

Media Release: For Immediate Distribution

Joburg Tourism Champions March Festivals – Driving Growth and Culture

18 March 2026

The Johannesburg Tourism Company has reaffirmed its commitment to positioning destination Joburg as Africa’s leading business hub and a playground for lifestyle and leisure tourism through strategic support for three flagship cultural events this March: the Human Rights Festival at Constitution Hill from 21–23 March, the Jazz in the Lights Festival at the Johannesburg Zoo on 21 March and The Happening on 7th Street, Melville, on 28 March.

These collaborations highlight Joburg Tourism’s dedication to advancing sustained economic growth, empowering small businesses and showcasing the city’s creative and cultural heartbeat to the world.

Joburg Tourism Board Chairperson Nandipha Zonela explains that by supporting lifestyle events, we are not only celebrating Johannesburg’s cultural richness but also boosting domestic tourism, driving economic growth and empowering communities. These festivals showcase the creativity, resilience and diversity of our city, while creating opportunities for small, medium and micro enterprises (SMMEs), artists and entrepreneurs to thrive.

Each of these festivals plays a unique role in weaving the tapestry of Joburg’s cultural fibre by enriching Johannesburg’s cultural landscape while driving measurable socio-economic impact.

The Human Rights Festival at Constitution Hill, now in its eighth edition, honours Human Rights Month and pays tribute to South Africa’s liberation legacy, particularly the victims of the Sharpeville Massacre. Through art, debate, film, literature and activism, the festival fosters dialogue on critical social justice issues, inspires future activists and boosts local tourism, while embracing inclusivity and cohesion.

The Jazz in the Lights Festival, hosted at the Johannesburg Zoo, celebrates South Africa’s rich jazz heritage and its revolutionary spirit. Now in its fourth edition, the festival blends music, history and lifestyle experiences, while empowering SMMEs, creating jobs and positioning Johannesburg as a global cultural destination.

Meanwhile, The Happening transforms 7th Street in Melville into a vibrant, visitor-friendly and walkable showcase of Johannesburg’s creative economy. As a free, community-focused festival, it celebrates the intersection of food, art, music and fashion, attracting thousands of visitors and providing a high-visibility platform for local creatives and SMMEs.

Collectively, these events embody Johannesburg’s spirit of innovation, resilience and diversity. They stimulate economic growth by attracting visitors, generating local spending and creating direct and indirect employment opportunities. They also

enhance the city’s global image, positioning Johannesburg as a destination that seamlessly blends business opportunities with lifestyle and cultural experiences.

“Johannesburg is a city of culture, commerce and unforgettable experiences – and we are proud to be partner to these events which help us tell that story,” Zonela ends.

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For more information about Joburg Tourism and upcoming events, visit our website 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.

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Thandubuhle Mgudlwa
Chief Executive Officer
Date