

# Joburg Rocks campaign launched

The Johannesburg Tourism Company (JTC) has launched its interactive marketing and brand activation campaign, Joburg Rocks, for the city during the 2010 FIFA World Cup. In line with its strategic objectives - which include transformation, increasing visitor spend, stay and geographic spread - the campaign positions Johannesburg centre stage to leverage off the event.



It includes a call to action, inviting participation and co-branding opportunities with players in the tourism, travel and hospitality sectors.

"We want to leverage off the event to capture non-traditional source markets, sustain them as repeat visitors, while also influencing industry players to contribute towards service excellence and memorable experiences," says Lindiwe Kwele, CEO of [JTC](#).

## Three campaign objectives

- Position and elevate the profile of Johannesburg and its key products to core target markets both nationally and internationally;
- Increase both domestic and international tourism flow to Johannesburg. As flights now become cheaper and more accessible, this national campaign will specifically target domestic visitors to the City.
- Secure maximum return on investment for all JTC shareholders and sponsors, so that they can benefit from this exciting seasonal promotion

Ultimately, the overall campaign objective is to provide both national and international visitors, as well as locals, with a plethora of options and attractions that they can experience whilst in Joburg.

## Keep on rocking

"After the 90 minutes of the game are over, we want everyone to 'Rock in Joburg' and experience firsthand the variety, vibrancy and warmth that Joburgers pride themselves on," adds Kwele. "By partnering with players in the business, tourism and hospitality sector, we will succeed in amplifying the brand even more - after all we're a mighty city with magnificent people and we need to position ourselves accordingly.

"While our city may have been founded on nugget of gold, it's no longer our Stock Exchange or being the business epicentre for a continent that makes us famous - rather it's our people, the cultures and the infinite choices. The city has become an eclectic mix of people and cultures that have combined over a century to deliver myriads of talent and services capable of enthralling even the most seasoned of cosmopolitan travellers."

## Tourism cadets

A further addition, in time for the event, will be the deployment of the first batch of skilled tourism cadets working at key tourist points around the city, like the Vilakazi Precinct in Soweto, where high volumes are expected.

Sourced from the unemployed youth and previously disadvantaged communities, the 200 cadets are undergoing training in safety and security by the Johannesburg Metro Police Department (JMPD) while their exposure to tourism requirements and service expectations is being facilitated by the JTC.

"This collaborative initiative with the JMPD and the City's Department of Economic Development is in keeping with the objectives of the nodal tourism developmental framework, designed to ensure efficient tourism development and availability of tourism services," explains Kwele. "Moreover, it contributes to the visible policing efforts of the City, in order to ensure memorable experiences for our visitors."

## Five-year plan

The project evolved when JTC requested that in addition to the extra 2000 staff the JMPD will be employing to ensure the successful hosting of the World Cup, it also employ safety and security cadets as additional officers to cater specifically to the needs of tourists. These cadets will be managed by JMPD, receiving ongoing training and monthly stipends from the City's Department of Economic Development's EPWP funds as part of a five-year programme.

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