

Gauteng Tourism to launch its #GPFestiveSummer campaign

Issued by [Gauteng Tourism Authority](#)

13 Dec 2021

Gauteng Tourism Authority (GTA) the official destination marketing agency for the Gauteng city region will on Wednesday, 15 December 2021, launch its 2021/2022 #GPFestiveSummer campaign virtually under the theme: **Give me Summer - Explore the Golden Province safely this Festive Season.**

This fun-filled and deals-driven campaign will move into top gear next week with the release of the family and kid friendly "What to do in GP" packages, schedule of signature Gauteng lifestyle and entertainment safe events, outdoor adventure and picnic vibe spaces, and the Covid-19 certified #RoofTopGP joints opened across the province, catering for every demographic and taste going into the New Year.

"We don't want the current Covid-19 fourth wave to dampen the spirits of our visitors and locals. In Gauteng this festive summer, we will host safe and responsible fun-filled events, use our sprawling open spaces and majestic picnic sites and world-class rooftops to give locals and visitors a unique and memorable #GPFestiveSummer," explained GTA CEO Sthembiso Dlamini.

The main focus of this campaign will be to reintroduce to the locals (people living in Gauteng) the key destination offerings. These include and unforgettable encounter with your common human ancestry in the Cradle of Humankind World Heritage Site, nature reserves and picnic sites, family oriented and kid friendly adventure activities, and #GPLifestyle powered rooftop experiences. In addition, for those visiting friends and relatives for this festive season from our neighbouring provinces and the region, we have tailored shopping and dining experiences and must-attend lifestyle and entertainment events for every taste and budget.

Supporting this campaign will be our permanent #Jab4Tourism drive which is focused on our frontline tourism and hospitality staff to increase the province's vaccination numbers and to save existing jobs in the sector.

From organising and hosting a safe year-end outing of wildlife and adventure in the Dinokeng Game Reserve, besties get-together on a boat cruise along the Vaal River, Reconciliation Day picnic vibes at Maropeng's Stone Park or Union Buildings, kiddies watersport adventure at the Aqua Dome, Happy Islands or the Wild Waters to sand surfing in Benoni. Sky diving at the Jo'burg skydiving club in Carletonville to AmaPiano Mogodu Monday at Konka-Soweto, Chesanyama-Vibes at Short Left in Soshanguve, Instagram-ready walks at Vilakazi Street, consciousness driven events and museum visits at Constitution Hill to pre-Christmas bargain shopping and ultimately the bottom-less champopo in Maboneng. And at Alto 234 in Leonardo Hotel building, the tallest rooftop experience in Africa, you got to Give Summer to Gauteng this festive season.

With the rising fuel price and less than satisfactory economic growth figures, we can use domestic tourism and locals exploring their own backyards as the main ignition point and catalyst for economic recovery. We have enough people, resources, and breathtaking leisure tourism experiences to keep everything local and lekker this festive summer. "All we need to do is to continue observing the Covid-19 protocols as patrons and various products, ensure every one of us is vaccinated and adhere to safe events guidelines and we can be guaranteed of a memorable festive summer," emphasised Dlamini.

Overall, what will summer be without a job?

Enquiries: Barba Gaoganediwe, Spokesperson, Gauteng Tourism
0834467844

barba@gauteng.net

[@Barba_G74](#) on twitter

www.gauteng.net

- **Gauteng Tourism revenue soars to over R30bn this year** 13 Feb 2024
- **Gauteng launches festive summer Ena'Lanto at hey Neighbour Festival** 11 Dec 2023
- **Excellent sporting and creative sectors performance pumps Gauteng economy** 15 Nov 2023
- **Gauteng, home of lifestyle and entertainment, hosts inaugural Music and Lifestyle Expo** 10 Nov 2023
- **Gauteng gears up to host sports entertainment events as iconic Soweto Derby fever hits!** 2 Nov 2022



[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.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>