

Joburg Tourism, stakeholders join TME Workshop to revive sector

In a bid towards reviving the tourism sector, Joburg Tourism invited industry stakeholders to participate alongside them at the Travel Marketing Experts (TME) Supplier Workshop held at the Johannesburg Expo Centre Nasrec on Thursday, 18 March 2021. The organisation was joined by representatives from SAACI (representing the MICE sector) and GATOA, representing Gauteng-based tour operators.



"Strict Covid-19 protocols notwithstanding, it was a full house and so encouraging to interact face to face again with travel suppliers and tour operators, PCOs and DMCs for the inbound market," says Lumka Dlomo, acting deputy director for PR and destination marketing at Joburg Tourism. "It was truly uplifting and exciting to work alongside our partners and stakeholders in this first tourism gathering since the beginning of lockdown in March 2020."

The audience of delegates and attendees comprised 87 corporate and leisure travel agents, direct corporate travel bookers, inbound tour operators, event managers, PCOs and DMCs. All travel suppliers were allocated eight minutes to promote their products and services to them, which was followed by a Q&A session.

Kickstarting tourism through collaboration

"The workshop was well attended by travel trade from Joburg as well as Tshwane, who came to interact with tourism products. Some of the tourism products represented were Durban and Cape Town-based, which is an indication that the tourism industry is ready to welcome visitors and promote their establishments or offerings," says Dlomo.

As part of kick-starting tourism in the City, Joburg Tourism invited other Tourism Associations to participate in the workshop to promote their products and services. SAACI was represented by CEO, Glenton de Kock while GATOA was represented by chairman, Joe Motsogi and Satsa by membership consultant, Pule Matela.

"To be honest, I was nervous about accepting the invite, having worked remotely and practising social distance for the past 12 months. However, it was amazing to see how fervent presenters were to tell us about what they offer and the number of products that were represented at the workshop," says Matela.

"That alone clearly shows that our tourism products are ready to accommodate and showcase our beautiful country to tourists, be it local or international. It was so refreshing to interact with industry colleagues after such a long time. Job well done Tammy Kruger and the team at Travel Marketing Experts SA."

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