

Media Release

SOUTH AFRICAN TOURISM

18 September 2007

SA Tourism Japan drew crowds as they showcased South Africa in Tokyo at the "JATA World Travel Fair 2007"

South African Tourism Japan exhibited to travel trade & consumers at the "JATA World Travel Fair 2007" held from 14th to 16th September at Tokyo Big Sight, where the SA Tourism team showcased the cream of South Africa's tourism offerings.

Under the theme of "WOZA 2010", the stand presented South Africa as an attractive tourism destination, as well as the 2010 World Cup hosting country, by highlighting diverse tourism spots accessible from all 10 soccer stadiums. Visitors' queries and interests centered on accessing information from Japan, best seasons, travel agencies and safety & security. There were many visitors enthusiastic about gathering information about South Africa, where to book and about 2010.

Moreover, several shows happened at the SA Tourism stand which attracted a large number of visitors, i.e. Soccer Show by "CUBE", Wine and Rooibos Tea dissemination & tasting, a game to win prizes and novelties. Crown Travel's Managing Director Mrs Ohna Enne was at the show and was kept busy by the Travel Trade and consumers enquiring about South Africa, Ms Enne says this was a TOP - class show presented by South African Tourism, and will go a long way in increasing the visitor numbers to South Africa from Japan. Ms Enne also pointed out the importance of extending the Japanese travel routes in South Africa and congratulated Bradley on the initiative of driving tourists to other provinces across South Africa. Ms Enne was particularly impressed with the addition of Mpumalanga as a destination and believes that the show will be instrumental in promoting this route.

The Secretary General of the World Tourism Organization (WTO) Mr Francesco Frangialli, congratulated Mr. Bradley Brouwer, the Country Manager of South African Tourism, Japan, on the quality of the stand at the JATA Fair, as well as the participation of South Africa in the future relations between Japan and South Africa.

According to a JATA's announcement this morning, 2007 attracted an all-time high of **107,078** visitors compared to 106,241 in 2006. On 14 September, first day for trade & media, 20 117 visitors were recorded, which also set a new record exceeding the last year's figure of 19,256.





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South African Tourism Internet Site can be found at : www.southafrica.net

JATA WTF2007 Site can be found at : <http://jata-wtf.com>

