



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

MEDIA INVITATION

05 October 2026

MEDIA LAUNCH - BLACK MOUNTAIN TOURISM EXPO & FESTIVAL IN THE FREE STATE PROVINCE

The Deputy Minister of Tourism, Ms Makhotso Sotyu, invites members of the media to the official announcement of a collaboration with the Black Mountain Festival for the Tourism Expo and Festival, taking place from 30 October to 1 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 attract visitors to Thaba Nchu, encourage longer stays in the Mangaung region, increase demand for local tourism offerings and create direct economic opportunities for accommodation establishments, restaurants, tour operators, transport providers, traders, creatives and community-based enterprises.

The launch will be officiated by the Deputy Minister of Tourism, Ms. Maggie Sotyu, and supported by the executives from the Free State provincial government.

MEDIA LAUNCH DETAILS:

Date: Thursday, 08 October 2026
Time: 09h00 for 09h30
Venue: Thaba Nchu, Free State, Barolong Boo Seleka Royal House
RSVP: **Wednesday, 07 October 2026 at 12h00** to: sduma@tourism.gov.za or szwane@tourism.gov.za Tel: 062 475 5825 / 081 267 4665

MEDIA LAUNCH PROGRAMME:

TIME	ITEM
09:00 – 09:30	Arrival, Registration and Media Interviews
09:30 – 09:35	Opening and Introduction of Programme
09:35 – 09:45	Traditional Welcome and Blessing - Traditional Leadership
09:45 – 10:00	Welcome Remarks Mr. Gregory Nthatsi - Executive Mayor, Mangaung Metropolitan Municipality
10:00 – 10:15	Message of Support: Culture, Heritage, Creative Industries and Events Tourism Ms. Ntombizanela Sifuba - MEC for Sport, Arts and Culture, Free State Province
10:15 – 10:30	Message of Support: Tourism Development and Positioning of the Free State as a Tourism Destination Mr. Ketso Makume - MEC Economic Development and Tourism, Free State Province
10:30 – 10:40	Overview of the Black Mountain Tourism Expo and Festival
10:40 – 10:50	Cultural Performance / Entertainment
10:50 – 11:05	Keynote Address and Official Media Launch of the Black Mountain Tourism Expo and Festival Hon. Makhotso Sotyu, MP Deputy Minister of Tourism
11:05 – 11:20	Closing Remarks - Barolong Boo Seleka Royal House

11:20 – 11:30	Media Interviews, Networking and Refreshments - Deputy Minister, MECs, Executive Mayor, Traditional Leaders
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