

***EXPLORE, EXPERIENCE & ENJOY JOHANNESBURG CAMPAIGN  
LAUNCH***

***TUESDAY 29 OCTOBER***

**SPEAKER NOTES FOR CLR RUBY MATHANG, MMC ECONOMIC  
DEVELOPMENT**

- Programme Director
- The MD of Kaya FM, Greg Maloka,
- Our Tourism partners
- The City's leadership and officials
- Members of the media
- Ladies and Gentlemen.

The Tourism Sector has become a key driving force for many economies across the globe. It not only provides a platform for job creation, but also affords many countries an avenue to increase international revenues from direct spends, while at the same time providing an effective means of for marketing potential export products. Due to the significance of the sector globally, many countries in both the developed and the developing world have placed great emphasis on growing this lucrative sector.

Indeed, from a Joburg perspective – and guided by economic development objectives of the GDS Joburg 2040 - it's our mission to continue positioning Johannesburg as one of the world's leading cities: an all year round destination, a leading business and business events destination, and a vibrant, cosmopolitan centre for lifestyle, leisure, heritage, the arts, culture, entertainment, sports and mega-events. We continue our efforts to create an enabling environment for the tourism sector, which includes a focus on SMME's, assisting them with training, service enhancement to gain accreditation and creating business linkages where possible.

In terms of the Growth & Development Strategy (GDS) tourism remains an economic growth imperative on the city's agenda. It is an important catalyst to encourage the development of the SMME sector, which will stimulate the growth and development of a vibrant second economy.

Earlier this year we were thrilled to learn that judging from visitor numbers, Johannesburg is set to be the most popular destination in Africa, with a projected 2.54 million international visitors expected to visit the city in 2013. This is according to the third annual [MasterCard Global Destination Cities Index](#).

Johannesburg's substantial 53.6% growth in international visitors from 2009 to 2013 has propelled it into the Index's top 20 fastest growing cities globally. Johannesburg also comes out tops in Africa in terms of international visitor spending, with US\$2.7 billion estimated to be injected into the city during 2013, a slight increase (1%) on 2012's expenditure.

Research conducted by Joburg Tourism into the industry earlier this year identified a call for more assistance from the industry to effectively promote tourism products and services, in an effort to maintain and grow further the market share for all players involved.

As the City, we have heeded that call and the launch of the *Explore, Experience & Enjoy Joburg* campaign is one of the ways in which we're responding to the need for more marketing – getting into people's homes, hearts and minds – in order to increase the footprint of the tourism sector.

### **Programme Director**

The objective of the campaign is to raise awareness and drive business for sites, attractions and tourism product owners across the board, not just large operators and companies, but for small and emerging establishments as well.

It will encourage our residents and visitors to come out and explore, experience and enjoy our City and all that it offers. The City is blessed with glorious summer weather, overabundance of lifestyle, sports and leisure offerings, along with heritage, arts and cultural attractions beautiful weather.

Key to the Programme's success is the Jozi Guide which we are also launching today in partnership with Kaya FM. Allow me to tell you a bit about the Guide – which will allow us for the first time to promote our destination from a single platform.

- The Jozi Guide is a Map which reflects real time events, establishments, transport and transport timetables and many other features.
- It is interactive and dynamic and allows daily updates meaning that it will always stay current
- Beyond today our partners are encouraged to submit their events and initiatives for uploading onto the guide to Joburg Tourism
- The advantage of being on the Guide is that your establishment will be promoted extensively on Kaya FM which has over one million listeners daily. I understand that the Kaya promotion will take the form of:
  - Weekly on air promotions on various programmes
  - Weekly interviews with product owners - thereby providing an opportunity for them to promote their business
  - Bi Monthly Outside Broadcasts (OB) at local tourism attractions at are also planned. This will provide an added opportunity for profiling of our partners and improve their patronage or footprint.

- Members of the public will be encouraged to rate the services of establishments on air thereby encouraging owners those who are providing excellent service to keep it up and putting those who are providing sub-standard service under pressure to improve.

We are hopeful that through this campaign there will be increased patronage of our City's tourism establishments – emerging and established.

**Programme Director.**

**Ladies and Gentlemen.**

The City of Joburg is hard at work and delivering on the GDS 2040 strategy. In an effort to work more closely with the private sector and to fast track tourism, earlier this month, the Johannesburg Business Forum launched the tourism sub-committee.

Through this and other efforts – the City of Joburg is enabling our tourism industry - from the established to emerging SMME's. We are protecting existing jobs and enabling the creation of new jobs.

This really is a joint effort. We thank you for your ongoing support and invite you to embrace this campaign, in an effort to realize Joburg's full potential as a global destination.

I thank you.