



economic development
& tourism

MPUMALANGA PROVINCE
REPUBLIC OF SOUTH AFRICA

MEDIA STATEMENT

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Attention: Journalists, News Editors and Executive Producers

FOR IMMEDIATE RELEASE

HLOPHE WELCOMES VISITORS WHO WILL BE ATTENDING THE METRO FM MUSIC AWARDS ON SATURDAY

Mbombela – The MEC for Finance, Economic Development and Tourism, Ms. Nompumelelo Hlophe, says the hosting of the 2024 Metro Fm Music Awards (MMAs) will boost Mpumalanga’s tourism industry and businesses in general. The prestigious Music Awards gala event will take place on Saturday, 27 April 2024 at the Mbombela Stadium in Mataffin, in the City of Mbombela.

“We are excited that all roads are leading to our Province this week, as a huge number of people come to attend one of South Africa’s biggest music event, the prestigious Metro Fm Music Awards. We expect visitors from across South Africa, and even from the neighbouring countries of Eswatini and Mozambique to attend the event as well. To us, the MMAs are not just a music or a social cohesion event; it is a tourism event as it attracts thousands of people to visit our picturesque, serene and breathtaking Province, Mpumalanga – *The Place of the Rising Sun!*”

“We, thus, welcome all visitors who have already arrived in Mbombela with open and warm arms, and even those who are still on their way. We thank them for choosing to visit our Province, Mpumalanga – *The Place of the Rising Sun*”, said MEC Hlophe.

The Province was also privileged to host the Music Awards event last year. The event was a huge success and had spiraling economic spin-offs for the local tourism industry.

“The Music Awards ceremony is a serious tourism booster, as thousands of people will visit our Province to attend the Music Awards ceremony over the weekend. Without any doubt, this event will for the second year running, have massive economic spin-offs for our Province. People in the restaurant, filling stations and even accommodation businesses, including B&Bs, will benefit significantly. We’re also informed that all accommodation establishments in and around Mbombela are already fully booked. Some of those who did not get accommodation are even approaching private home-owners to rent out their houses for the weekend, because they don’t want to miss the MMAs for anything in the world.

“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 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 Music Awards event, we know they would also like to indulge in various entertainment activities, which may include alcohol consumption. As such, we 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”, concluded Ms. Hlophe.

-ENDS-

Issued by the Department of Economic Development and Tourism

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