

**Date: Thursday, 01 May 2025**

Attention: Journalists, News Editors and Executive Producers

**FOR IMMEDIATE RELEASE**

**MASILELA THRILLED TO WELCOME VISITORS WHO WILL BE ATTENDING THE 2025 METRO FM MUSIC AWARDS ON SATURDAY**

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**Mbombela** – The MEC for Economic Development and Tourism, Ms. Makhosazane Masilela, says the hosting of the annual Metro FM Music Awards (MMAs) brings unparalleled economic stimulation to Mpumalanga's tourism industry as it has a potential to draw a large number of tourists to the Province. The prestigious annual Music Awards gala event will take place on Saturday, 03 May 2025 at the Mbombela Stadium, in the City of Mbombela.

"We are excited that all roads are leading to our Province this weekend, as a huge number of people come to attend one of South Africa's biggest music event, the prestigious Metro FM Music Awards. We expect visitors from across South Africa, and from the Triland countries such as Eswatini and Mozambique to attend the event as well. To us, the MMAs are not just a music or a social cohesion event; it is a tourism event as it attracts thousands of people to visit our picturesque, serene and breathtaking Province, Mpumalanga – *The Place of the Rising Sun*!"

"We, thus, welcome all visitors who have already arrived in Mbombela with open and warm arms, and even those who are still on their way. We thank them for choosing to visit our Province, Mpumalanga – *The Place of the Rising Sun*", asserted MEC Masilela.

The Province was also privileged to host the Music Awards event for the past two years. The events were a huge success and had spiraling economic spin-offs for the local tourism industry and businesses in general.

"The Music Awards ceremony is a serious tourism booster, as thousands of people will visit our Province to attend the Music Awards ceremony over the weekend. Without any doubt, this event will for the third year running, have massive economic spin-offs for our Province. People in the restaurant, filling stations, carwash, salons, shisanyama and accommodation businesses, including B&Bs, will benefit significantly.

"We further urge our visitors to stay even longer, beyond the MMAs, so that they can explore and experience our diverse tourism attractions across the Province. I guarantee they will not regret such a decision, as they will enjoy their stay in the only Province with God's window; the home to the big-five, serene Sudwala Caves and the Graskop Gorge, amongst other breathtaking attractions", added the MEC.

Meanwhile MEC Masilela has urged all business owners, especially in and around Mbombela, to strictly adhere to their license conditions during the entire period of the hosting of the Metro FM Music Awards.



“As thousands of people descent to our Province to attend the Music Awards event, we know they would also like to indulge in various entertainment activities, which may include alcohol consumption. As such, we urge owners of businesses selling alcoholic beverages to strictly adhere to their license conditions, which include adhering to the operating hours as per their licenses”, concluded Ms. Masilela.

**-ENDS-**

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

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***Notes to Editors:***

*The Department of Economic Development and Tourism, under the Mpumalanga Provincial Government, is mandated to stimulate economic growth and development in the Province, so as to create sustainable and decent employment, economic transformation and to alleviate poverty. The Department has three (3) Public Entities; namely, Mpumalanga Economic Growth Agency (MEGA), Mpumalanga Tourism and Parks Agency (MTPA), and Mpumalanga Economic Regulator (MER), to which it has delegated some of its constitutionally-mandated functions. These functions relate to: trade and investment promotion; funding of SMMEs; tourism growth and development; tourism marketing; regulation of the gambling and liquor industries, including collection of gambling levies and liquor license fees, amongst others.*



*Mpumalanga will host the  
**G20 Tourism Ministers' Meeting**  
on 12 September 2025*

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