

Joburg Tourism launches information portal for business, leisure travellers

Joburg Tourism has launched the Visit.Joburg portal - an information portal which helps streamline visitors' trips to Johannesburg in useful and practical by providing information; from things to do, trip planning and how to get around the city. The pay-off line of **Visit.Work.Play** on the portal encourages travellers to experience the full spectrum of sights and sounds that Joburg has to offer.



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The Visit.Joburg platform, features an app and runs on a single database to help digitise the city's Visitor Information Centres. Both the website and app provides tourism information as well as support for business and leisure travellers, SMMEs, NGOs, non-profits and industry associations.

"Visit.Joburg positions our city as a leading business tourism destination that offers the ability to conclude commercial objectives quickly and conveniently before the business traveller sets out to explore our many unique leisure experiences," says Lucky Masilela, CEO of the ZA Central Registry (ZACR) NPC.

"We are thrilled that it is a perfect use of the .joburg ('dotJoburg') namespace and we encourage SA's other leading cities of Durban and Cape Town to consider similar platforms," adds Masilela.

"Competition between leading world cities is becoming more intense and international destinations need to innovate to remain top of mind. Joburg Tourism is making us proud with the launch of Visit.Joburg and it couldn't have come sooner," concludes Masilela.

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