

INPUT FROM MPTA: METRO-FM AWARDS BENEFITS

1. The Economic spin-offs of the awards in the province;

It is our belief that the Metro FM awards have the potential to put Mpumalanga on the map and as a tourism destination to be reckoned with. Events have a potential to drive feet into any destination and our rationale to partner with the Metro FM awards is to achieve and realize that potential. We believe that if we invest in sponsoring key events we are bound to see an increase in tourism traffic within the province which will have an impact on the tourism spend within the province.

Mpumalanga is definitely one of the major tourism destinations with a lot to offer. Through our marketing initiatives we continue to encourage domestic travel. We are currently third in terms of international arrivals and sixth in terms of domestic arrivals. More focus will be channeled towards domestic tourism.

With such an event in the province we are bound to see an increase in accommodation bookings which indicates a direct spend into the province and there's also an interest for people to tour the province and see what it has to offer.

2. The state of the province to host the events of this magnitude;

Hosting such an event affords the province an opportunity to showcase its offerings and position itself as a world class tourism destination.

3. The contribution made by the 2010 FIFA World Cup in the tourism industry.

In preparation for the 2010 FIFA world the MPTA developed the 2010 Tourism Organising Plan and the purpose was to ensure that tourism not only plays its role in delivering a memorable experience to 2010 world cup attendees but also leverages on the event as a catalyst to enhance the tourism sector's contribution to economic growth and development through its interventions in preparation for the event.

We successfully lobbied for the Chilean team to be based in the province at Ingwenyama Lodge. This in essence opened doors for us to further build relations and position the province to this market.

Three trade workshops were conducted in the three district municipalities in conjunction with FEDHASA (Federated Hospitality Association of SA). The workshops were aimed at opportunities to be exploited and for industry to be ready for the world cup.