



MEDIA STATEMENT

Date: Tuesday, 02 May 2023

Attention: Journalists, News Editors and Executive Producers

FOR IMMEDIATE RELEASE

HLOPHE WELCOMES THE HOSTING OF THE 2023 METRO FM MUSIC AWARDS IN MPUMALANGA AS A TOURISM GROWTH BOOSTER

Mbombela – The MEC for Finance, Economic Development and Tourism, Ms. Nompumelelo Hlophe, says the hosting of the 2023 Metro Fm Music Awards will boost the tourism industry, and will consequently impact positively on the economy of the Province.

“We are excited that all roads will lead to our Province this week, as revelers will stream in from across South Africa, including from the neighbouring countries of Eswatini and Mozambique, to attend one of South Africa’s biggest music event – the Metro FM Music Awards (MMAs) – which seeks to honour and acknowledge our esteemed musicians. To us, the MMAs are not just a music or an arts event, but a tourism event as it will attract thousands of revelers to visit our picturesque, serene and breathtaking Province, Mpumalanga – *The Place of the Rising Sun!*”, explained MEC Hlophe.

Ms. Hlophe echoed this sentiment just four (4) days before Mpumalanga hosts one of South Africa’s biggest music event, the MMAs, which will take place on Saturday, 06 May 2023 at the Mbombela Stadium in Mataban, in the City of Mbombela.

“This event is a huge tourism booster, as thousands of people will visit our Province to attend the Music Awards ceremony. And we’re aware that the Metro FM team has already descended to our Province since last week, to do some tourism activations in our various townships, and they will be here until Sunday the 7th of May. This will also boost tourism and subsequently the local economy, as township businesses will also receive a share from the economic activities propelled by the MMAs, including accommodation bookings. We’re also informed that all accommodation establishments in and around Mbombela are fully booked, owing to the much-anticipated music event of the year.

“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 that they will not regret such as 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 Hlophe 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 Metro FM Music Awards, we know that they would also like to indulge in various entertainment activities, which surely will include alcohol consumption, amongst others. We, therefore, 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. We further urge them not to sell alcoholic beverages to children under the age of 18 years.

“Otherwise, we welcome all the revelers who will descent to Mbombela this week with open and warm arms, and thank them in advance for choosing to visit and explore Mpumalanga – *The Place of the Rising Sun*”, concluded Ms. Hlophe.

-ENDS-

Issued by the Department of Economic Development and Tourism

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