



a world class African city

Johannesburg Tourism Company NPC

A City of Johannesburg Metropolitan Municipality Entity

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ALL SYSTEMS GO FOR JOBURG TOURISM COMPANY AT 2023 WORLD TRAVEL MARKET IN LONDON

#Welcome2Joburg

7 November 2023

Johannesburg Tourism Company (JTC) colleagues are wrapped up warm against the London weather, promoting the City at World Travel Market (WTM) from 6 – 8 November 2023.

“JTC uses travel trade platforms as a strategic tool to generate demand for tourism to enable market performance. Destination Marketing is essential for positioning and the promotion of the City through various tourism platforms and activities as a leading business and lifestyle destination,” explains Thandubhle Mgudlwa, Johannesburg Tourism Company CEO. “Once again we’re part of team South Africa, exhibiting on the SA Tourism platform. So far we’re pleased to say that we have least 30 confirmed meetings with trade from Europe, Asia, US, Africa for the three days we are at the show.”

World Travel Market

Taking place from 6 – 8 November 2023 at the Excel London Exhibition & Convention Centre, WTM World Travel Market London is home to the world’s travel trade - the most influential travel and tourism event globally. WTM London brings together the international leisure travel community; providing inspiration, education, sourcing and benchmarking to travel professionals - while providing exhibitors a place to do business and showcase their businesses under one roof, including international press. All sectors of the travel industry are represented including tourist boards, airlines, cruise, hotels, luxury travel, responsible tourism and travel technology.

It is estimated that in 2022, WTM welcomed over 35,000 professionals from 184 countries to showcase their destinations, products and services. WTM is the easiest, most resourceful place in travel to get networked, saving time, money, and effort on the way businesses find people of all levels, job types and seniority within the travel sector.

Joburg Tourism Company

The Joburg Tourism Company's objectives include:

- Promoting a favourable image of the destination;
- Increasing visitor numbers and extended length of stay;
- Spreading visitors more evenly across the City's geographical areas;
- Addressing seasonality and
- Stimulating economic growth in the City.

ENDS

EDITORIAL NOTE:

ABOUT JOBURG'S ACCOLADES:

Johannesburg, Egoli, Jozi or Joburg - Africa's Most Visited City since 2013 [according to the Mastercard Global Destination Cities Index, released in December 2018] - is a vibrant, diverse, global, all year round destination for business, leisure and lifestyle, sports, the arts, fashion and design. And so the list goes on.

- Our extraordinary city boasts plenty of accolades as a destination, including:
 - Making it onto TripAdvisor's top ten list in the Travelers' Choice Awards for Best Destinations in Africa [May 2018].
 - In June 2021, 7th Street in Melville emerged as the one of the World's Coolest Cities, by global Time Out magazine, ranking 12th and taking Africa's top spot among the world's coolest top 30 streets. This, after making it to the international digital magazine's list of the world's 40 coolest and kindest neighbourhoods in 2020, ranking 33rd.
 - In February 2022 Joburg achieved third place (behind Cairo and Algiers - and ahead of Cape Town at number 6) as one of Africa's Top Business Cities, according to the Global Business Cities Index for 2022. This is based on an analysis of 200 cities. The index comprises four sub-indices with different weights: Economy, Society, Operational Environment and Charisma [Source: Statista Global Business Cities Report].
 - In February 2022 Joburg was named as one of the world's best cities for Arts and Culture, achieving 38th place (ahead of Cape Town at number 43). This is according to the global publication Big 7 Travel. This is not only testament to the City's 76 art galleries (which comprise the largest art collection in the country), but also to its iconic signature events which include several annual arts and culture festivals, as well as events like the Africa Rising Film Festival and the Festival of Lights at the Joburg Zoo.

For More Information Please Contact:

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Joburg Tourism Company is a destination management organisation (DMO) within the City's Department of Economic Development, dedicated to promoting tourism growth in Johannesburg. Its primary function is to promote Johannesburg as a business, lifestyle, sport and leisure destination, both locally and internationally. Its operations include running a Convention Bureau, a Visitor Services Bureau, as well as co-ordinating city-wide tourism marketing programmes, tourism information gathering and analysis.



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