



#VisitGautengNewz

OFFICIAL DESTINATION GAUTENG TOURISM TRADE AND MEDIA NEWSLETTER

Spring To Summer In Gauteng

Promoting Gauteng as an “all round leisure and business destination” from September 2022 to March 2023 – grab exciting travel deals

September is synonymous with Spring, Tourism Month and Heritage Month - this is a colourful period when people want to be outdoors, meet up with friends, and do exciting things - be sure to check exciting special travel deals for friends, family and even colleagues - get out there, attend events, celebrate life and explore your backyard. Be sure to check out Gauteng's exciting calendar of events before FOMO kills you!



You Have All The Reasons To Book Your #GPSHOTleft During SA Travel Week Bonanza

Heita! So, you want to get out there and you're looking for something great within your budget. Check out some of the hottest travel deals that will be. <https://www.shotleft.co.za/>



Editors Comment

Tourism and the broader visitor economy is bouncing back nicely in the country and the golden province of Gauteng is leading the charge. With the province accounting for more than 40% of the total international arrivals in South Africa and continuing to be a net exporter of domestic travel, the success of tourism development and growth initiatives in the country is very much intertwined with the efforts of destination Gauteng. Ours is a vision of a transformative tourism growth with women, young people and those living with disabilities and those found in the sprawling townships as key beneficiaries and lead-players.



Barba Gaogamediwe
Editor-in-Chief

We take pride in the work put by all the stakeholders across government, industry and community based structures in the implementation of the tourism recovery plan as we continue to build back together post the pandemic.

The Gauteng Tourism Authority (GTA) is excited to present this spring fresh edition of our newsletter and looking forward to your feedback, latest news and engagement while you enjoy your read. Please do share the news as we encourage everyone to Do Tourism. This edition is released at the start of Tourism and Heritage Month in the country and there is no doubt that destination Gauteng’s offerings reflects a potpourri of world-class tourism and heritage products and experience ready for upsell and sharing.

As we a rethink tourism and shine a spotlight on the opportunities available in this new gold, we do so confident that we share a common vision of a South Africa that inspires new ways and a Gauteng province that we collective build for golden results.

Happy Tourism Month!



Red Bus - Spring To Summer Campaign
First Sunday of Every Month

HONEST TRAVEL EXPERIENCE PRESENTS

JOHANNESBURG ART & ROOFTOP EXPERIENCE AVAILABLE FIRST SUNDAY OF EVERY MONTH

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JOHANNESBURG ART EXPERIENCE

JOHANNESBURG SUNNET ROOFTOP EXPERIENCE



First Full-capacity Sports Events - A Win For Tourism, Local Economy, and Sector Recovery In Gauteng

Gauteng Tourism is elated by the successful hosting of the first full-stadia sports events attended by the fans in the country following the Covid-19 pandemic that caused devastation and harm to the industry and the economy at large. During the months of July and August, more than 51,000 sports-starved fans packed the Loftus Versfeld and Ellis Park Stadium to witness a thrilling Castle Lager Incoming Test Series match between the hosts Springboks and visiting Wales and the New Zealand, All Blacks.



The tourism, hospitality, entertainment, and sports sectors suffered the most in the past 24 months with little to no income, increased job losses and closure of some of the venues and supporting infrastructure. "As a responsible destination, we pivoted at the height of the pandemic to the hosting of safe events with the successful piloting and perfecting of the bio-bubble sports events set-up. The filling up of stadiums marked the culmination of the sector's tenacity and patience as we welcomed the fans back into our stadiums. Quality, full capacity, safe sports and lifestyle events drive increased visitation, improves the destination's profile, and builds a solid industry that creates sustainable jobs and most importantly secures livelihoods. We extend our congratulations to SA Rugby, Gauteng Sports, local authorities, and the Blue-Bulls for the job well done," explains GTA CEO Sthembiso Dlamini.



With full attendance at the stadiums, the hospitality and tourism sector together with transportation, local informal traders, food and beverages, security, broadcast, and merchandise sub-sectors benefited immensely. For the first time after many months of limited work, these sectors were able to deploy full-capacity staff thus boosting local economic development and job creation efforts by the city region.

We remain Africa's preferred destination for business, lifestyle, and sporting events. As the GTA, we are excited by the prospects of the sector opening and returning to full service with the staging of quality events forming an integral part of our destination offerings. We will once again together with our local communities roll out the red carpet for our visitors, revellers and fans this coming week as we appreciate and affirm the role of the visitor economy in speeding up South Africa's economic recovery, emphasised Dlamini.

For more information on the Gauteng Events Calendar, pre- and post-events tours opportunities and varied accommodation in the province visit www.gauteng.net, follow us on [@visitgauteng](https://twitter.com/visitgauteng) on Twitter and Instagram and I love Gauteng on Facebook.



