance especially relevant in Namibia where tourism is one of the largest contributors to the Gross Domestic Product (GDP).

Due to its warmer climate, rich cultural history, abundant biodiversity and impressive landscapes, the tourism industry in Namibia, has a comparative advantage to other industries, allowing for steady growth, resulting in increased revenue and job creation and subsequently impacting the livelihoods of many Namibians.

The public and stakeholders are invited to use the hashtag #TourismTuesday and interact with the UN System Namibia on social media: @UNNamibia on Facebook, Twitter and Instagram.

*Ends.*

**For more information contact:**

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**Check out #TourismTuesday!**

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