

Rediscover Joburg

The action never stops in Joburg - and the Johannesburg Tourism Company's (JTC's) colourful seasonal campaigns are designed to package the plethora of events taking place across the spectrum of music, arts, culture, food, fashion, entertainment, sport, and business throughout the year.



"The City of Gold is more than just the economic hub of the continent, Jozi is a leading, global year round lifestyle destination," said JTC CEO Lindiwe Kwele, addressing journalists at a media briefing at Cape Town's Cullinan Hotel, ahead of the Cape Town Jazz Festival, on Saturday 26 March 2011.

Some of the forthcoming attractions across a broad spectrum of lifestyle events which residents and visitors to Jozi can look forward to include:

- International Fashion Sale (31 March-3 April)
- Neil Diamond (2 April 2011)
- Madame Zingara (until May 2011)
- ATP Soweto Open (11-16 April 2011)
- International World Holiday & Travel Fair (15- 17 April 2011)
- The Script Concert (24 June 2011)
- Inanda Africa Cup Polo (29-31 July 2011)
- BMW Polo Tournament (August 2011)
- Standard Bank Joy of Jazz Festival (August 2011)
- Joburg Luxury Fair (August 2011)
- Soweto Festival Expo (23-25 September 2011)
- Joburg Shopping Festival (September 2011)
- Arts Alive International Festival (September 2011)
- Taste of Joburg (September 2011)
- Kings of Leon Concert (29 October)
- RMB Winex (October 2011)
- Africa Fashion Week (19-23 October 2011)
- FNB Whisky Live Festival (November 2011)
- Sansui Summer Cup (26 November 2011)

Inanda Africa Cup 2011 [29-31 July 2011]

The Inanda Africa Cup 2011, the African continent's glamorous polo spectacle, will mark its return to Johannesburg with a magnificent display of horsemanship in the company of Gauteng's social and executive circuit - setting the tone to a for an event of glamorous festivities and continental celebrations.

The 2011 Inanda Africa Cup is not ONLY about thoroughbreds - but promises to be a day of fashion, lifestyle and sophisticated culinary style and taste.

The event will take place at the Inanda Club in Sandton from 29 to 31 July, with Sunday 31 July being the open day to the public.

Go to www.inandaclub.co.za for more information.

Standard Bank Joy of Jazz (25-27 August 2011)

Jazz great Wynton Marsalis - winner of nine Grammy Awards and the first jazz musician to win the Pulitzer Prize for Music - is the headline act at the Standard Bank Joy of Jazz, which runs in Johannesburg from 25-27 August. The 2011 Standard Bank Joy of Jazz is produced by T-Musicman and presented by Standard Bank. Ticket sales for the Standard Bank Joy of Jazz will be available from Computicket in mid-June.

Open for business

Joburg is open for business and the city has the capacity to host events across a spectrum of size, scope and price. The Johannesburg Convention & Events Bureau (CEB) - a division of the Johannesburg Tourism Company (JTC) - remains focused on aggressively promoting the city as a leading global destination for business tourism, as it is a key driver for economic growth and development. The CEB team is geared to assist with supplying all the necessary advice and solutions relating to meetings, conventions, exhibitions and incentives.

Johannesburg is a versatile business and mega-events destination, capable of handling a vast array of events-from small meetings to massive international gatherings, conventions, concerts, sports tournaments and mega-events.

With excellent infrastructure, unique transport features (like the high speed Gautrain and the Rea Vaya Bus Rapid Transit system), increased hotel inventory, spectacular stadiums and magnificent architecture, it's no wonder that Johannesburg was voted the world's 3rd best city in *Wallpaper Magazine's* Wallpaper Design Awards in early 2011.

One of Johannesburg's major competitive advantages is its international recognition as the business and commercial capital of the African continent. Given its accessibility by air (55 international airlines fly in to Joburg), that 75% of corporate headquarters are based in the city, and being the only city in South Africa that boasts four of the venues, each capable of hosting more than 5000 delegates - Johannesburg's success as a tourism destination pivots on business.

Joburg update

Summer 2011 got off to a busy start with the Joburg Tourism Company's summer destination activation campaign, "Rediscover Joburg", designed to support and showcase the broad range of lifestyle options available to both visitors and locals. On the sporting calendar 2011 has seen the City host the Joburg Open Golf tournament, the ATP SA Tennis Open and the Top Gear Live Prototype World Tour - and of course, not forgetting the line-up of international performers

scheduled to entertain the city during 2011.

Go to the JTC website www.joburgtourism.com for a listing of events taking place in Jozi.

Johannesburg Tourism Company has three offices:

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