

Gauteng Tourism is encouraging unvaccinated tourism and hospitality sector frontline workers to join the #Jab4Tourism drive at Vilakazi Street

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The Gauteng Tourism Authority (GTA) will be at Vilakazi Street in Soweto on Thursday 28 October 2021 to encourage unvaccinated frontline tourism and hospitality sector workers to join the #Jab4Tourism drive and get vaccinated.

The #Jab4tourism campaign aims to promote vaccination in an effort to attract both local and international travellers to South Africa during the festive summer period.

The #Jab4tourism campaign is also aimed at saving jobs and livelihoods of those affected by job losses in the sector. The drive at Vilakazi Street is targeting frontline workers such as waiters, waitrons, chefs, security officers, tourist guides, bar-persons. The iconic street and well-known precinct has been identified for this activation because of the number of tourism and hospitality services that are located there.

The drive will be supported by the District Health office that will set up a vaccination site at the Box Shop Lifestyle at Vilakazi Street. Gauteng Tourism Authority Acting CEO, Barba Gaoganediwe-Matsogo says *"vaccines save lives, and we need to get vaccinated in order to reignite the economy. The tourism industry has been hard hit by the Covid-19 pandemic due to a massive fall of international demand amid global travel restrictions. A high vaccination rate is a competitive advantage for tourism destinations"*.

As Gauteng we strive to get to a point where the province and the country reach herd immunity and the virus does not spread from person to person. The intention is to bring back confidence to our visitors that Gauteng is ready to welcome them back!

As a DMO we have noted that countries that are economically dependent on tourism have made a concerted effort to give vaccination a priority to preserve jobs, livelihoods and re-ignite their economy.

Registration opens at **08h30** at the Box Shop Lifestyle, 7166 Vilakazi Street, Soweto.

What will summer be without a Jab? Don't miss out, experience the festive summer in GP being fully vaccinated.

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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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