

SA to showcase 2010 readiness at World Travel Fair

Pretoria – South Africa is expected to showcase the country's readiness for the 2010 FIFA World Cup at the upcoming Japanese JATA World Travel Fair (WTF).

During the three-day event, which will take place in Tokyo from Friday, South African Tourism will set up a mini stand or Fan Park in cooperation with FIFA partners such as Sony, Adidas and Coca Cola.

“Various activities are planned at the Fan Park, including how to do the Diski Dance, photo sessions, and appearances by Zakumi, the 2010 mascot.

“Demonstrations of the kick goal game, freestyle football performances by the world's renowned team CUBE and drumming by Drum struck musicians will also be showcased at the fair,” South African Tourism said in a statement.

The Fan Park aims to bring Japanese trade and media up to speed with South Africa's preparations for the world cup as well as showcase the country as a destination of choice.

According to South African Tourism, visitors to the stand will be welcomed with passion and rhythm like they have never seen before.

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 products will be showcased directly to potential Japanese travellers.

Attended by 763 exhibitors from 136 countries and regions last year, the event attracted an all-time high of over 100 000 visitors.

The JATA World Travel Fair is the Japanese equivalent of South Africa's Tourism Indaba.

Tourism Minister Marthinus van Schalkwyk along with other African Diplomatic Corporation ambassadors will jet-off to Tokyo to attend the WTF. -

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