

# Jhb Tourism claims PMR Diamond Arrow Award

Johannesburg Tourism Company (JTC) has received the PMR Diamond Arrow Award for the second consecutive year for the company which has done the most to promote tourism and conservation in Johannesburg.

"The JTC team is a small, dedicated team of individuals who are passionate about their work, and it is wonderfully encouraging to receive this type of unsolicited recognition from our peers and stakeholders," says JTC CEO, Lindiwe Kwele.

The Diamond Arrow is the highest award in the category for the company which has done the most in the City of Johannesburg during the past year to promote tourism and conservation. Category achievers were rated in an annual survey by 250 CEO's, MD's, owners of companies, company directors and senior local and provincial government officials on contribution to the economic growth and development of the city.

## Tourism high on agenda

In terms of the recently-launched Mayoral Outreach campaign to discuss the City's Growth and Development Strategy 2040, tourism remains an economic growth imperative on the city's agenda. It is an important catalyst to encourage the development of the SMME sector in order to encourage the growth and development of a vibrant second economy.

It is the Johannesburg Tourism Company's mission to attract visitors to the city, encourage them to stay longer, spend more, improve seasonality patterns and the spread of visitors across the city. As the city's destination marketing organisation, JTC therefore remains focused on positioning Johannesburg not only as the continent's leading business hub, but also as an exciting, vibrant year-round destination for signature events, lifestyle, the arts, culture, fashion, sports and of course, mega-events.

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