

Air Malawi, Jo'burg partner for shopping festival

By  Gregory Gondwe

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The financially struggling Air Malawi has struck a deal with South Africa's City of Johannesburg to allow interested Malawians to benefit from the 2009 Jo'burg Shopping Festival scheduled for 1 - 30 September 2009.



“The partnership is a good marketing tool for Air Malawi besides hugely benefiting customers,” said acting commercial director for the airliner, Temwachi Changwa.

She said since countries participating would be allowed to exhibit their traditions and cultures at selected malls by, Malawi could sell itself as a tourism destination.

Air Malawi has reduced fares for those going for the festival at around K57,700 tax inclusive from around K70,000 return ticket.

A representative of Johannesburg, Monique Griffith, said the festival has been set to coincide with the tourism and heritage months of South Africa.

“We have already arranged with shuttle companies for special rates for those visiting the city for the festival because we want to make it easy for visitors when travelling between the shopping malls and their hotels,” she said.

The festival which has taken after the highly publicised Dubai Shopping Festival will allow people to buy reduced goods in selected shops.

ABOUT GREGORY GONDWE

Gregory Gondwe is a Malawian journalist who started writing in 1993. He is also a media consultant assisting several international journalists pursuing assignments in Malawi. He holds a Diploma and an Intermediate Certificate in Journalism among other media-related certificates. He can be contacted on gregorygondwe@gmail.com. Follow him on Twitter at @Kalipochi.

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