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Attention: Journalists, News Editors and Executive Producers

FOR IMMEDIATE RELEASE

MASILELA LEADS A DELEGATION OF EXHIBITORS TO THE 2025 AFRICA'S TRAVEL INDABA TO MARKET MPUMALANGA AS THE PREFERRED TOURIST DESTINATION

Mbombela – The MEC for Economic Development and Tourism, Ms. Makhosazane Masilela will lead a delegation of exhibitors from Mpumalanga Province to the 2025 Africa's Travel Indaba in Durban from 12 to 15 May 2025. Various departments, tour operators, municipalities and the hospitality industry will exhibit in a dedicated area for Mpumalanga, called the **Mpumalanga Village**.

Africa's Travel Indaba is an iconic African leisure trade show hosted by South African Tourism with the aim of developing the market for a wide range of African leisure tourism products.

The Mpumalanga Tourism and Parks Agency (MTPA), a parastatal of the Department of Economic Development and Tourism tasked with the responsibility of promoting the province, will meet with various key stakeholders to promote Mpumalanga province as a premier tourist destination. The MTPA has been doing well in marketing the place of the rising sun.

"We are looking forward to participating in Indaba 2025 and bringing our MSME's to market their products. We want to increase the number of tourist arrivals to the place of the Rising Sun. currently, Mpumalanga province is number two in terms of international tourist arrivals and our aim is to become number one. Without a doubt, this Indaba presents the Province with an opportunity to showcase its offerings in as far as tourism is concern", said MEC Makhosazane Masilela

Africa's Travel Indaba is a three-day trade show preceded by a dedicated Business Opportunity Networking Day (BONDay), which aims to provide a platform for thought leadership, knowledge sharing and obtaining the latest global trends and local insights. The BONDay programme is developed in close collaboration with global tourism organisations, continental experts and industry associations.

"Mpumalanga Province is a special province that offers unique natural products. Our products on offer will attract more tourists to visit our province to explore the scenic beauty and wildlife experience. The whole of Africa and the world needs to know that Mpumalanga is the only Province with God's window; the home to the big-five, serene Sudwala Caves and the Graskop Gorge, amongst other breathtaking attractions", emphasised MTPA Acting CEO, Justus Mohlala.

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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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