

South African Tourism embarks on East Africa road show

Tourism in South Africa is booming. It contributes about 7% of South Africa's GDP and with the 2010 FIFA World Cup around the corner, provides an excellent opportunity for the travel trade to sell the country. According to South African Tourism (SA Tourism) the East and West African market are important to the overall tourism growth in South Africa.

According to Tumaini Leshoi, Portfolio Manager for Domestic and Africa at South African Tourism, "travel from Africa is growing and delivers over 70% of all arrivals into South Africa. To that effect the East Africa market becomes a focus of our efforts to show that South Africa is easily accessible and offers value for money for visitors."

In demonstrating the commitment of South African Tourism, in growing this market, is a marketing campaign which includes workshop series throughout East Africa. "These workshops during the road show are targeted at the travel trade industry and is our way of keeping our ears to the ground and to create travel products that work for this market," says Leshoi.

In South Africa, Kenyan visitors come on business and then go into shopping malls and establishment to buy goods. South Africa offers more and as such, these visitors stand to benefit more from our country if they had to visit some of South Africa's leisure offering, he added.

A number of industry experts have been invited to the workshops to provide guidelines, tips, hints and case studies on how to market South Africa and begin to introduce exciting new travel packages. According to Hulisani Thabela, Trade Relations Manager: East Africa the workshop will feature some of leading South African operators, hotels and provincial tourism authorities and started in Kampala, Uganda yesterday (23rd July), through to Nairobi, Kenya (25th July) and ends in Dar Es Salaam, Tanzania (27th July).

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