

Nollywood blockbuster puts spotlight on SA tourism gems

Through an innovative partnership showcasing South Africa's diverse leisure tourism attractions, the South African launch of Nollywood action comedy *10 Days in Sun City* recently took place at Sun City where the movie was filmed. Directed by South African-based Nigerian director Adze Ujah, the movie is the highest-earning film in Nigeria this year and topped the country's box office for two weeks after its release in June. The movie will be released in 20 cinemas across SA on 25 August 2017.

This smash hit Nollywood blockbuster features Nigerian A-listers Ayo Makun (also known as AY), Richard Mofe Damijo, Mercy Johnson and Adesua Etomi, as well as rapper Falz and Afro-pop artist 2Face Idibia. It also stars South African actress Amanda Du-Pont and comediennes Celeste Ntuli and Thenjiwe Mosely, as well as Hollywood actor Miguel Nunes Jr.

Romcom a shining example of how entertainment and tourism can converge

South African Tourism has hailed the romcom as a shining example of how entertainment and tourism can converge in a credible, creative and effective manner, thanks to mutually beneficial partnerships – in this case, between the film's producers and Sun International.

Said Sisa Ntshona, South African Tourism's chief executive officer: "Nigeria is one of South Africa's most important tourist source markets in Africa, as well as a valuable ally in growing tourism on the continent. With Nollywood being the second-

largest movie industry in the world, we are thrilled that so many of Gauteng and North West tourism offerings have been given a prime starring role in this film, integrated into the thrill-a-minute plotline.

“Audiences are whisked on a rollercoaster ride of experiences in close proximity such as hot-air ballooning and safari game drives in the Magaliesberg, a cruise on the Hartbeespoort Dam, visiting Lesedi Cultural Village and high-end shopping in Sandton, then into the heart of Soweto to see Nelson Mandela’s house and the Hector Pieterse Memorial – all set against the luxurious and adventure-packed backdrop of Sun City itself.”

SA Tourism’s “5 in 5” strategy

Ntshona said *10 Days in Sun City* aligned perfectly with South African Tourism’s “5 in 5” strategy, which has set the target of attracting an additional five million domestic and international tourists within the next five years – including from the African continent.

He explained that the idea for the film was conceived after a successful hosting of Nigerian “influencers” by South African Tourism. “We thank Corporate World Entertainment, the producers, for choosing South Africa as the setting for their blockbuster and are confident that the cross-continental ties that were forged during this exciting project will continue to bear fruit as we showcase Africa to the world,” he said.

10 Days in Sun City has made N170m (more than R6m) at the box office to date, which places it as the highest-grossing film in Nigeria in 2017, ahead of the latest *Fast and the Furious* sequel and *Wonder Woman*, and the biggest Nollywood film of the year to date.

Following its South African cinema release through Times Media Films, it is slated for distribution in four Francophone African countries, as well as in the United Kingdom, France, the United States and Canada.

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