



16 February 2007

BOUWER NAMED SA TOURISM COUNTRY MANAGER – JAPAN/KOREA

BRADLEY Bouwer, previously sales, marketing and communications director for Forever Resorts, has been named the new SA Tourism country manager for Japan and Korea. He will take over the role, based in Tokyo, on March 15. Bouwer has resigned from the nine boards he served on, due to conflict of interests.

During his term in Tokyo, Bouwer plans to open the channels of communication between the Japanese market and South African product owners. "I will attend all conferences in Japan to keep abreast of the market's requirements and trends". He also encourages product owners to send him their brochures from March 15. Bouwer has identified the long-haul flight as one of the main challenges in attracting the Japanese market to SA. "This can be overcome by increasing the average stay to seven days, rather than the current five," he says.

Another challenge is the perception of crime in SA, but Bouwer believes that if South African groundhandlers are educated on how to instill a sense of security in Japanese tourists, the industry can overcome this obstacle. "The Japanese market does not like to be left alone, so staff should be available and visible at all times," he adds.

Sue Lewitton
(suel@nowmedia.co.za)