

Media Release: For Immediate Distribution

Joburg Tourism Launches Winter Staycation Campaign

Discover the magic of Joburg this winter – right here at home

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Joburg Tourism is inviting residents and visitors to embrace the city's vibrant winter season with its new Winter Staycation Campaign. Running through June, July and August, the campaign highlights the diverse experiences that make Joburg the ultimate destination for a holiday at home.

Johannesburg's winter is unlike anywhere else, with crisp sunny days and cozy evenings that create the perfect backdrop for adventure, relaxation and celebration.

The campaign encourages locals to rediscover their city by indulging in hotel packages designed for romantic escapes or family retreats, exploring lively markets filled with handmade crafts and seasonal treats - and enjoying hearty menus and festive buffets at restaurants across the city.

Families can look forward to ice skating, themed events and outdoor adventures, while those seeking culture can immerse themselves in art galleries, heritage sites, museums and live performances. The city's natural spaces also shine in winter, with botanical gardens, cycling routes and hiking trails offering fresh air and beautiful landscapes.

At the heart of this year's campaign is **Joburg's 72-Hour Playbook** – a compelling three-day itinerary designed to showcase the very best of the city.

- **Day 1: Taste the Energy – Iconic Gastronomy**

From breakfast at Gigi in Waterfall to fine dining at Pigalle in Melrose Arch, heritage-inspired cuisine at 1947 in Vilakazi Street and Italian flair at Saint in Sandton, the day ends with cocktails at Phirinyane Bar in Bryanston.

- **Day 2: Soul of the Nation – Heritage & History**

Walk in Mandela's footsteps with visits to the Nelson Mandela Statue in Sandton, brunch at Tashas and an intimate afternoon at the Nelson Mandela Centre of Memory. Dinner at Sanctuary Mandela offers historic elegance, before nightlife at Rockets Sandton keeps the energy levels up.

- **Day 3: Wildlife – Speed & Sophistication**

Adventure meets sophistication with a safari at Lion & Safari Park, adrenaline-fueled quad biking, art appreciation at Miles Art Gallery in Rosebank and fire-inspired cuisine at Marble. The day closes with vibrant nightlife in the Maboneng Precinct.

Belu Mabandla, Joburg Tourism Executive Head for Destination Marketing and Events explains that this curated playbook is Joburg’s ultimate recommendation for winter, blending gastronomy, heritage and wildlife into an unforgettable 72-hour experience.

Adding to the excitement, Johannesburg is set to host some of the season’s biggest sporting spectacles. Rugby fans can look forward to the Springboks taking on England at Ellis Park on 4 July, followed by the much-anticipated clash against the All Blacks on 22 August, and just days later, on 25 August, the Lions will face the All Blacks in another thrilling showdown at the same venue.

Football supporters will also be swept up in the global fever, with vibrant fanparks across the city offering the perfect place to gather, watch and cheer for our home team during the FIFA World Cup. These fan zones promise electrifying atmospheres, uniting communities in celebration and showcasing Joburg’s unmatched passion for sport. Together, these events make the winter calendar a truly world-class lineup of unforgettable experiences.

“Johannesburg is alive with energy during the winter months,” says Mabandla. “Our campaign encourages locals to rediscover the city, while visitors can experience the warmth and diversity that make Joburg unique. Whether you are seeking adventure, relaxation, cultural enrichment, or sporting thrills, Joburg has it all.”

With so much to see and do, Joburg Tourism invites everyone to make this winter a season of discovery. Whether it is indulging in a luxurious hotel escape, uncovering hidden cultural gems, following the 72-Hour Playbook, or cheering on the Springboks and local football giants, the city offers endless opportunities to create lasting memories. For more ideas on exploring Johannesburg this winter, visit **visit.joburg**.

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.