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Business Tourism in Johannesburg

By Sarah Manners

Johannesburg: The City of Gold

The discovery of gold in what is now known as the city of Johannesburg sparked off one of the fastest South African urban developments. Johannesburg or the 'city of gold' as it is fondly referred to, is one of the most diverse areas in South Africa. It is South Africa's premier business destination and is as rich as the cultures and heritages made up by its 5 million inhabitants.

South Africa's business hub

South Africa's premier business destination, Johannesburg, is the most powerful commercial centre on the African continent. 74% of South African companies' headquarters are located in this business hub. It is also home to the Johannesburg Securities Exchange, the biggest stock exchange in Africa and the 16th biggest in the world. Though Johannesburg has financial, municipal, transport and telecommunications infrastructure that rival leading first world cities the cost of living is so much lower, making it the ideal location for business tourism.

Business Tourism

Johannesburg has become the premier destination for domestic and international business tourists. 36% of domestic and 32% of international tourists to Johannesburg come solely for business purposes. It makes financial sense for international business travellers to come to Johannesburg as it will cost two to three times less than when travelling to London, New York or Paris for the same purpose. Johannesburg has become a magnet for international conventions such as the 'World Summit on Sustainable Development'. It is the cities world class venues, such as the Sandton Convention Centre, and infrastructure that have enabled it to become a much sought after destination for international business tourists.

Johannesburg international Airport

The busiest and most business friendly airport in Africa is located in Johannesburg. The Johannesburg international airport accommodates approximately 13 million passengers a year and about 1.2 million of these are business travellers. The airport is located approximately 30 minutes away from Johannesburg's business. There are various car rental companies that operate from the airport and there are a variety of taxi services that can take business tourists to their hotels.

Accommodation

There is no shortage of accommodation in Johannesburg and its surrounding areas. Whilst some business tourists like to stay in the business hub itself, others prefer to stay at the hotels a short drive away where they can have the feeling that they are also on holiday. There is a huge amount of variety when it comes to accommodation in Johannesburg and business travellers will always find the perfect location to suite all of their needs. Many of the hotels offer conference facilities which companies can hire, making the commute from hotel room to boardroom that much more seamless. Many businesses chose to hold their conferences in hotels such as this as it is more practical for the company. The hotel will usually set up the room, provide the technological assistance and the catering.

Tourist attractions in the surrounding areas

Whilst on business to Johannesburg most travellers try and fit in some time to see the very worthwhile tourist attractions in the area. There are a multitude of museums, parks, botanical gardens and

historical sites in and around Johannesburg. The casinos in and around the area provide fun-filled evenings after a long days work. There are a variety of fantastic golf courses in the area as well, some of which are world ranked and often frequented by business tourists. Travelling around Johannesburg taking in the sights and sounds of its different suburbs, sampling local as well as international cuisine and the impressive nightlife are but a few of the things to do whilst on business in this cosmopolitan city.

For those who want to explore Johannesburg on a grater scale a 50 minute drive will take them straight to the `Cradle of Humankind'. A world heritage site consisting of over 200 caves in which 13 fossil sites have been found, the oldest of which is an estimated 2, 5 million years old. The Hartebeespoort dam located not too far out of the business hub is an excellent venue for water sports such as boating, fishing and water skiing. There is also a snake park, fresh-water aquarium and a 2 km cableway taking visitors to a viewing site on the Magaliesberg.

Choose Johannesburg

Johannesburg, South Africa's major business destination is home to world class venues and infrastructure. There is so much to do and see in this city of gold that business tourists are afforded the opportunity of being leisure tourists as well.

The

is located in the suburb of Lonehill which is extremely close to the

Sandton business district in Johannesburg. The hotel is geared towards business travellers and is equipped with the infrastructure to meet their needs whilst offering them hospitality, tranquillity and luxury.

Medical Tourism in India – Save Money and Get a Free Holiday!

By Stephen Todd

Medical tourism is the provision of competitively priced private medical care in collaboration with the tourism industry.

Patients can travel to India for surgery and other forms of healthcare and pay less than patients who stay in their own country.

Other highly attractive benefits include: The opportunity for patients to avoid long waiting lists and with the savings they make, get a holiday included in the package.

Medical tourists are an expanding group and one of the leaders in the field is India.

The Growth of Medical Tourism in India

India's healthcare industry is already growing at 30 per cent annually. The area has shown such growth potential that Indian finance minister Jaswant Singh, called recently for India to become a "global health destination." His enthusiasm for making medical tourism in India a major foreign exchange revenue earner has broad based support among local government and industry.

The ministry of tourism has shown interest, but so to have the various state tourism boards and the private sector consisting of travel agents, tour operators and hotel companies. All are looking at healthcare and medical tourism in India as an area with tremendous growth potential.

A newspaper article recently in "India Abroad," showed the potential for medical tourism, when it outlined a deal, where India could earn more than \$1 billion annually and creates 40 million new jobs by sub-contracting work from the British National Health Service. The deal would have broad appeal. It would slash waiting times dramatically in the UK and create huge savings in time and money for patients.

The potential for medical tourism in India from the US and UK looks set for major growth, as India becomes a preferred destination for medical tourists from these countries.

Medical Tourism Competition

As more and more patients from nations with high Medicare costs look for medical tourism options, India has competition namely from Thailand, Singapore and other Asian countries. They have good hospitals, attractive climates and are established tourist destinations. While these countries with their advanced medical facilities and medical tourism options have been drawing overseas healthcare traffic, India is and looks set to, expand at a faster rate.

India's World Class Healthcare Facilities

Indian corporate hospitals are comparable to hospitals anywhere in the world. In fact, India offers world-class medical facilities that are comparable with the US or UK.

There is already a high concentration of expatriate Indian medical staff working in the US and UK, as

well as many other countries. This gives patients confidence in the healthcare offered by India generally as they are already used to the expertise and professionalism of Indian medical staff. This is a major, but often overlooked factor in the growth of medical tourism in India.

Medical Tourism Costs

Medical tourism in India's main appeal is low-cost treatment. Most estimates claim treatment costs in India start at around a tenth of the price of comparable treatment in the US or UK and cover a wide spectrum of areas from, cosmetic surgery and major operations, to preventative screening.

Medical Tourism in India and the Holiday of a Lifetime

Of course, you can get hugely reduced healthcare in India, but medical tourists can also enjoy a holiday in a country that has a huge diversity of holiday options, from the beaches of Goa, to the mighty Himalayas, diverse wildlife and thousands of years of culture. In conclusion, medical tourism in India is here to stay and looks set for spectacular growth.

More information about medical tourism in India and the cost savings possible is available on our web site:

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