

Primedia Outdoor and Menlyn Park Shopping Centre create new possibilities for local entrepreneurs in Tshwane

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To celebrate local tourism attractions offered by the City of Tshwane, Primedia Outdoor and Menlyn Park Shopping Centre, in partnership with Tshwane Tourism Association, joined forces to host a four-day in-mall exhibition for the first time ever, running from 26-29 September 2019.



With just over 36 exhibitors showcasing their unique tourism offerings to shoppers, the expo was initiated to drive support for local businesses within the tourism industry and illustrate what the City of Tshwane has to offer in terms of tourism. Amongst the exhibitors was Voortrekker Monument – the second most visited tourism destination in South Africa (Trip Advisor South Africa), Freedom Park, Xplore Tshwane, Mangwanani Spa as well as Dinokeng Game Reserve, the only residential Big Five game reserve in Gauteng.

Olive Ndebele, General Manager of Menlyn Park Shopping Centre believes the Tourism Expo opened a host of opportunities for shoppers to discover the City of Tshwane in the best way possible, “We acknowledge that our shoppers are under increasing financial and economic pressures and that destination excursions can be challenging. So with this in mind, we wanted to create greater awareness for the local tourism offerings that deserve local support and show our shoppers that they can find great experiences located right here in their city at affordable rates”.

Primedia Outdoor, the premier provider of out-of-home media solutions within sub Saharan Africa, exclusively sold exhibition stands to provide local entrepreneurs an ideal platform to display their respective attractions to shoppers. Jorja Wilkins, Marketing and Marketing Services Executive of Primedia Outdoor said, “It was important for us in partnership with Menlyn Park Shopping Centre and other significant partners to open a door for local businesses to give shoppers a preview of what they are about. Tourism is one of the world’s largest economy drivers and our local tourism businesses need to be put on the map in every possible way - and the expo did exactly that.”

Primedia Outdoor wishes to extend gratitude to Menlyn Park Shopping Centre, City of Tshwane, Tshwane Tourism Association, Tshwane community, exhibitors and everyone who was involved in making the expo a success.

About Primedia Outdoor

Primedia Outdoor is the premier provider of out of home media solutions within Sub Saharan Africa. A Level 1 BBEEE contributor, Primedia Outdoor is currently the largest wholly South-African-owned outdoor advertising media specialist offering national outdoor exposure throughout South Africa and high reach in key markets in rest of Africa. Primedia Outdoor offers flexible coverage of the entire LSM/SEM spectrum, targeting cosmopolitan consumers in major urban areas through to those living in rural communities.

Primedia Outdoor delivers exposure across a mix of media opportunities and audience environments, including high-end digital signs, airport advertising, freeway and suburban spectaculars and street furniture, as well as static advertising and digital screens in malls. Since 2018, the Primedia Unlimited Malls business unit has been integrated into the Primedia Outdoor stable. With the integration, Primedia Outdoor's total media offering makes major retail and brand platforms accessible to advertisers, offering media solutions that integrate shopper connections during the path to purchase journey.

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