

## **MEDIA RELEASE – FOR IMMEDIATE DISTRIBUTION**

### **JOBURG TOURISM SUPPORTS LAUNCH OF THE DP WORLD LIONS CRICKET SEASON AT WANDERERS STADIUM**

**#Welcome2Joburg**

**8 September 2023**

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As part of its Tourism Month activities, the City of Johannesburg and Joburg Tourism Company are excited to be supporting Gauteng Central Lions Cricket as they launched the DP World Lion's Season at the Wanderers' Stadium on Friday, 8 September.

"September's here and it's time to shift gears and immerse ourselves in the beauty and vibrancy that is Joburg!" said Councillor Nomoya Mnisi, MMC for Economic Development at the City of Johannesburg. "Aside from heralding the beginning of spring, September is also the month we embrace and celebrate our heritage, as well as tourism, with UNWTO Day celebrated globally on 27 September 2022."

"As we reflect on what has been and what's to come, we'd like to endorse and encourage our illustrious partners, the DP World Lions teams [#ThePrideOfJozi]," continued Mnisi. "You are certainly poised to continue your impressive track record as you look back on an exceptional season both off and on the field with:

- The Men's team winning the One Day Cup, three seasons in a row and the team members being chosen to represent SA.
- The Ladies team emerging as the T20 champions.

Boasting such a stellar track record, I would like to congratulate our champions and say that we have truly chosen a winning team to partner with in our efforts to boost destination marketing and unlocking sports tourism in Johannesburg. We couldn't have chosen a more suitable partner to collaborate with.!

In addition to this, is the momentous milestone achieved in August (Women's Month) at Freedom Park - the launch of the professional domestic women's league by Cricket South Africa (CSA)!"

As a unique niche Sports Tourism is gaining momentum in Johannesburg and has been identified as providing an exciting way of marketing the city as a preferred tourist destination for both business and leisure travel.

The successful hosting of a sports tourism event can lead to substantial increases in visitation and tourism revenue, as well as to a sense of heightened pride among the

community members in the host city. South Africa is considered one of the top countries in the world for hosting sports competitions through major Cities like Johannesburg, thanks to a wonderful track record for delivering as a host nation for global sporting events.

Together with Lions Cricket, Joburg Tourism aiming to increase visitor in-flows, to unlock sports tourism potential to create to opportunities for jobs and SMMEs - as well as creating a favourable image for the destination.

The collaboration will go a long way to reinforcing tourism as a key economic sector in the City, contributing to the realisation of Mayoral Priority Nine (9) - Sustained Economic Growth – as well as Mayoral Priority Six (6) - Job Opportunity and Job Creation through the promotion of business and leisure tourism.

Local Government needs to do everything possible to create an environment for economic growth, so that entrepreneurs and businesses can invest and create the jobs that will continue to make Joburg the City of Opportunities. This will bring employment and investment to the local economy.

“We’re looking to #ThePrideofJozi to give it their all and we wish them well in their endeavours in the season which lies ahead,” said Mnisi. “Go Pride of Jozi! We’re behind you all the way and are looking forward to achieving great things together!”

**ENDS**

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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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