



PRESS RELEASE

THERE'S NO PLACE LIKE HERE

LESOTHO KE LAPENG

June 2023, Maseru, Lesotho

Alliance turns 30 years this year. To mark this major milestone, there will be a series of celebratory activities. One of the biggest ones is the intention to promote the local tourism destinations, as a way of giving back to our communities. Tourism has been identified as one of the biggest opportunities that can contribute to economic growth in Lesotho, therefore Alliance is doing its bit to promote this.

It is in the light of this that Alliance has forged a partnership with Lesotho Tourism Development Corporation (LTDC) to work together on this project. This is an initiative that will promote local tourism through the landmark frames

that Alliance will build at the main tourism attractions in the country with the support of LTDC. The project also aims to promote Basotho pride as well as highlight those ambassadors of Lesotho, locally and globally, that shine the spotlight on Lesotho through excelling at their different careers and undertakings. We call this Basotho Excellence!

To date, Alliance has already built 3 landmark frames at Qiloane, Thaba Bosiu and Semonkong. Many more will follow during this year and also in 2024.

Lesotho Ke Lapeng!

For more information, please contact:

Ms Limakatso Mokobocho – Manager PR and Communications +266 62184370

Mrs Rethabile 'Makeabetsoe Mabaleha – Group Head Marketing and Corporate Communications +266 62000324



An Alliance initiative in partnership with LTDC

