

## South African Tourism Impresses Japan!!

### Trade info from Japan!!

South African Tourism Japan exhibited at the Japanese Association of Travel Agents (JATA World Travel Fair) at "Tokyo Big Sight" in Tokyo from 19<sup>th</sup> to 21<sup>st</sup> September 2008. It was a great success, 109,391 people attended the show this year just over 2000 more than 2007. The South African Embassy attended the show and gave us good support, 2 South African Companies attended the show and their support was greatly appreciated namely **Sun International** represented by Jennifer Beattie and **Walk Through Africa Tours** represented by Lisa Yang. We saw 14 new trade partners and secured our relationships with our existing partners. The 1<sup>st</sup> Day was Trade only and the 2 following Days were Trade and Consumers. Our stand drew a lot of attention and stood out in the African section with the theme of "Woza 2010" with shows from "Cube" a spectacular soccer performance group in Japan who represented South Africa really well, the crowds were amazed, and this helped create huge awareness of South Africa. I also attended a SADC seminar on the Trade Day, as guest speaker and South Africa was most sought after, by the Media, Trade & consumers.

