



**economic development
& tourism**

MPUMALANGA PROVINCE
REPUBLIC OF SOUTH AFRICA

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KHOLWANE MEETS SWAZILAND TOURISM MINISTER TO RESUSCITATE THE *TRILAND* REGIONAL BRAND

Durban – Mpumalanga MEC for Finance, Economic Development and Tourism, Mr Sikhumbuzo Eric Kholwane says the *Triland* Regional Brand is significant towards boosting tourism, trade and investment and subsequently contributing to economic growth of Mpumalanga, Swaziland and Mozambique. Mr Kholwane was speaking during the meeting with the Swaziland Tourism Minister, Mr. Jabulani Mabuza during the 2015 Tourism Indaba in Durban.

“The conceptualisation of the *Triland* Regional Brand was a good initiative but unfortunately became dormant owing to some challenges we faced. It is thus an opportune time for us to revive the Regional Brand Strategy and make it work for the benefit of the people of Mpumalanga, Swaziland and Mozambique”, says MEC Kholwane.

The overall objective of the *Triland* Brand is to sell the Province of Mpumalanga and the two (2) neighbouring countries as one destination which offers tourists an opportunity to primarily experience the envisaged destination in one day.

“The *Triland* Brand offers tourists an opportunity to experience three (3) countries in one day. They can enjoy their breakfast in Swaziland, then proceed to Mozambique for their lunch, and finally enjoy their supper in Mpumalanga. At the same time, they will experience the Swazi culture in Swaziland, enjoy swimming in the beach in Mozambique, and finally experience the scenic beauty in Mpumalanga’, added Kholwane.

The Tourism Authorities of Mpumalanga and the two countries will meet in the coming week to take the matter forward, including submitting the Resuscitation Plan to the Political Principals before the end of May 2015.

“Mpumalanga continues to be the preferred destination for tourists from Swaziland and Mozambique, who even come to the Province for shopping and medical consultations. It is



thus necessary that we must harness this relationship and strengthen the Brand for the benefit of all our people”, concluded Kholwane.

Meanwhile MEC Kholwane also met with Limpopo’s MEC for Economic Development, Environment and Tourism, Mr Seaparo Sekwati to discuss the finalisation of the possible transfer of the tourism and economic properties and infrastructure which were affected by the cross-boundary changes between Mpumalanga and Limpopo. The infrastructure in question are situated in the Bushbuckridge area which now falls under Mpumalanga

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***Issued by the Department of Economic Development and Tourism
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