

To: All Media/News Editors

Media Advisory

05 APRIL 2023

MEC SIBONISO DUMA TO LAUNCH THE 2023 TOURISM EASTER CAMPAIGN

KwaZulu-Natal MEC for Economic Development, Tourism and Environmental Affairs (EDTEA), Mr Siboniso Duma will tomorrow, 06 April 2023, launch the Tourism Easter Campaign aimed at welcoming holiday-makers from across the province and the country.

“KwaZulu-Natal is by far the most popular domestic leisure tourist destination for South Africans. Our diverse range of activities make it the main attraction for people, attesting to the fact that we are a province that truly has it all”

The recent tourism stats by South African Tourism reveal that KwaZulu-Natal is regaining its accolade as the number domestic tourism destination.

“We have no doubt that our efforts to revive the tourism sector will continue to yield a positive outcome. The role of the tourism sector in the economic transformation of our country and our province is immeasurable,” said Duma.

Members of the media are invited to cover the event as follows:

Date : Thursday, 06 April 2023

Time : 08h00

Venue: North Beach Precinct (Next to Circus Circus)

As part of the Tourism Easter Campaign, there will be an onsite media briefing, and thereafter the MEC and the media will proceed to King Shaka International Airport for the launch of the inaugural Lusaka Durban Route by Proflight Zambia, another significant gain for the province given the significant role played by aviation in driving tourism numbers to the province.

ENDS

ISSUED BY THE KZN DEPARTMENT OF ECONOMIC DEVELOPMENT, TOURISM AND ENVIRONMENTAL AFFAIRS.

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