economic development
& tourism
MPUMALANGA PROVINCE
REPUBLIC OF SOUTH AFRICA

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Departement van Ekonomiese
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MEC SIDELL ENCOURAGES TOURISTS ATTENDING THE CULTURAL EXPERIENCE AND THE 013 SUMMERBLAZE TO EXTEND THEIR STAY BEYOND THE MUSIC FESTIVALS

The MEC for Economic Development and Tourism, Ms. Jesta Sidell, is encouraging music tourists to extend their stay beyond the upcoming weekend and explore the province's diverse tourism attractions.

"We urge and encourage our visitors to stay even longer, beyond the weekend, so that they can explore and experience our diverse heritage and tourism attractions across the province. We are renowned for being the only province with **God's Window; the home to the big-five, serene Sudwala Caves and the Graskop Gorge,** amongst other breathtaking attractions," said MEC Sidell.

Mpumalanga is expecting more than 50 000 music tourists attending the 013 SummerBlaze on Saturday, 28 November 2026, at Mbombela Stadium, and the Cultural Experience Sunday Soul Session on Sunday, 29 November 2026. These events are expected to attract visitors from across South Africa and neighbouring countries, including the Kingdom of Eswatini and the Republic of Mozambique.

"We are thrilled that all roads are leading to our Province this weekend, as a huge number of people will visit our shores to attend one of South Africa's biggest music festivals. To us, these events are not just music or social events; they are tourism events as they attract thousands of people to visit our serene and breathtaking Province – ***The Place of the Rising Sun.*** Music tourism plays an important role in stimulating the local economy, generating economic opportunities across the transport, accommodation, entertainment and hospitality sectors, while supporting small businesses, mobile food vendors and hawkers," MEC Sidell expatiated.

MPUMALANGA
THE PLACE OF THE RISING SUN

MEC is also urging owners of businesses selling alcoholic beverages to strictly adhere to their license conditions, which include observing operating hours and not selling alcohol to children under the age of eighteen.

"Mpumalanga is home to everyone, and the safety of our tourists is our priority, we are currently working with our sister Department of Community Safety, Security and Liaison, the South African Police Service, and private sector to ensure the safety of our visitors during the event and beyond", concluded Ms. Sidell. We wish all music tourists a safe, enjoyable, and memorable stay in the Place of the Rising Sun – your home away from home," concluded MEC Sidell

Visitors are encouraged to visit the Mpumalanga Tourism and Parks Agency (MTPA) website at www.mpumalanga.com and the Kruger Lowveld Chamber of Business and Tourism (KLCBT) platforms for information on tourism attractions and experiences.

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