Gauteng Air Access Network Takes Off As OR Tambo Attracts New Airlines



More international and regional flights continue to prefer the OR Tambo International Airport as their gateway into South Africa and the rest of the African continent. This bodes well for the visitor economy in Gauteng and the centrality of air services and active route development in increasing tourism, trade, and investment flows into our ailing economy. This bodes well for the visitor economy in Gauteng, the centralisation of services, and in active route development to increase tourism, trade and investment flows into the province's ailing economy.

The good news for the golden province of Gauteng is that, from June, Air Côte d'Ivoire commenced its maiden service into Johannesburg. Eswatini Airways made its debut in July, Air Belgium is scheduled to start flights to Johannesburg in September, while Condor will start flights from Frankfurt in November.

Furthermore, Qantas will introduce its Perth to Johannesburg flights in November.

This all adds much-needed airlift capacity to drive economic recovery and sector development, especially from Gauteng's key regional and international source markets.

"We are very excited by these latest developments because this is in line with the city region's tourism growth, trade development and investment facilitation strategy, and aligns with the plan announced by Gauteng Premier David Makhura in his State of the Province address earlier this year," explained GTA Chief Executive, Sthembiso Dlamini.

"Despite the unfortunate loss of Comair recently, over 70% of flights that used OR Tambo International Airport prior to the pandemic are now back and fuelling our growth plans," she added.

These exciting developments can be attributed to the collaborative nature of the role players in the Gauteng Air Access Network, who continue to work tirelessly to not only reinstate the lost routes but attract and retain new air routes and build a solid pipeline of potential

routes covering cargo, passengers and special permits for film crews and charter market flights.

The Gauteng Air Access Network comprises public- and private-sector stakeholders, led by representatives of the Gauteng Tourism Authority, the Gauteng Growth & Development Agency (GGDA), Airports Company South Africa (Acsa), City of Ekurhuleni, as well as private airport facilities.

This team has also actively participated and presented the case for destination Gauteng and its proximity and capacity to connect the African region at this year's AviaDev platform in Cape Town, which was held from June 29 to July 1. AviaDev serves as the premier platform dedicated to growing connectivity to, from and within the African continent. It brings together airports, airlines, tourism authorities, governments, and industry suppliers and aviation media under one roof in pre-arrange meetings and learning experiences from industry peers and experts.

Gauteng Celebrated Women In Tourism During Women’s Month

Women's Month proved to be an important month filled with exciting activities and programmes that were significant in celebrating women. The GTA hosted trade and media and women from different parts of the world. GTA hosted a tour for the Her Story crew and travel media showcasing Gauteng experiences and offerings to a group of about 75 women from 17 countries; US,UK, Sweden, Botswana, Zambia, Namibia, Nigeria. The GTA hosted a Welcome Dinner and tours to Soweto and Joburg.



Her Story Itinerary

- Constitutional Hill
- Credo Mutwa
- Nelson Mandela
- Native Rebels
- Soweto Theatre
- Soweto Hotel



Netflix - Smart Money Woman Trade & Media July Hosting

5-day trade and media hosting in partnership between South African Tourism and Gauteng Tourism; showcasing Gauteng as a film destination of choice. Smart Money Woman is a Netflix Series based on a Nigerian bestseller about financial literacy, the Nigerian film crew shot scenes of the second series in Cape Town and Gauteng.

Tour Itinerary

- KONKA
- Bungee Jumping- SOWETO TOWERS
- Maropeng
- Nirox Sculpture Site
- Lion & Rhino Park
- Leonardo Hotel
- SAINTS - Nightlife
- HOUGHTON HOTEL



Are You Ready For Gauteng Delicious Heritage Weekend?



The Gauteng Delicious Heritage Weekend Experience will kickstart with the official launch of the Joburg Hop on Hop off bus new route into Rosebank and the new Soweto bigger feeder bus experience on Thursday 22nd September. On Friday 23rd September the activations will move to the two airports and selected petrol stations with the distribution of what to do in Gauteng content and overall welcome to Gauteng messaging. All #RoofTopGP products and entertainment spaces and places in association with local business and tourism association will be encouraged to host #DeliciousCocktailsFriday as part of our enhance visitors, fans and other role



players experience and hype around the heritage and delicious weekend. The sub events calendar will also highlight the province's programme for heritage day's celebrations, the public service day focus and the world tourism day activities (27 September) making up the 6-days extravaganza. The popular GP Mogodu Monday offerings will anchor the stay another day drive with various food

and lifestyle joints mobilised to participate on this push marketing drive. The hosted regional media will also use the programme to generate content to support our spring to summer campaign aimed at attracting regional and inter-provincial visitors for our spring, summer and festive period in GP. We invite our partners in Trade – restaurants, hotels and venues to join us in executing this programme by hosting the #DeliciousCocktailFridays and experiences during the Delicious Heritage Weekend. No one should feel left out. Have a Delicious Heritage Experience from wherever you are in Gauteng.

