



KINGDOM OF ESWATINI

MINISTRY OF TOURISM AND
ENVIRONMENTAL AFFAIRS

SPEECH BY THE MINISTER OF TOURISM AND
ENVIRONMENTAL AFFAIRS, HON JANE MKHONTA-SIMELANE
AT THE LAUNCH OF THE KING'S CUP GOLF 2026 AT LIBANDLA
ROOM, ROYAL SWAZI SPAR – FRIDAY 7TH AUGUST 2026

Chairman of the King's Cup Committee
Members of the King's Cup Committee

Esteemed Sponsors of the King's Cup

Acting Principal Secretary

King's Cup Organizing Committee

Senior Government Officers

Members of the Media

Ladies and Gentlemen

Good morning.

It is my honour to welcome you to the official launch of the **2026 King's Cup Golf Tournament**, one of Eswatini's premier sporting events, proudly held under the patronage of **His Majesty King Mswati III**.

As we gather here today, the nation is still celebrating the remarkable double milestone of **His Majesty's 58th Birthday and 40 years on the Throne**. We join the nation in honouring His Majesty's visionary leadership and unwavering commitment to the development of the Kingdom. Sikhuta Lwandle. *Bayethe Wena Waphakathi!*

Today's launch is more than the unveiling of another tournament. It signals the beginning of another chapter in growing a sporting event that continues to elevate Eswatini's profile on the regional and international stage.

The King's Cup has evolved into far more than a golf tournament. It has become a strategic platform for promoting sports tourism, attracting investment, showcasing our beautiful Kingdom and creating economic opportunities for our people. Through this tournament, we continue to demonstrate that sport has the power to drive development, build partnerships and position Eswatini as a destination of choice for world-class events.

Ladies and Gentlemen,

It gives me great pleasure to announce a major milestone for this year's edition.

The Ministry of Tourism and Environmental Affairs, together with the King's Cup Committee, has secured a strategic partnership with the **Big Easy Tour**, a globally recognised development tour within the **Sunshine Tour** family.

This partnership significantly elevates the stature of the King's Cup and places our tournament firmly on the regional professional golfing calendar. Even more exciting is that the tournament's highlights will now be broadcast on **SuperSport**, providing Eswatini with unprecedented international exposure and presenting our tourism offering to audiences across the African continent and beyond.

These are the kinds of partnerships that strengthen our national brand, create new opportunities for our athletes and inspire confidence among investors and visitors alike.

This year's tournament also reaches another historic milestone through its prize structure.

The professional prize purse has increased to an impressive **E700,000**, making the King's Cup one of the region's most attractive tournaments. In addition, Government and our partners have introduced incentive awards for top-performing emaSwati

Physical Address: Inter- Old Income Tax Building, 2nd Floor, Mhlambanyatsi Road, Mbabane, Eswatini

Postal Address: P.O. Box 2652, Mbabane, Eswatini

Tel: +268 2404 6632 **Email:** ps_tourism@gov.sz

professionals, transformational players from neighbouring African countries and outstanding amateur golfers.

This prize money is double the amount played for in the Big Easy Tour Championship

In addition to the E700,000 another E300,000 will be available as bonuses to the Top 3 EmaSwati finishers and this will be in this order; E100,000 - 1st Prize, E75,000 - 2nd Prize and E50,000 - 3rd Prize. There are also special bonuses for our Transformational Players from neighbouring African countries. This one is specifically for native golfers from outside Eswatini who will feature in the tournament. Their bonuses range from E20,000, E15,000 and E5,000 on bonuses. Then there will be another E35000.00 pool prize, reserved for Top 3 amateur in the Main Pro-Am

These incentives are more than prize money. They represent an investment in talent development, creating opportunities for golfers to compete at higher levels while strengthening Eswatini's presence within the professional golfing fraternity.

Ladies and Gentlemen,

I am also pleased to announce that **His Majesty has blessed the dates for the 2026 King's Cup Golf Tournament.**

The **Pro-Am Tournament** will be held on **1st and 2nd September 2026**, followed by the **King's Cup Championship from 3rd to 5th September 2026** here at the beautiful Ezulwini Golf Course.

Ahead of these events, aspiring participants will have the opportunity to compete in the King's Cup Pre-Qualifier Tournament, with successful professionals and amateurs earning their place in the Pro-Am competition.

I encourage golfers from across the Kingdom, both women and men - to seize this unique opportunity made possible through the vision and generosity of Their Majesties.

Ladies and Gentlemen,

None of this would be possible without the unwavering support of our sponsors, partners and stakeholders.

Physical Address: Inter- Old Income Tax Building, 2nd Floor, Mhlambanyatsi Road, Mbabane, Eswatini

Postal Address: P.O. Box 2652, Mbabane, Eswatini

Tel: +268 2404 6632 **Email:** ps_tourism@gov.sz

Your continued investment in the King's Cup reflects a shared belief in the power of sport to transform lives, stimulate economic growth and promote our country beyond our borders. On behalf of Government, I extend our sincere appreciation for your commitment to this national initiative.

As Government, we remain committed to strengthening partnerships that position Eswatini as a leading destination for sport, tourism and investment. The King's Cup perfectly aligns with our broader national development agenda by bringing together tourism, commerce, sport and private sector collaboration to generate lasting social and economic value.

As we prepare for another exciting edition, let us continue working together to make the 2026 King's Cup the most successful in its history - one that showcases the excellence of our golfers, the warmth of our people and the beauty of our Kingdom.

With those remarks, it is my honour and privilege to officially launch the **2026 King's Cup Golf Tournament**.

I thank you.

Bayethe Wena Waphakathi!

