



# **RESPONSIBLE TOURISM CONFERENCE**

**VENUE: PIGG'S PEAK HOTEL  
DATE: 28 APRIL 2026**

**PRESENTATION BY: CLLR SIPHO SHONGWE, MAYOR**

# WELCOME AND COUNCIL VISION

Distinguished guests, partners, Pigg's Peak Hotel - the fellow champion for the Responsible Tourism Conference, the Media and the floor at large, welcome to the third gathering under this powerful commitment we've made together, welcome to Pigg's Peak Town, you are at home.

It is both an honor and a privilege to stand before you today at this Responsible Tourism Conference, graciously hosted by our valued partner, Pigg's Peak Hotel. Allow me to warmly welcome all stakeholders present. Your presence here reflects a shared commitment to shaping a sustainable and thriving tourism sector for Pigg's Peak and the broader Northern Hhohho region.

Tourism is more than just an industry for us it is a powerful engine for local development.



# WELCOME AND COUNCIL VISION

For a town like ours, tourism represents hope, opportunity, and a pathway to inclusive prosperity.

Our vision as Council is clear and ambitious:

**To transform Piggs Peak into a technological innovation hub that drives economic growth and positions the Northern Hhohho region as a preferred tourism destination.**

What does this mean in practical terms?

It means leveraging our unique assets, our partnership with Piggs Peak Hotel, the natural beauty of Phophonyane Falls and Ecolodge, the heritage of Bulembu, and the character of our town itself. It means building a destination that is vibrant, safe, clean, and welcoming to all.



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It also means embracing innovation. Through initiatives such as the Piggs Peak Innovation Hub, we aim to diversify our economy, empower our youth, and create new opportunities within the tourism ecosystem.

However, achieving this vision is not the responsibility of Government alone. Tourism development is a shared responsibility.

Government provides leadership, enabling policies, infrastructure, and services.

The private sector must invest, innovate, and deliver quality experiences.

Our communities must act as custodians of our environment and culture.

And our visitors must respect and preserve the destinations they enjoy.



# WELCOME AND COUNCIL VISION

Only through this collective effort can we build a sustainable tourism sector.

As a local authority, Piggs Peak Town Council remains committed to playing its role. We are investing in infrastructure improving roads, signage, and public amenities to ensure accessibility and readiness for visitors and events. We are prioritizing safety and cleanliness to create an environment that residents and tourists alike can take pride in. And we continue to strengthen policies that create an enabling environment for tourism investment.

Our strategic priorities are focused and deliberate:

- Economic Transformation
- Infrastructure Management
- Youth and Social Empowerment
- Spatial Management



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- In strengthening our partnerships, Council signed a Memorandum of Understanding with Piggs Peak Hotel in January 2025. Since the signing of this agreement, we have worked closely together to advance tourism initiatives in our town. This collaboration has already yielded meaningful results, including the successful co-hosting of the Temasiko Cultural Festival in partnership with Eswatini Arts and Culture. Building on this momentum, we continue to work together on key events, including the upcoming Tibongo Event scheduled for May this year, which we believe will further enhance Piggs Peak's profile as a vibrant tourism and events destination.



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Equally important is our commitment to environmental management and protection. We are proud to be recognized as a “green” town, a testament to our waste reduction strategies, environmental awareness campaigns, and efforts to protect our wetlands and indigenous species. Sustainability is not optional it is fundamental to our future.

The future of tourism in Piggs Peak is bright but it requires continued collaboration, innovation, and shared responsibility.



THANK YOU!!!!!!!!!!!!!!!!!!!!



PIGG'S PEAK