

## MPUMALANGA TOURISM MONTH EVENTS CALENDAR 2017

DATE	EVENT	EVENT DESCRIPTION
9 June'17 (Mbombela)	Winter Campaign	Launch of build-up activities for the WTD celebrations and the Inaugural Mbombela Jazz Festival
24 June' 17 (Bushbuckridge)	Provincial Youth Tourism Activations	The event is aimed at educating the youth about the importance of tourism
June, Aug & Nov' 17 (All 3 Districts)	Provincial Tourism Safety Campaigns	The events aims at raising awareness about tourism safety in partnership with tourism industry players
8 July'17 (Mbombela)	Innibos Arts and Music Festival	This involves promotion of provincial tourism offerings at this Arts and Music Festival in partnership with KNP
22 July to September 2017	Tourism Schools Competition	Competition for schools around the tourism month theme in partnership with Department of Education
26 July'17 (Dulstroom)	National Media Launch of Tourism Month	This involves Official National Tourism Month Medial Launch by the Minister of Tourism and the subsequent media tour of the Province.
July - Dec' 17 (Mpumalanga, Limpop and Gauteng)	Mall Activations	This involves promotional activations targeted to consumers in Mpumalanga, Gauteng and Limpopo Provinces
27 Sept' 17 (KaNyamazane-during the WTD)	Industrial Theatre	This involves the Mpumalanga showcase through the industrial theatre by the local comedians to educate communities about the tourism month theme and importance of travel
July - August'17 (All 3 Districts)	Stakeholder engagements	This involves the roadshows/meetings undertaken by the MTPA Tourism Marketing Committee members with Tourism Industry
21 August' 17 (Gert Sbande DM)	Tourism SMME Fair	In partnership with GSDM the Province will educate the tourism SMMEs about sustainability of their business. This involves an invited business coach to deliver a talk
18 August' 17 (Nkangala DM)	Women in Tourism Chapter Launch	This involves the Minister Launch of the Provincial Women in Tourism Programme. The Province has identified two successful women in Tourism to motivate the new comers into the sector
End of Aug' to Mid-September'17	Regional Africa Exhibition	This involves promotional activations in trade and consumer platforms in Swaziland and Mozambique
31 Aug - 3 Sept' 17 (Mbombela Stadium)	Mpumalanga Show	This is a new tourism agricultural, wildlife and forestry consumer show
1 Sept'17 (All 3 Districts)	Spring Day Celebrations	This involves Robot Blitz promotional activations in all three regions in partnership with community radio stations and District Municipalities

7-11 Sept' 2017	<i>Walk and Learn on the Wildside and educators seminars</i>	This involves an educational tour of the KNP for scholars and educators in partnership with SANParks
7 Sept 2017 (Mbombela)	<i>Provincial Lilizela Tourism Awards</i>	This involves the announcement of the Provincial Finalists in various categories of the tourism sector. The awards aims at honoring those businesses that provide exceptional services to the consumers/tourists
9 Sept' 2017 (Mbombela)	Mbombela Jazz Festival	This involves hosting of the New Jazz Festival event in collaboration with the City of Mbombela
18-24 Sept' 17 (Prov NRs)	Mpumalanga Parks Week	This involves a week long free entry to South Africa's day visitor citizens to selected Provincial Nature Reserves in order to encourage locals to visit nearby Provincial Parks
24 Sept 2017	Heritage Day Celebration	Provincial Heritage Day celebration in partnership with the DCSR
26 Sept 2017 (UMP)	Public Lecture	This is Ministers' public lecture about the Tourism Month Theme
26 Sept' 2017 (Enkambeni KNP)	Welcome Dinner (including game drive of KNP)	The Premier of the Province Mr DD Mabuza will welcome all (300) delegates who came for the WTD in the Province
27 Sept 2017 (Kanyamazane Stadium)	World Tourism Day Celebration	The National celebration of the World Tourism day with the communities from Mpumalanga, private sector and delegates from other Provinces. The MEC will also award the finalists of the Schools Competitions
2-6 October 2017	Senior Citizen's Tour	This involves the Provincial Parks Tour of the Senior Citizens from the communities adjacent to the Parks as part of the Social Tourism activations in the Province. This will be done in partnership with Standard Bank and NDT
28-30 Sept'17 (Bloemfontein)	National Tourism Careers Expo (NTCE)	The Annual NTCE is the platform through which various tourism opportunities are showcased to the tourism Learners.
4-7 October 2017 (Pilgrims Rest)	Gold Panning Competition	Annual Gold Panning Competition hosted by the DCSR. The MTPA will use this event to launch the festive tourism campaign
23 Oct' 2017	Tourism Festive campaign	This involves campaigns activations in various media platforms
16 Dec' 2017 (Mbombela Stadium)	Mbombela Beach Festival	This is an annual music event hosted in partnership with private sector to leverage on the promotion of the tourism offerings of the Province
5-9 Dec' 2017 (Mbombela Stadium)	Mpumalanga Cultural Experience	Hosting of the Second Annual Cultural Festival in partnership with the DCSR