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Joburg Tourism Champions Lifestyle Events in Tourism & Heritage Month 2025

4 September 2025

As South Africa celebrates Tourism and Heritage Month this September, Joburg Tourism is proud to announce its continued support of four lifestyle events that reflect the heartbeat of Johannesburg's cultural and economic vitality. These festivals not only showcase the city's rich artistic tapestry but also play a pivotal role in driving tourism, stimulating job creation, and empowering small, medium and micro enterprises (SMMEs) through meaningful market access.

Galaxy 947 Joburg Day returns to Crocodile Creek Polo Club in Lanseria as a one-day outdoor celebration of music, food, and family-friendly entertainment. With over 15,000 attendees expected, Joburg Tourism's brand activation will amplify the city's image as a vibrant entertainment hub and encourage domestic travel. The festival's extensive media reach, including 947 radio and local outlets, ensures that Joburg's energy and creativity are broadcast far and wide.

The Basha Uhuru Sound of Freedom Music Concert, to be held at Constitution Hill, will entertain festival goers with a curated market with live music and performances by up-and-coming artist and locally renowned musicians, food stalls and activations. The music concert was moved from its usual June date to 13 September 2025. This decision was made to create a standalone event that celebrates Heritage Month and officially launches Constitution Hill's new venue, *We the People's Park*. This new date also aligns the festival with the city's broader cultural calendar.

The concert has previously drawn over 8,000 attendees and Joburg Tourism utilises the festival to promote and boost domestic tourism in the destination; the goal is to encourage attendees to explore other city attractions, which brings benefits through economic gain and by increasing the city's visibility as a cultural destination.

The DStv Delicious International Food and Music Festival, hosted at the iconic Kyalami Grand Prix Circuit, is set to welcome 40,000 attendees over two days. This immersive experience blends international music acts with gourmet and street food, fashion and art, drawing both local and international audiences.

Joburg Tourism's partnership will highlight the city's culinary diversity, provide market access to five SMMEs, and position Johannesburg as Africa's leading lifestyle

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Executive Directors: Mgodlwa T (Chief Executive Officer), Nxasana N (Chief Financial Officer)

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Auditors: Auditor-General of South Africa

destination. With a projected 50% growth in attendance and a media reach of over 33.7 million, the festival is a powerful platform for showcasing Joburg's cultural and economic vibrancy.

The Standard Bank Joy of Jazz Festival, held at the Sandton Convention Centre, continues its legacy as South Africa's premier jazz celebration. More than 30,000 jazz enthusiasts and cultural tourists will gather over three days to experience world-class performances and community-driven initiatives.

Joburg Tourism's support promotes the city as a leading arts and culture hub, while enabling 25 arts, craft, fashion and personal care product SMMEs to benefit from the festival's economic impact, which reached R50.5 million in 2024. The festival also contributes to social cohesion and artist development, reinforcing Johannesburg's reputation as a city of creativity and opportunity.

"These events are more than just entertainment - they are catalysts for economic growth, job creation and cultural exchange," says Belu Mabandla, Executive Head: Destination Marketing & Events. "They reflect the essence of Johannesburg: bold, diverse and full of possibility."

Mabandla adds: "As we celebrate Tourism and Heritage Month, we are proud to support platforms that not only attract visitors but also uplift sustainable communities and entrepreneurs. Our city's story is best told through its people, its music, its food and its spirit."

Joburg Tourism's partnerships with lifestyle event organisers align with its strategic priorities involving the promotion of Johannesburg as a lifestyle tourist destination and enhancing the city's global image - to ensure inclusive growth through cultural celebration.

"As we honour our heritage and invite the world to experience our city, Joburg Tourism remains committed to building a destination that inspires, connects and thrives," Mabandla ends.

Event dates:

- [Saturday, 6 September 2025: Galaxy 947 Joburg Day](#)
- [Saturday, 13 September 2025: Basha Uhuru Sounds of Freedom Festival](#)
- [Friday and Saturday, 20-21 September 2025: DStv Delicious Festival](#)
- [Friday to Sunday, 26-28 September 2025: Standard Bank Joy of Jazz Festival](#)

*#Welcome2Joburg #VisitWorkPlay #VisitJoburg #TourismMonth2025
#HeritageMonth2025 #Galaxy947JoburgDay #DStvDeliciousFestival #sbjoj2025
#BashaUhuru #VisitConHill*

ENDS

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

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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.