

Media Release: For Immediate Distribution

Joburg Tourism to Showcase the City at Africa's Travel Indaba 2026

11 May 2026

Joburg Tourism is set to make a bold statement at Africa's Travel Indaba 2026, taking place from 11 – 14 May at the Inkosi Albert Luthuli International Convention Centre in Durban. The Joburg Tourism delegation will be led by the Board Chairperson, Nandipha Zonela, underscoring the city's commitment to positioning itself as Africa's hub for business and a playground for leisure tourism.

Africa's Travel Indaba is the continent's flagship travel trade show, attracting thousands of global buyers, tourism leaders and media. Joburg Tourism's participation is a strategic move to showcase the city's diverse offerings - from its heritage, vibrant cultural scene and world-class lifestyle events to its dynamic business environment - while forging new partnerships and strengthening the profile of Johannesburg on the global stage.

The Joburg Tourism team will engage directly with international buyers, tour operators and media, highlighting innovative tourism products and exploring collaborations that support small, medium and micro enterprises (SMMEs). By creating business linkages and facilitating distribution channels for tour packages, Joburg Tourism aims to stimulate economic growth, boost visitor numbers and extend the length of stay in the city.

Tourism remains a vital driver of Johannesburg's economy, attracting 4.29 visitors, generating R69 billion tourism spend, and over 23.7m bed nights. Through its Destination Marketing Programme, Joburg Tourism is working towards ambitious 2026 targets.

As part of its activities at the Indaba, Joburg Tourism will host a networking stakeholder and media breakfast on Wednesday, 13 May. This event will provide an opportunity to engage with key partners, share insights and strengthen Johannesburg's positioning as a destination of choice for both business and leisure.

"Africa's Travel Indaba is the ultimate platform to showcase Johannesburg's vibrancy and potential. Our participation allows us to elevate the city's profile, strengthen partnerships and drive economic growth through tourism. Johannesburg is a city of endless possibilities - a hub for business, culture and lifestyle experiences - and we are excited to share that story with the world," said Zonela.

"With exhibitors from across Africa and influential buyers from around the globe, Africa's Travel Indaba offers unmatched opportunities for networking, collaboration and innovation. For Johannesburg, it is a chance to reaffirm its role as a leading destination and to unlock new pathways for growth and development. We look forward to connecting with industry leaders, partners and visitors at Indaba 2026."

Joburg exhibition at Africa's Travel Indaba 2026

Located at stand number DEC 1L07 at the Durban Exhibition Centre, Joburg Tourism will showcase an amazing selection of tourism, hospitality and entertainment companies on its stand. These enterprises represent the diversity, creativity and entrepreneurial spirit of Joburg, each playing a vital role in promoting tourism, culture and economic growth.

Co-exhibitors comprise:

1. Bay of Grace Tours – Providing authentic birding and cultural experiences that connect visitors to South Africa's hidden natural wonders.
2. City Sightseeing Johannesburg – Offering hop on, hop off tours aboard the iconic red open top bus, bringing Joburg's history and culture to life.
3. Constitution Hill – A living museum and home of the Constitutional Court, telling the story of South Africa's journey to democracy.
4. Delicious International Food and Music Festival – South Africa's premium food and music lifestyle event, creating opportunities across hospitality and food and beverage sectors.
5. JMT Tours – An award-winning inbound tour operator delivering cultural, historical and safari tours tailored to client needs.
6. Nano Travel – A luxury inbound operator crafting bespoke travel experiences showcasing exclusive sightseeing, heritage and adventure.
7. NR Tours and Transport – Providing safe and reliable shuttle, transfer and tour services nationwide.
8. Soweto's Lebo Backpackers – Offering authentic township tours, cultural dining and community based overnight stays in Soweto.
9. SoWeToo Tours – Delivering immersive Soweto and township cultural and historical experiences.
10. T-Musicman/Standard Bank Joy of Jazz – Organisers of South Africa's premier jazz festival, celebrating its 27th edition in 2026.

Together, these co-exhibitors highlight Johannesburg's vibrant tourism offering and demonstrate the city's commitment to supporting small businesses and showcasing local talent on a global stage.

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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.