



Visit • Work • Play

Johannesburg Tourism Company NPC

A City of Johannesburg Metropolitan Municipality Entity

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JOBURG TOURISM COMPANY HOSTS GROUP OF US TRAVELLERS FOR CULTURAL & HERITAGE EXPERIENCE

17 March 2025

Joburg Tourism successfully hosted a group of 90 travellers from the United States, facilitated through its esteemed partners, Advantage International. This initiative formed part of Joburg Tourism's international destination marketing programme focused on positioning Johannesburg as a premier business and lifestyle tourist destination in Africa.

The travellers embarked on an immersive cultural and heritage experience, exploring the rich history, vibrant arts, culture, gastronomy and dynamic urban landscape that make Johannesburg an attractive global destination.

Based in Sandton, the group experienced Joburg's rich historical landscape with a guided tour of Constitution Hill and the Apartheid Museum, where they gained invaluable insights into South Africa's past and its ongoing journey towards reconciliation.

The day included taking in the final performance of American playwright August Wilson's *The Piano Lesson*, a renowned Broadway hit, at the Joburg Theatre, before being officially welcomed at a special reception hosted by Joburg Tourism. This critically acclaimed play, directed by the esteemed James Ngcobo, Artistic Director of Joburg City Theatres, is a profound exploration of heritage, conflict and identity - themes that still resonate deeply in South Africa's socio-historical context.

Additionally, a curated African mini market at Sandton Sun Hotel on 15-16 March 2025 provided local small, medium and micro enterprises (SMMEs) the opportunity to showcase and sell their products to an international audience.

"We were delighted to partner with Advantage International to provide a truly memorable experience for these visitors. Tourism plays a crucial role in Joburg's economic development by creating jobs, generating income and promoting local businesses," said Belu Mabandla, Joburg Tourism Executive Head: Destination Marketing and Events. "This initiative not only enhanced our destination's global appeal but also fostered economic growth by supporting local entrepreneurs and businesses."

The itinerary will continue on 17 March with an in-depth tour of Soweto, including visits to a local school and church, as well as the historic Vilakazi Street - home to two Nobel Peace Prize laureates, Nelson Mandela and Desmond Tutu. The group will also explore the Hector Pieterse Memorial and Museum, a tribute to the students who led the 1976 uprising. The day will conclude with an authentic African dining experience at a popular Soweto restaurant, offering a taste of local cuisine and culture.

Advantage International, a Chicago-based travel and events company, has been curating specialised travel experiences for over 25 years. The 2025 delegation comprised key media figures and influencers, including representatives from Majic 94.5 Dallas Radio and Culturati Online Travel Show, offering significant international exposure for Johannesburg.

The United States remains a leading overseas tourism market for South Africa, with over 372,000 visitors recorded in 2024. The continued partnership between Joburg Tourism and international travel facilitators like Advantage International remains instrumental in driving sustainable tourism growth and positioning Johannesburg as a must-visit destination for cultural and heritage experiences.

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