

Gauteng's signature Easter experience back after 2 years

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Gauteng Tourism Authority (GTA) is excited to have the Rand Show back in the events calendar of 2022 after two years of absence due to the Covid-19 pandemic. One of Johannesburg's proudest and longest-standing traditions takes place from Wednesday 13 April to Monday 18 April 2022 at the iconic Joburg Expo Centre. The return of this signature event has presented an opportunity for Gauteng to claim its position back as a champion host of quality events and experiences.

The Rand Show, previously Rand Easter Show has always been a not to miss experience, not just for Gauteng residents but visitors from neighboring provinces as well. Gauteng Tourism has over the past months marketed Rand Show in Botswana, during the Gauteng Events Golf Day recently held at Soweto Country Club and assisted in institutionalizing safe events protocols in Gauteng which will be activated at the Rand Show. The 2022 edition promises to go down as the Best Rand Show in the last few decades. For the next 6 days visitors can expect all day entertainment for kids, a-list artist performances, fashion, food market, the old school carnival rides and more.

Gauteng Tourism Chief Executive Officer, Ms. Sthembiso Dlamini says the hosting of events will go a long way as an interventionist strategy anchored by the national tourism sector recovery to rejuvenate and reignite the visitor economy broadly. "Events will continue to form part of the domestic tourism strategy to drive visitation to the province because events attract visitors into a city or region who would not have otherwise visited for any other reason," Dlamini adds.

For more information about The Rand Show 2022, visit www.randshow.co.za.

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Gauteng Tourism Authority

Gauteng Tourism Authority is a destination marketing organisation based in Gauteng that aims to inspire domestic and international travel to South Africa's richest province.

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