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SHOWCASING JOBURG AT INDABA 2025

8 May 2025

Joburg Tourism is proud to announce its participation in Africa's Travel Indaba 2025, taking place from 13 to 15 May at the Inkosi Albert Luthuli International Convention Centre in Durban. This premier travel trade show brings together the continent's leading tourism stakeholders and JTC is gearing up to reinforce Johannesburg as not only the gateway to Africa, but also a must-visit destination for both leisure and business travellers.

As the official destination management organisation for the City of Johannesburg, Joburg Tourism will be showcasing the city's unmatched vibrancy, dynamic urban lifestyle and growing reputation as a hub for international events. From thriving arts and fashion scenes to cutting-edge gastronomy, heritage precincts and world-class infrastructure, Johannesburg offers a kaleidoscope of experiences for global travellers. With the theme "Connecting Africa with the World through Johannesburg", the Joburg Tourism delegation will present the master planning road to compelling investment opportunities, tourism development initiatives and destination campaigns that align with the city's broader economic development strategy.

"Aligned with our vision to position Johannesburg as a leading all-year-round and value for money premier destination for business and leisure travel, Joburg Tourism's participation at Indaba will highlight key marketing initiatives to drive tourism growth, enhance visitor experiences and foster strategic collaborations across the sector," says Belu Mabandla, Executive Head: Destination Marketing & Events at Joburg Tourism.

The Joburg Tourism team at Indaba includes senior representatives Lumka Dlomo and Khaorisa Baloyi, who will engage with local and international buyers, media, trade partners and investors. Their presence at Indaba 2025 underscores Johannesburg's commitment to playing a catalytic role in regional tourism development and economic transformation.

A strategic focus of this year's exhibition will be Johannesburg's hosting of the upcoming G20 Summit, further affirming its status as a world-class African city that hosts high-profile global events. Joburg Tourism will use this opportunity to strengthen linkages with African cities, position Johannesburg as a G20 host city, as well as promoting pre- and post-summit tourism opportunities within the city and its surrounding regions.

"We are excited to bring Joburg's vibrancy to Indaba 2025," says Mabandla. "Tourism is a cornerstone of economic development, job creation and cultural exchange. We look forward to strengthening partnerships that will enhance Johannesburg's appeal as a global destination for travellers, investors and event organisers."

Joburg Tourism invites all Indaba attendees to visit us at stand number DEC1L02 in the Durban Exhibition Centre to explore partnership prospects, innovative tourism offerings and to be part of the conversations shaping the future of African travel. Whether you're a tour operator, media house, investor or destination marketer, the team invites you to join them in charting Johannesburg's next chapter on the global tourism map.

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For more information about Joburg Tourism and upcoming events, visit our website [visit.joburg](https://visit.joburg.org)

Johannesburg is the largest city in South Africa and serves as the economic and cultural hub of the country. With its rich history, diverse population and thriving arts scene, Johannesburg offers a unique and unforgettable experience for visitors of all ages. Johannesburg Tourism Company is a destination management organisation (DMO) of the City of Johannesburg, dedicated to promoting the destination's tourism growth. Its primary function is to promote Joburg as a business, lifestyle, sport and leisure destination, both locally and internationally. Its operations include running a Convention Bureau, a Visitor Services Bureau, as well as co-ordinating city-wide tourism marketing programmes, tourism information gathering and analysis.