tourism
Department:
Tourism
REPUBLIC OF SOUTH AFRICA

MEDIA INVITATION

28 October 2026

BLACK MOUNTAIN TOURISM EXPO & FESTIVAL KICKS OFF IN THE FREE STATE PROVINCE

The Black Mountain Tourism Expo and Festival kicks off on 30 October till 01 November 2026 at Thaba Nchu Airport in the Free State province.

The Black Mountain Tourism Expo & Festival is a cultural and lifestyle platform that promotes youth development, entrepreneurship, community participation and destination marketing.

The festival is expected to boost the tourism economy in the Free State province as it attracts visitors to Thaba Nchu, encourages longer stays in the Mangaung region, increases demand for local tourism offerings and creates direct economic opportunities for accommodation establishments, restaurants, tour operators, transport providers, traders, creatives and community-based enterprises.

The opening ceremony will be led by the Deputy Minister of Tourism Ms. Makhotso Sotyu, and it will be supported by the executives from the Free State provincial government. Members of the media are invited to the opening ceremony as follows:

OPENING CEREMONY:

Date: Friday, 30 October 2026
Time: 09h00 till 12h00
Venue: Thaba Nchu Airport, Free State
RSVP: to: sduma@tourism.gov.za or Tel: 062 475 5825 / 081 267 4665

PROGRAMME:

TIME	PROGRAMME ACTIVITY
09h00–09h10	Opening Prayer and Welcome – Programme Director
09h10–09h20	Welcome Remarks – Executive Mayor of Mangaung Metropolitan Municipality
09h20–09h30	Purpose of the Black Mountain Tourism Expo – Event Organisers
09h30–09h40	Tourism Marketing, Domestic Tourism and Youth Opportunities – Chief Marketing Officer (CMO), South African Tourism (SAT)
09h40–09h55	Skills Development Opportunities – Department of Higher Education and Training
09h55–10h10	SETA Opportunities: Bursaries, Learnerships, Apprenticeships and Skills Programmes
10h10–10h25	TVET Colleges: Hospitality, Tourism and Other Career Opportunities
10h25–10h35	Remarks: MEC for Economic Development, Finance and Tourism Mr. Toto Makhume, MPL
10h35–10h45	KEYNOTE ADDRESS – Deputy Minister of Tourism, Hon. Makhotso Sotyu, MP

10h45–11h05	Official Opening of the Expo and Launch of the TVET Students Cooking Competition
11h05–11h15	LIVE COOKING COMPETITION – TVET Hospitality Students (parallel to exhibition walkabout and career engagements)
11h15–11h45	Cooking Competition Judging, Announcement of Winners and Presentation of Certificates
11h45–11h55	Vote of Thanks: HRM Kgosi Gaboilelwe Moroka