mpumalanga Tourism Expo

2026 Sponsorship Prospectus

Showcasing your tourism potential

Executive Summary

The Mpumalanga Tourism Expo is a tourism promotion platform conceived in 2021 at the height of the COVID-19 pandemic to accelerate the industry's recovery and provide market access to tourism products and services. The tourism expo serves as a catalyst for tourism growth in both domestic and regional markets. The proposal provides detailed information about the tourism expo and how your company can get involved.

In the last five years, the Mpumalanga Tourism Expo surpassed all expectations to provide a tourism marketing platform and a catalyst for the growth of tourism in the province and the region. A total of 227 tourism products and services were given an opportunity to market and sell their tourism offerings to both consumer and trade market channels. These tourism products established valuable contacts and business leads to grow their occupancy rates and increase their bottom line.

Furthermore, a total of 180 tourism students have been hosted at the tourism expo and given an opportunity to learn more about the tourism industry. Some of these students were taken on educational tours in the province. They also received out-of-classroom experience and career guidance from some of the industry's captains.

The value of return on investment derived from the sales and publicity obtained through the event injected an estimated growth of the Mpumalanga economy to over **R50 million**. Furthermore, over **150** direct and over **400** indirect jobs were created for the people of the province. These jobs span from the accommodation facilities staff, logistics, transportation, restaurants, security, cleaners, retail, professional services, tourist attractions, entertainment, food industry, etc.

Why partner with us?

- Our event provides a unique platform to target consumers directly in a shopping mall environment where private and public sectors can also do business linkages.
- We are tourism industry professionals with a passion for economic development and job creation.
- Over the past 5 years, the event has provided a great return on investment and publicity to all involved partners and stakeholders.

About
The Expo

The 6th Annual Mpumalanga Tourism Expo will be hosted from 25 to 27 September 2026 at the Riverside Mall in the City of Mbombela, Mpumalanga Province. The objectives of the tourism expo are:

- To provide a marketing platform for the provincial tourism products and related services.
- To promote domestic tourism directly to the consumers.
- To create a platform for interaction with hosted buyers from the key source markets for the province (business-to-business).
- To encourage cross-border tourism within the region in the spirit of the Triland initiative.
- To host industry talks to discuss key industry topics with the tourism stakeholders.
- To provide a platform for provincial tourism students to witness 'tourism in action' and receive tourism career guidance.

Promotion

The promotion of the tourism products and services are the core of the event.

Education

The sharing of information by relevant stakeholders to empower and educate our communities is part and parcel of what we do through the event.

Success

The end product of hosting the event should be growth and success for all those that are involved.

2026
Expo Details

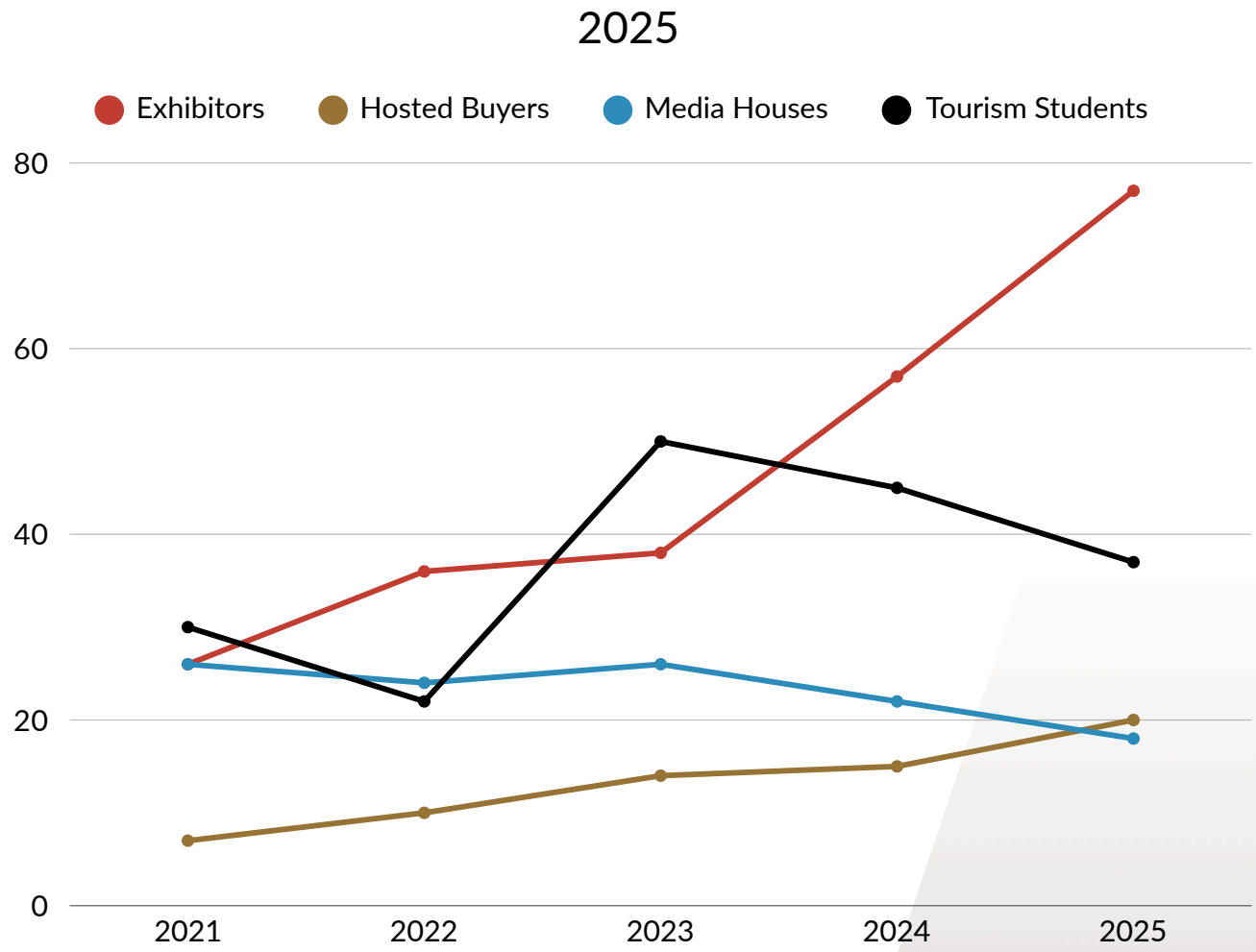
- Create a platform for seventy (70) exhibitors.
- Invite twenty-two (22) hosted buyers from South Africa and the region.
- Invite and host twenty (20) media representatives from key mainstream media houses.
- Host some of the tourism expo build-up events in the Nkangala and Gert Sibande regions.
- Host an industry talk and speed marketing sessions.
- Conduct a provincial tour for both hosted buyers and media representatives.
- Invite fifty (50) tourism students to tour the province and learn about career opportunities available in the tourism industry.
- Provide a networking platform for all exhibitors, hosted buyers, media and all partners.

