



## **MEDIA ADVISORY**

**Date:** Thursday, 04 December 2025

**Attention:** Journalists, News Editors and Executive Producers

### **FOR IMMEDIATE RELEASE**

**SIDELL TO HOLD A MEDIA BRIEFING TO OFFICIALLY LAUNCH THE 2025 TOURISM FESTIVE SEASON CAMPAIGN TO PROMOTE MPUMALANGA AS THE PREFERRED TOURISM DESTINATION OF CHOICE**

**Mbombela** – The MEC for Economic Development and Tourism, Ms. Jesta Sidell, together with the Mpumalanga Tourism and Parks Agency (MTPA), will hold a Press briefing to officially launch the 2025 Mpumalanga tourism festive campaign, aimed at promoting Mpumalanga as the preferred tourism destination of choice.

The launch of the tourism festive season campaign underscores government's appreciation of the critical role that tourism plays in stimulating economic growth and job creation. The media launch takes place against the backdrop of a landmark announcement that Mpumalanga is one of the provinces that is leading in hosting international tourists. The total spent of both international and local tourists, propels Mpumalanga's economy in an upward trajectory as tourist-spent flows into the provinces Gross Domestic Product per capita.

**The Press briefing will take place under the following details:**

**Date** : Friday, 05 December 2025  
**Venue** : Protea Hotel By Marriott Mbombela  
**Time** : 08h00

**We profusely apologise for any inconvenience caused as a result of the venue changes. Please note that the changes were beyond our control.**

**All media is invited**

**For media confirmations:** Mr. Thomas Msoa @ 079 500 0131/ 013 766 4326/ tmsoa@mpg.gov.za

**.ENDS.**

**Media Enquiries:** Mr. Silence Mhlaba, Acting Head of Communication on 066 475 7963 or Mr. Cabanga Melusika, M.O of the MEC on 072 588 7181