Restaurants, bars, RoofTopGP joints, eateries, join the **#DeliciousFridays** as we build up to this highly anticipated festival
DSTV Delicious





Gauteng Tourism And Ghana Tourism To Work Together In Driving Tourism Growth

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The Gauteng Tourism Authority (GTA) has signed a Memorandum of Understanding (MOU) with Ghana Tourism to implement tourism promotion and development initiatives. With this collaboration, the two parties seek to leverage each other's marketing and communication ventures, campaigns, and platforms. The agreement is for a period of 5 years and parties may at their discretion renew this MOU for a further period of 5 years. The MOU was signed by GTA CEO Sthembiso Dlamini and Ghana Tourism CE



Akwasi Agyeman on 19 August at the inaugural Ghana week in South Africa. The key areas of collaboration include air access, film and media, events, packages, and campaign marketing. The Gauteng Air Access network has been working tirelessly to first reinstate the lost routes lost due to Covid restrictions, attract, and retain new air routes. West Africa has been identified as a source market for strong potential growth. More than 21 000,

Ghanaians visited South Africa in 2019 and in the same year South Africa was Ghanas sixth-largest source market. At the signing of the agreement, Gauteng Tourism CEO said that Africa as a continent is very important to destination Gauteng. Our numbers indicate that about 70% to 80% of arrivals come from the rest of the continent, Dlamini added. Major and signature events are the key offerings of Destination Gauteng. The two parties will facilitate

meetings with the organizers of events in the respective countries and Gauteng province. The creation of travel trade packages with experiences that speak to the two markets is also a desirable performance outcome, so is the strengthening of tourism, trade and investment relations between the two countries. The agreement is an opportunity to ensure the full recovery of the tourism sectors by promoting the destinations, their culture and heritage.



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Top Upcoming Events

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The Covid19 pandemic over the last 2 years hit the entertainment industry hard. Big events could not be held due to restrictions on number of people allowed to gather. The Gauteng Tourism is excited to have some of the province's signature events back in the 2022 calendar. DSTV Delicious Food and Music Festival returns to Kyalami Grand Prix on 24 and 25 September. The festival sold out within weeks after line up announcement. The line-up includes Nigeria's Afrobeats star Burna Boy whom along with Americas Babyface will be the headline acts at this year's festival. This October will see the delayed 10th anniversary celebrations for one of South Africa's legendary music festivals Spring Fiesta come to life.

The festival will return to its home at the well-loved ultimate party destination Wild Waters Complex in Boksburg on 8 October. The organizers will host a 100% carefully curated local line up over their 5 stages

The 27th edition of the ever-popular Soweto Marathon will take place on Sunday 6th of November. Entries opened on 27th May and close at midnight 31 August.

After two years the Joy of Jazz festival is returning to the Sandton Convention Centre on 25-26 November 2022. After two years the Joy of Jazz festival is returning to the Sandton Convention Centre on 25-26 November 2022.



Events Calendar

September - December 2022

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Fire & Feast Meat Festival

2 - 4 September 2022

There are few things as undeniably South African as meat, grilled to perfection on an open flame and enjoyed with world-class wines, spirits, or a cold, crisp beer.

<https://www.fireandfeast.co.za/en.html>

Joburg Art Fair

2 - 4 September 2022

The annual Joburg Art Fair will showcase the best in contemporary African art and design, with 23 Galleries and 11 Special Projects. The Alfa Romeo Art Talks. <https://artjoburg.com/>

Soweto Kota Festival

3 - 4 September 2022

Soweto Kota Festival, Elkah Cricket Oval, Rockville Soweto <http://kotafestival.co.za/portfolio-item/soweto/> Sample tasty kotas – and a variety of takes on the dish - from some 40 different stalls! Gates open at 8h30 and tickets are available from Computicket.

Electra Mining Africa

5 - 9 September 2022

Electra Mining Africa, Expo Centre, Nasrec. After two years of restrictions, exhibitions and events are now successfully re-opening globally and good news for local industry is that Electra Mining Africa will be going ahead as a live in-person event this year. The exhibition and its line-up of conferences and free-to-attend seminars will be taking place from 5-9 September at the Expo Centre, Nasrec, in Johannesburg. For the past five decades, Electra Mining Africa has built a strong reputation for its ability to effectively connect people and industries, buyers and sellers. Hundreds of exhibitors are ready to showcase their latest innovations, technology, products and services at Southern Africa's biggest mining, electrical, automation, manufacturing, power and transport trade exhibition. For more information visit: www.electramining.co.za