Date	Activities
Friday, 25 September 2026	Industry talk & speed marketing Exhibition
Saturday, 26 September 2026	Exhibition Provincial tours Networking event
Sunday, 27 September 2026	Exhibition

Event Highlights

The Mpumalanga Tourism Expo has created many opportunities for tourism businesses in the province to promote their products and services. As a result, their businesses were presented to potential customers and business deals. The facts and figures presented below indicate the success story of the Mpumalanga Tourism Expo in the last five years.

Since its inception, the event has grown from strength to strength. In the past five years, the event has provided an exhibition platform for 227 tourism products, 57 hosted buyers, 128 media houses and 180 tourism students from South Africa and the region.



The number of exhibitors grew by 36% in 2025

Sponsorship Opportunities

The following sponsorship packages offer a range of ways to align your brand with the annual Mpumalanga Tourism Expo.

PLATINUM SPONSOR
R2 000 000

- Headline sponsor
- Company logo on all promotional material
- 200 word company write up on event website
- Strategic profiling on all event communication and side events
- Representation in all expo events
- Product display at the expo
- Branding at all the expo events.
- 1 VIP table reserved for 10 guests at the networking dinner with a speaker slot

GOLD SPONSOR
R1 500 000

- Company logo on all promotional material
- 150 word company write up on event website
- Strategic profiling on all event communication and side events
- Representation in all expo events
- Product display at the expo
- Branding at all the expo events.
- 1 VIP table reserved for 10 guests at the networking dinner with a speaker slot

SILVER SPONSOR
R500 000

- Company logo on all promotional material
- 100 word company write up on event website
- Strategic profiling on all event communication and side events
- Representation in all expo events
- Product display at the expo
- Branding at all the expo events.
- 1 VIP table reserved for 10 guests at the networking dinner with a speaker slot

BRONZE SPONSOR
R200 000

- 50 word company write up on event website
- Strategic profiling on all event communication and side events
- Representation in all expo events
- Product display at the expo
- Branding at all the expo events.
- 1 VIP table reserved for 5 guests at the networking dinner with a speaker slot

Sponsorship Opportunities Cont.

The following sponsorship packages offer a range of ways to align your brand with the annual Mpumalanga Tourism Expo.

NETWORKING DINNER SPONSOR R100 000

- Branding at the networking dinner event.
- Representation in all expo events
- Product display at the expo
- Speaking slot at the networking dinner
- 1 VIP table reserved for 5 guests at the networking dinner with a speaker slot

HOSTED BUYER'S & MEDIA LOUNGE SPONSOR R80 000

- Exclusive branding of the lounge
- Product display at the expo
- Branding at all the expo events.
- 1 VIP table reserved for 5 guests at the networking dinner with a speaker slot

INDUSTRY TALK & SPEED MARKETING SPONSOR R80 000

- Branding at the industry talk & speed marketing venue
- Opportunity to speak at the speed marketing event
- Product display at the expo
- Attendance for 2 people at the networking dinner and acknowledgement by the programme director

ADVENTURE ZONE SPONSOR R50 000

- Branding at the adventure zone
- Product display at the adventure zone
- Attendance for 2 people at the networking dinner and acknowledgement by the programme director

Our Team

The annual Mpumalanga Tourism Expo is organised by Jakada Holdings (PTY) LTD. We are a very diverse team of industry professionals with over 50 years of combined tourism experience. We also hire young tourism students and interns to give them tourism industry experience.

Conclusion

If you can't find a package that matches what you are looking for, please contact us. We will gladly welcome tailor-made sponsorship packages.

Contact Us

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