

Nelson Mandela Bay Tourism appoints Boom Town

With hot competition from several national and local agencies, Nelson Mandela Bay Tourism has announced that Boom Town in Port Elizabeth is one of two agencies selected to re-establish it on the world tourism map.

With the Nelson Mandela Bay Tourism account, Boomtown is now involved in all facets of Eastern Cape business – from tourism to industry and manufacturing – apart from its national accounts.

This is not the first time that Boomtown has been involved in tourism. Anyone flying into Port Elizabeth will notice its handiwork - the huge billboard of Nelson Mandela welcoming visitors with a wave as they drive out of the airport. The billboard formed part of the ICC Cricket World Cup advertising campaign but the city was so taken with it, Madiba is still up there doing the greeting. Boom Town was also responsible for the “controversial” billboard of bare-breasted Xhosa maidens dancing energetically that is also up around the city.

Boom Town was also recently awarded the high-profile advertising accounts of the Port of Ngqura (Coega) and the metro municipality’s Small Business Overdrive Exhibition. Other accounts include Coca Cola Sabco, Cecil Nurse Business Furniture, Eveready and the PE Technicon.

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