

Media Release

SOUTH AFRICAN TOURISM

03 October 2007

SA Tourism Japan welcomes the JATA "South African Tourism Working Group" Promotional Activities

JATA - "South African Tourism Working Group" has designed a new logo for the campaign starting from April 2008 to March 2009.

The campaign logo will start being used by JATA - affiliated agents on their brochures from November 2007. The tour itineraries will include Traditional routes and a variety of NEW South African tourism offerings i.e. Mpumalanga & Limpopo characterized by each agent's uniqueness, targeting baby-boomers and travelers in high-needs as market segments.

The campaign logo designed by the JATA Working Group uses a catchphrase "breaking-new-ground travel experience - Unexplored wilderness & resorts" along with the SOUTH AFRICAN typography with national flag colours. JATA Working Group also plans to use this logo in various collateral and online & offline media, as well as activating familiarization trips and seminar programmes amongst the trade.

SA Tourism Japan has succeeded in building up strong trade relationships by hosting a luncheon at the JATA World Travel Congress 2005 and wines at the 2007 cocktail party, inviting the JATA Board at the end of last year to South Africa. JATA sees the "Japan-Africa Exchange Year 2008" as the best timing and an advantage for a South African promotion, and therefore, launched the "South African Tourism Working Group". Members of the Group will include representatives from MLIT (The Ministry of Land, Infrastructure and Transport), MOFA (Ministry of Foreign Affairs), South African Tourism Japan, travel agencies, operators and South African Airways Japan. The Working Group is targeting 50 000 Japanese visitors to SA by 2010.

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

