

The dome reaches for the stars

Johannesburg's Coca-Cola dome has been awarded five stars by the Tourism Grading Council of South Africa (TGCSA), which started grading Meetings, Exhibitions and Special Events (MESE) venues eighteen months ago. South Africa is the first country in the world where MESE venues qualify for star grading.

Grant Medcalf, sales and marketing manager of the Coca-Cola dome, says the five star rating confirms consumers' perceptions of the dome, which was recently voted best concert venue in Johannesburg for the seventh consecutive year.

The Coca-Cola dome's stars were awarded for its ability to host major exhibitions and special events. It has a maximum capacity of 18 000 people and has hosted most of the international artists and bands that visited South Africa in recent years.

"It is easily accessible, it has perfect acoustics and ample parking facilities. We believe it is world-class and our new five star status will certainly make it even more attractive to potential local and international clients," Medcalf says.

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