



a world class African city

## Johannesburg Tourism Company NPC

A City of Johannesburg Metropolitan Municipality Entity

Reg. No. 2003/009873/08

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### **FOR IMMEDIATE RELEASE**

## **JOBURG TOURISM COMPANY HEADS OFF TO ITB ASIA IN SINGAPORE**

**#Welcome2Joburg**

**25 October 2023**

Joburg Tourism Company (JTC) is set for high level representation at ITB Asia in Singapore (25 – 27 October), as Councillor Nomoya Mnisi heads up the delegation that includes the JTC Chairperson, Gugu Sithole and the entity's Destination Marketing Team.

As MMC for Economic Development at the City of Johannesburg, the MMC is leading the delegation's high level engagements, which include an official meeting with the SA Ambassador to Singapore to discuss Joburg's positioning as a leading business and lifestyle destination coupled with attracting Asian investors, while also meeting with other tourism stakeholders at the show, attending educational seminars and conducting media interviews.

"It's essential for JTC to participate at these strategic platforms to grow its market share and visibility as indicated in South Africa's tourism recovery strategy which is alignment with the City's tourism strategy, explains Mnisi.

"According to the Department of Tourism's figures released at the end of July 2023, the total number of tourist arrivals to South Africa between January and June 2023 showed an increase of 78.2% compared to the same period in 2022. Although Europe remains the largest source market for visitors outside Africa – showing a solid growth of 66.8% from 356 352 to 594 388 visitors compared to the same period in 2022 - the Asia region almost doubled its figures with 99.5% growth, from 47 912 to 95 596 visitors. Joburg is the main beneficiary for these visitor numbers."

ITB Asia is Asia's Leading Travel Trade Show, an annually held B2B trade show and convention for the travel industry; it is designed to be the primary event for the Asia Pacific travel industry, much like its parent event – ITB Berlin. Now in its 16th year, ITB Asia is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. ITB Asia is co-located with the MICE Show Asia and Travel Tech Asia, covering the key verticals in the travel industry such as Leisure, MICE, Corporate and Travel Technology. With three shows in one event, it has become Asia's largest travel showcase.

In its drive to stimulate economic growth, Joburg Tourism's participation at the ITB Asia 2023 travel trade exhibitions is aligned with its primary role - which is to promote Johannesburg as a leading tourism destination for business and leisure in Africa.

## **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.

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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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