

Welcome to Jozi, Africa!

Johannesburg is much more than a business stopover or gateway city to Africa and with a new campaign '#Welcome2Jozi - Leisure is Our Tourism Business', the Johannesburg Tourism agency hopes to convince business travelers, including from the rest of the African continent, to stay a bit longer.



Image by 123RF

While a vast number of visitors arrive for business reasons or events, ever increasing numbers are staying to explore and experience Johannesburg's fascinatingly diverse, urban tourism and lifestyle scene.

[Johannesburg Tourism's](#) domestic tourism campaign aims to share why Joburg is a "destination of choice" for business and leisure travellers. A media and advertising campaign, supported social media elements will keep travellers up to date with tips and suggestions on what to do in Johannesburg. The hashtag is *#Welcome2Jozi* .

Records show that the African markets visit Johannesburg for mainly business purposes. Overseas markets travel for holiday, business, visiting friends and relatives, or often have a combination of these.

Core markets, listed according to size, are Europe (including the UK, Germany, Netherlands, France, Italy); followed by North America, Asia, Australasia, Central and South America, Middle East and the African mainland.

To date the most rapidly growing feeder markets emanating from the BRICS grouping are China and India.

The development of the tourism scene in Johannesburg over the past 20 years has seen a dramatic increase in the number of precincts, museums and attractions to highlight the city's heritage story, developed by both the public and private sectors.

Vilakazi Street in Soweto, the Maboneng Precinct to the east of the CBD, as well as Braamfontein further north, are just some of the lively neighbourhoods and precincts which have come into their own over the past decade or more.

A host of new heritage sites have been launched, including the Origins Centre at Wits; the Apartheid Museum at Gold Reef City; Liliesleaf Farm; Hector Pietersen and Chancellor House Museums; and the Constitution Hill complex, home to South Africa's Constitutional Court.

A number of routes have been developed to take in the City's diversity in terms of themes and attractions, including arts, cuisine, Indian and Chinese heritage, adventure and nature.

For more, visit: <https://www.bizcommunity.com>