

# Tshwane team visits Japan to maximise city's exposure

Representatives from the City of Tshwane's destination marketing and convention and visitors services bureau are currently visiting Japan to maximise exposure for the city, and position Tshwane as a travel destination of choice.



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The team is making good on the strong bilateral relations between Japan and South Africa, showcasing attractions and opportunities to significant role-players in the Japanese tourism and travel sector.

Tourism is seen by the City of Tshwane as a catalyst for economic growth. "Tourism creates jobs, it builds understanding and unity, it breaks down barriers," says the deputy city manager for strategy development and implementation, Lindiwe Kwele.

There are a number of factors that enhance Tshwane as a destination:

- It is a small region, with all tourism sites very close to one another;
- it offers authentic South African experiences in the villages, the townships and the capital city; and
- it offers unique attractions where travellers can get an 'Out of Africa' experience within 60km of a major city centre.

Tshwane is the diplomatic hub of Africa, has a sophisticated transport infrastructure, and technological access. It is also considered the intellectual capital of the country, and the knowledge hub of the continent.

## Science park

Also based in the City of Tshwane is the Innovation Hub, where the South African National Space Agency has its headquarters. The Innovation Hub is a top-level science and technology park that focuses on growth through innovation and competitiveness in the biosciences, smart industries and green and sustainable energy sectors.

Tshwane is renowned for its natural riches, and is the only city in the world in which the Big Five roam wild within its municipal boundaries. The 90,000ha Dinokeng Game Reserve is also home to the giraffe, kudu, waterbuck and wildebeest, along with a host of smaller wildlife.

The first game sanctuary in Africa is also in Tshwane - the 500ha Groenkloof Nature Reserve was proclaimed in 1895. And the Rietvlei Nature Reserve, one of the world's largest urban reserves, is a unique retreat where an array of bird and animal species can be viewed on 3,800ha of open grassland.

## **Largest diamond**

Within the boundaries of Tshwane is the old-time village of Cullinan, where the largest gem-quality diamond in the world was discovered. There is still a working mine in the village, and visitors can take a tour underground.

The City of Tshwane is also an important business events destination. Annually, the city hosts a number of international conferences and exhibitions. Business visitors have access to world-class hotels and conference centres such as the CSIR International Convention Centre, Centurion Conference Centre, Absa Conference Centre and Irene Country Lodge.

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