

Extending Johannesburg's tourism reach

The Joburg Tourism Company (JTC) team recently hosted an ITB industry networking event at the South African Embassy in Berlin where Minister Cassandra Mbuyane-Mokone (chargé d'affaires) addressed some 100 industry guests.



L to R Minister Cassandra Mbuyane-Mokone with Lindiwe Kwele, CEO of the Joburg Tourism Company

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It took the opportunity to capitalise on its recent successful events such as [Meetings Africa](#), held at the end of February. Business tourism is a key driver for tourism growth and development and the expo therefore remains a top priority for the Convention & Events Bureau in its quest to increase Joburg's market share of global events on the international bid circuit.

Over 7 000 official meetings were scheduled during Meetings Africa 2011, breaking previous records and exceeding the expectations of platform owners, SA Tourism. Unaudited attendance numbers for the event were 3 353, up from last year's 2 899 delegates. South African Tourism hosted 123 international buyers and 32 international media from global core markets and this year's Association Day was attended by 52 delegates.

Nomasonto Ndlovu, global business tourism manager at SA Tourism, maintains that the continued success of Meetings Africa will ensure that South Africa remained well placed to cement its position as one of the most dynamic business tourism destinations in the world.

The ITB industry networking took place on 9 March 2011.

Go to the JTC website www.joburgtourism.com for an events list.