



MEDIA ADVISORY

Date: Monday, 12 September 2022

Attention: Journalists, News Editors and Executive Producers

FOR IMMEDIATE RELEASE

MPUMALANGA TO HOST THE ANNUAL PROVINCIAL TOURISM AWARENESS DAY

Mbombela – The Province, under the Department of Economic Development and Tourism and the Mpumalanga Tourism and Parks Agency (MTPA), will host the annual Provincial Tourism Awareness Day to conscientise the residents of Mpumalanga about the significance of tourism in growing the Province’s economy and its contribution to job creation. The Tourism Awareness Day essentially calls on people to recognise the role of tourism in changing people’s lives.

The event will be addressed by the MEC for Finance, Economic Development and Tourism, Mr. Prince Vusumuzi Mkhathshwa, who refers to the tourism industry as the “Province’s gold mine”; asserting that it is the goose that lays the golden egg for the Provincial economy.

The Provincial Tourism Awareness Day paves the way for the country’s celebration of the World Tourism Day on 27 September, under the theme: *‘Rethink Tourism’*, to call for a shift towards tourism being recognised as a crucial pillar of development. Celebrated under the auspices of the United Nations World Tourism Organization (UNWTO) annually, this year’s World Tourism Day calls on the nations of the world to rethink how they do tourism, so as to contribute towards a more sustainable, inclusive and resilient sector.

September has been declared as Tourism Month, in South Africa, with the aim of promoting domestic tourism by encouraging local people to tour and explore their country, and to further celebrate, reflect and commemorate the milestones in relation to the 2030 Sustainable Development Goals, that is, decent work and economic growth.

Details of the event are as follows:

Date: Saturday, 17 September 2022

Time: 09:00

**Venue: Swazi Royal Kraal | eManzana (formerly Badplaas)
Chief Albert Luthuli Local Municipality**

All Media Is Invited

For attendance confirmations please contact Thomas Msiza on **079 500 0137** or **013 766 4328**.

-ENDS-

Issued by the Department of Economic Development and Tourism

Enquiries: Dr. Mohau Ramodibe | Head of Communication | 060 989 4678
