

I ♥ Johannesburg



**JOBURG
INNER CITY
TOURISM
ASSOCIATION
(JICTA)**



JICTA



Vision

- To be the best advocate for tourism stakeholders in the Joburg Inner City

Mission

- Make Joburg the best urban tourist destination in Africa

OBJECTIVE



Create a Joburg Inner City Tourism
Association (JICTA) to
collaborate and cooperate in promoting
downtown as a tourist offering unique to our
Inner City

STRATEGIES



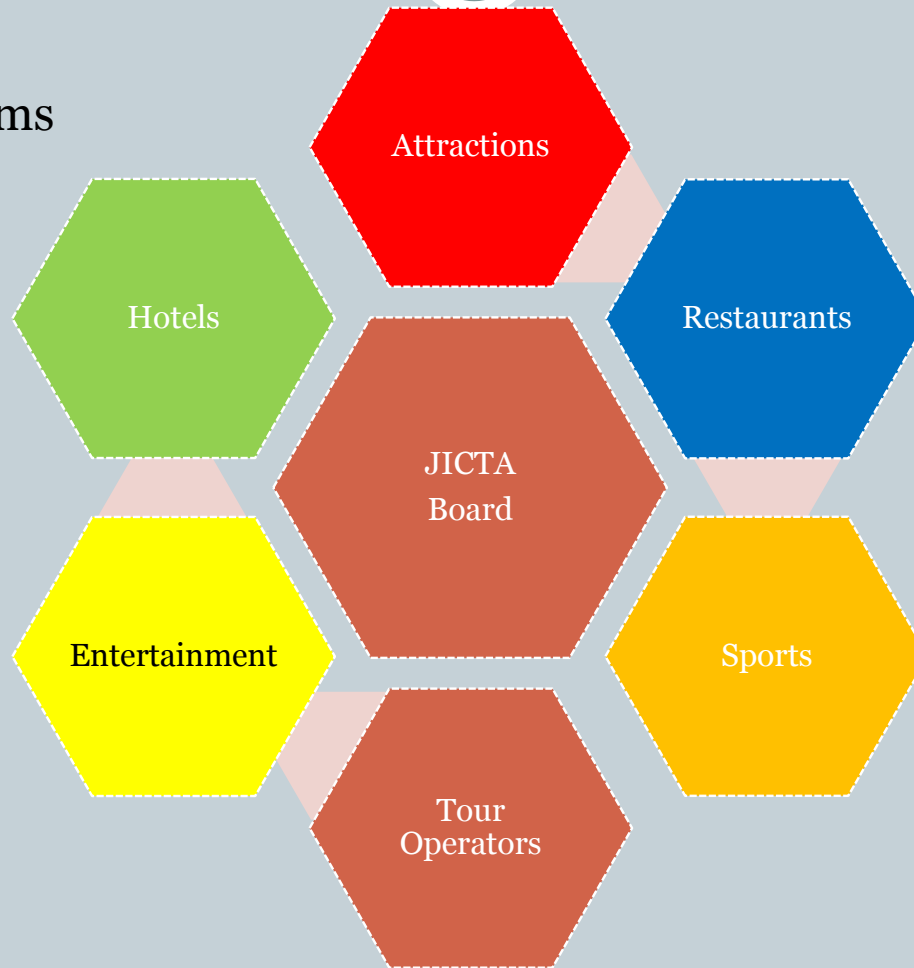
- Create a **platform** to engage the City & Provincial leadership to invest in marketing Joburg inner city;
- Co-create and develop **marketing activities**, offerings and services to attract the tourist \$\$\$;
- Offer cross products and services to attract tourists into downtown as THE place to be;
- Create **marketing platforms**/messages together to reduce costs and increase impact

Take Joburg inner city tourism to the next level !

OUR OPERATING MODEL



Chapters/Forums

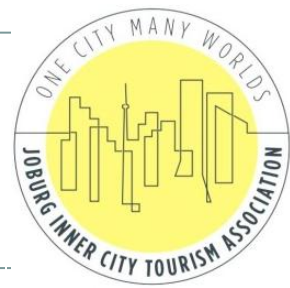


OUR PLAN



- Branding
- Communication plan
- Website
- Social media
- Stakeholder intro: Joburg Tourism / Gauteng Tourism / Tourism SA / CoJ MMC & Director
- Big Corporates support: those HQ in the Inner City
- Media drive

PLANNED ACTIVITY FOR 2019



Member Focused

1. Event with Mayor
2. End of Year Awards

IDEA

- Best Hotel
- Best Tour Operator
- Best Events Venue
- Best Restaurant
- Best New Comer

Media Focused

1. Media roadshow
2. Journalist award with member award:

IDEA

- Best Destination story
- Best Rejuvenation story
- Best Inner City social story
- Emerging inner city story

2019 Plans: Fold Out Map



Through sponsorship, the JICTA plans to print and distribute 25 000 fold out maps of the Inner City. The map will list hotels, restaurants and bars and attractions (theatres, museums, art galleries).

2019 Plan: Website



The JICTA is in the process of creating a new website for the association.

- The website will host a comprehensive stakeholder database
- The website will also link users to the existing social media platforms.



<https://www.facebook.com/JICTA/>



<https://twitter.com/JICTA1>



<https://www.instagram.com/joburginnercitytourism>

END



THANK YOU

