

SOUTH AFRICAN TOURISM

15 September, 2009

Minister van Schalkwyk visits Japanese World Travel Fair 2009

South Africa's Minister of Tourism, Marthinus van Schalkwyk, will visit Japan for the JATA World Travel Fair (WTF) to be held at Tokyo Big Sight from 18th to 20th September 2009. He will be joined by other guests from South Africa, including "Zakumi" the official 2010 FIFA World Cup™ mascot.

Minister van Schalkwyk will attend the WTF Opening Ceremony on 18th September where he will cut the tape at the African pavilion, along with other African Diplomatic Corporation ambassadors. The Minister will go on to host a stage presentation on South Africa's 2010 FIFA World Cup™ readiness aimed at bringing Japanese trade and media up to speed with South Africa's preparations.

During the three-day event, South African Tourism will showcase South Africa as a welcoming destination, fully prepared to host the 2010 FIFA World Cup™. The South African Tourism stand, in cooperation with FIFA partners such as Sony, Adidas and Coca Cola, will take the form of a mini Fan Park.

Moreover, various activities are planned for the stand, including how to do the Diski Dance, photo sessions, appearances by Zakumi, demonstrations of the kick goal game, freestyle football performances by the world's renowned team CUBE, and drumming by Drumstruck musicians.

In short, visitors to the stand will be welcomed with passion and rhythm like they have never seen before.

The JATA World Travel Fair is the Japanese equivalent of INDABA. The fair includes both a trade fair for exhibitors to meet one-on-one with the travel trade and a consumer travel show where South African product can showcase their travel offerings directly to potential Japanese travelers. Attended by 763 exhibitors from 136 countries and regions last year, the event attracted an all-time high of 109,391 visitors in 2008.



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South African Tourism is the national tourism agency responsible for the marketing of South Africa as a preferred tourist destination. It is headed up by Ms. Didi Moyle, Acting Chief Executive Officer and Chief Operating Officer.

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