



**economic development
& tourism**
MPUMALANGA PROVINCE
REPUBLIC OF SOUTH AFRICA



An Entity of the Department of Economic Development and Tourism

MEDIA ADVISORY

Date: Wednesday, 26 August 2026

Attention: Journalists, News Editors and Executive Producers

FOR IMMEDIATE RELEASE

MEC SIDELL TO HOST THE TOURISM MONTH MEDIA LAUNCH TO OUTLINE TOURISM MONTH PLANNED ACTIVITIES

The MEC for Economic Development and Tourism, Ms. Jesta Sidell will host the Provincial Tourism Month Media Launch to outline the 2026 tourism month planned activities. The media launch and the planned tourism month activities seeks to promote Mpumalanga as the accessible value-for-money destination for all seasons within borders of the province; to position Mpumalanga as a favourable leisure tourism destination of choice and further inculcate a culture of intra-provincial travel.

Tourism Month is celebrated annually in September by member countries of the United Nations World Tourism Organization (UNWTO), for the Province, it highlight the importance of tourism and its contribution to the economy. South Africa is a member of the UNWTO and celebrates World Tourism Day every September to raise awareness of social, cultural, political and economic value of tourism and how the sector can contribute to achieving the Sustainable Development Goals.

The calendar of activities that will be presented by the Honorable MEC during the media launch is developed in collaboration with our sister Departments, entities and the private sector. This partnership proves beyond doubt that the province is in unison in its pursuit to capture more prospective holidaymakers to Mpumalanga. The MEC will further highlight key Tourism developments and initiatives being implemented in the province, aimed at promoting tourism growth and strengthening the local tourism economy.

During the media launch, MEC Sidell will unveil the 2026 Tourism Month Calendar, under the theme: ***"Digital Agenda and Artificial Intelligence to Redesign Tourism"***.
Details of the media launch are as follows:



Date : Monday, 31 August 2026
Venue : Loskop Nature Reserve
Time : 11h00

All media is invited

For media confirmations: Mr. Thomas Msiza @ 079 500 0137/ 013 766 4328/
tmsiza@mpg.gov.za

-ENDS-

*Issued jointly by the Department of Economic Development and Tourism and the
Mpumalanga Tourism and Parks Agency (MTPA)*

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