SCOPEX

10 September 2022

At the Telescope & Astronomy Expo you can expect a large variety of quality telescopes, accessories and books and exhibitions of self-made telescopes, accessories. <https://www.scopex.co.za/index.html>

ComicCon

22 - 25 September 2022

at Johannesburg Expo Centre, Nasrec. The four-day Pop Culture and gaming festival is back -packed with activities, workshops, activations, and exciting international celebrity interaction! Their exclusive content attracts thousands of visitors – known as fans – every year to celebrate all things Pop Culture. With huge eSports tournaments and gaming development programmes, celebrity meet and greets, local and international comic creators signing collectible comics and memorabilia, merchandise, Cosplay championships, art tournaments, and show specials – there's something for everyone. KidsCon, a proud Comic Con Africa addition, is South Africa's only kid-focused expo festival and it attracts families and parents to the mix. www.comicconafrika.co.za



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September - December 2022

The Linden Market Spring Edition

24 - 25 September 2022

at Johannesburg Botanical Gardens, Emmarentia. The Linden Market offers Jozi a well-deserved family-friendly weekend outdoors while supporting our local entrepreneurs – a place where makers, creators, entertainers and the community meet. Featuring local makers and creators, craft drinks and food trucks, kids entertainment and live music. www.thelindenmarket.com

DStv Delicious International Food & Music Festival,

24 - 25 September 2022

Kyalami Grand Prix Circuit Midrand. The DStv Delicious International Food & Music Festival, "a music festival for food lovers and the food festival for music lovers" took the entertainment and culinary worlds by storm on its Johannesburg debut in October 2013. Headlining the music was Jamiroquai supported by a host of top South African artists. UK celebrity chefs Aldo Zilli, Ed Baines, and John Burton Race displayed their signature dishes at their own pop-up restaurants. The last three iterations of the event have been held at the revamped Kyalami Grand Prix circuit, where 40 000 visitors indulged in the best food and music Johannesburg had to offer. This year the stellar lineup includes BurnaBoy and Baby-Face, amongst many others! Visit <https://deliciousfestival.com/> for more information.

Rand Show Spring Edition

29 September - 2 October 2022

www.randshow.co.za After the success of the first ever Rand Show Spring Edition in 2021, the organisers are thrilled to announce that this September will see an even better rendition of the event hitting Fourways Mall. Running from 29 September to 02 October 2022, the event promises a fun-filled day of activations and experiences for the whole family! There is no cost for entry. Simply arrive and enjoy a host of entertainment, shopping, food and festivities.

Soweto Expo at Maponya Mall

29 - 30 September 2022.

Soweto Tourism Invites you to explore what Soweto has to offer at the Visit Soweto Expo at Maponya Mall on 29 – 30 September 2022. Come and experience Ubuntu, food, arts, culture, lifestyle, history, living icons, story-telling and more! www.sowetotourism.org.za



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September - December 2022

Joburg Ballet's

30 September - 9 October 2022

scintillating production of Cinderella – returns to the Joburg Theatre for just eight performances from Friday 30 September to Sunday 9 October. Choreographed by Joburg Ballet's artistic director Iain MacDonald and given its world premiere in 2013, Cinderella waltzes across the stage with Johann Strauss's immortal melodies providing the perfect musical setting for this ultimate rags-to-riches tale. Designer Andrew Botha's breathtaking designs frame the action while Joburg Ballet's stars will set the stage alight with dancing in the grandly classical tradition. www.joburgtheatre.com and www.joburgballet.com

The National Tourism Careers Expo

30 September - 2 October 2022

The 2022 NTCE takes inspiration from the outcomes of the inaugural UNWTO Global Youth Summit (GYTS) held in Sorrento-Italy to empower youth to actively participate in the decision-making processes in the tourism sector

Getaway Show Johannesburg

30 September - 2 October 2022

The Getaway Show is one of the largest consumer tourism and leisure shows in South Africa. <https://showme.co.za/events-entertainment/getaway-show-johannesburg/>

Jozi Book Fair

20 - 23 October 2022

Newtown Park
<https://jozibookfair.org.za>

RMB Winex Wine Festival

26 - 28 October 2022

Sandton Convention Centre
<https://www.winex.co.za>

Africa Health Exhibition

26 - 28 October 2022

Connecting healthcare industry professionals who value learning, networking and business.

Soweto Marathon

6 November 2022

The Soweto Marathon invites sportsmen and -women from all over South Africa to participate. Formally known as the Old Mutual Soweto Marathon, <https://sowetomathon.com>

Joy of Jazz

25 to 26 November 2022

<https://www.joyofjazz.co.za/home>

Abantu Book Festival

3 - 4 December 2022

Africa is a mosaic of colours, crafts and cultures. The best way to capture and celebrate these elements is through the art of literature. The Abantu Book Festival <http://www.abantubookfestival.co.za>





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