

# Tourism Break

## MPTA Briefs & Updates



2/9/2015

### DUZI2SANI 4x4 EXCITEMENT

Powered by Land Rover and covered by SABC Selimathunzi-Dukuduku, the 2015 Duzi2Sani 4x4 Expedition started with a local tour that ended at Broadway Lifestyle, in Imbali on Friday, 11 September 2015. Many participants slept over in Pietermaritzburg for send off, a great contribution to local economy.

A send off by Msunduzi Mayor Cllr Chris Ndlela on Saturday, 12 September 2015 meant the beginning of actual excitement as Land Rover 4x4s left City Hall led by Msunduzi traffic police and D2S Bikers.

The tour proceeded via Centocow for Mission Tourism and Gerald Bhengu Museum experience. More excitement awaited participants in Underberg including cultural exhibitions & performances, gala dinner, jazz and adventure rides to Lesotho



*Above: Cllr Sihle Mqwambe (ANC Chief Whip – KwaSani Municipality), Msunduzi Mayor Clr Chris Ndlela, Caroline James (Municipal Manager – KwaSani Municipality), Dumisni Mhlongo (Director-Msunduzi Pietermaritzburg Tourism & Brendon Meintjies (Product Manager Land Rover Pietermaritzburg)*

Maritzburg United played North East United FE from India on Sunday, 6<sup>th</sup> of September 2015 at Harry Gwala Stadium.

This was the first time that a professional soccer team from India has visited South Africa.

'This was an important preparation game for Maritzburg United ahead of a very important clash with Bloemfontein Celtics' said Brian Zuma – the teams Marketing and Communications Manager.



## EVENTS / ACTIVITIES

**Hilton Arts Festival**  
17 - 20 Sept 2015,  
Five Concerts - The Chapel  
at Hilton College  
[www.hiltonfestival.co.za](http://www.hiltonfestival.co.za) /  
[www.musicrevival.co.za](http://www.musicrevival.co.za)



29 NOVEMBER 2015

## Event Highlights – Tracking Events



### Midmar Mile 2015:

Competitors – 13 298  
Value – R56-R108 million

### Dusi Canoe Marathon 2015:

Competitors – 1 404, 14  
international  
Value – R31-R56 million

### Comrades Marathon 2014:

Competitors – 20 277,  
1 470 international  
Value – R303-R608 million

### Amashova Cycle Race 2014:

Competitors – 9 982, 77  
international  
Value – R30-R55 million

**LATEST TOTAL ESTIMATED  
VALUE: R623.5 MILLION**

7

## Some Events Impact Tracking Figures

## Ad hoc Events cont'd



### Highland Games 2010:

Spectators and participants –  
5 000  
Value – R3.4 – R4.9 million

### Durban July 2012:

Spectators – 55 000  
Value – R123 – R178 million

### Ugu Jazz Festival 2014:

Spectators – 7 297  
Value – R47 – R58 million

### Tsogo Sun Sprint 2015:

Spectators: 12 270  
Value – R12 – R31 million

**Capital classic**  
**Alexandra Park**  
**Friday 18<sup>th</sup>-19th September**  
**2015**  
**033 3423284/082 4917679**

**Heritage Month Specials**  
**Family History Talk**  
**Wednesday, 16 Sept 2015**  
**Venue: TBA**  
**Contact – 0829019047**

**Protea Hotel Imperial and**  
**Zulu Heritage Celebration**  
**Thursday, 24 Sept 2015**  
**Contact - 0826779997**

**Contact**  
**Msunduzi Pietermaritzburg**  
**Tourism**  
**033 3451348/9**

**Msunduzi Tourism Unit**  
**033 3922071**