72 hours to fall in love with Joburg

New Welcome2Joburg Experience Hub and campaign website puts the city's best experiences in one place, for locals, South Africans and visitors from around the world

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Joburg gets called many things: the gateway, the business capital, the city you fly through. Joburg Tourism Company and SATSA, the voice of Inbound Tourism, would like people to call it something else: their first love.

Today they launched the new Welcome2Joburg Experience Hub (https://welcome2joburg.co.za/) and campaign website that gathers **60+** ready-made itineraries, **30+** day tours and over **200** Joburg products and experiences, ready to browse and book. It covers street food in Soweto and the Cradle of Humankind, rooftop jazz and gold-mining history, and gives anyone various options to discover a city that has been hiding in plain sight.

Pick a mood, pick your time

The Welcome2Joburg Experience Hub starts with how you want to feel. Visitors choose from filters such as Art & Culture, History & Heritage, Food & Markets, Nature & Wildlife, Nightlife & Music, Urban & Township, Wellness and Luxury. They can then filter by area, season, who they are travelling with and how much time they have, from a half day to a full 72 hours. Every itinerary and experience is put together by registered and vetted tourism businesses, so there is a trusted local behind each one.

Prefer to explore? The Joburg Tourism Map plots nearly **500** places to stay, eat, play and discover - including 70 food and drink spots, 50+ adventure activities, 50+ arts and culture venues and 20+ golf courses. Visitors can see exactly what is around the corner.

Always something on

The Welcome2Joburg Experience Hub also lists over **200** events across the city: festivals, live music, markets, food and sports. Joburgers can plan their weekends, and visitors can time their trip around the moments that make the city come alive.

For Joburgers: have you met your city yet?

Plenty of Joburgers have never stood on Constitution Hill, eaten their way through a Soweto food tour or walked the Cradle of Humankind. Welcome2Joburg is an invitation to be a tourist at home this summer, and to show visiting family and friends a side of the city they will talk about for years. Open the map, find what is near you, and start with your own neighbourhood.

For South Africans: worth a trip, not just a flight

For many South Africans, Joburg means work, traffic or a connecting flight. Welcome2Joburg makes the case for a long weekend instead, with cost effective ready-made itineraries that take the planning out of a city break and fill it with music, markets, heritage and people. Pick a weekend, find an event, and build a trip around it.

For international visitors: don't just land in Joburg

Most international travellers to South Africa arrive through Johannesburg, often on their way to a safari or the Cape. Welcome2Joburg shows them what they miss by leaving the next morning. That includes the story of Nelson Mandela and the struggle for freedom, the gold rush that built a city, the World Heritage Site where human history began, and one of Africa's most exciting food and art scenes.

It starts with people

"Joburg's magic is its people: the guides, chefs, artists and storytellers who make you feel at home within an hour of meeting them," says Belu Mabandla, Executive Head for Destination Marketing and Events at Joburg Tourism Company. *"Give us 72 hours, and we think you'll fall in love."*

"Every experience on Welcome2Joburg is created by tourism businesses who live and breathe this city," says SATSA CEO David Frost. *"Whether you live here, are visiting from Durban or flying in from Dubai, there has never been an easier way to find your Joburg."*

Somewhere in Joburg this weekend, someone is having the best night of their year. Make sure it's you. Start planning at **www.welcome2joburg.co.za** and follow the journey on **Facebook**, **Instagram** or **TikTok**.

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About Joburg Tourism Company

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.

About SATSA

SATSA is the voice of inbound tourism in Southern Africa, representing more than 1,200 quality-assured members across the tourism value chain. Its members are subject to an annual review and must comply with a strict Code of Conduct, helping to uphold high ethical, financial and operational standards.

Beyond advocacy, SATSA works directly with the industry through training, codes of practice, practical compliance tools and engagement on policy and regulatory issues. Through international partnerships, it connects Southern African businesses to global markets, market intelligence and specialist expertise. This helps strengthen the region's competitiveness while creating greater visibility and opportunity for SMEs, community-based enterprises, nature-based tourism products and destinations beyond South Africa's established hubs.

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