

Boomtown to work with Nelson Mandela Bay Tourism

Nelson Mandela Bay Tourism (NMBT) has appointed Boomtown as its tourism marketing partner.

As NMBT's tourism marketing partner, Boomtown is to create and implement a marketing strategy across all NMBT's promotional platforms, including media buying, creative and the monitoring and evaluation of its work.

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