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**Key Japanese Media WOW Japan with South African travel tales**

Getting South Africa covered by respected publications around the world is key to growing Brand South Africa – and no more so than in Japan.

South African Tourism, the official destination marketing organisation mandated to market the country across the world, is currently hosting a delegation of editors and journalist from leading Japanese travel publications.

On this front, Bradley Brouwer, recently arrived South African Tourism Country Manager in Japan has certainly spent his short time in Tokyo well.

Convincing senior Japanese journalists from such prestigious publications to take the time to come to South Africa is no mean feat.

Brouwer believes that, “Since status is so important in Japan, we are very lucky to have such well respected, and connected, people in South Africa”.

It has therefore made a huge difference that the group could meet with Martinus van Schalkwyk, Minister of Environmental Affairs and Tourism, and Craig Padayachee, Mpumalanga MEC Economic Development and Planning in addition to Now Media.

Brouwer adds that, “Apart from all the fun we have had, what has been particularly gratifying is the flurry of stories hitting the front pages of key Japanese travel publications each day”.

“Having such senior people in South Africa is a huge advantage in making sure that their travel tales hit the right pages, and audiences, in Japan.”

The Japanese travel media delegation has had a, “Panoramic tour of Mpumalanga, a thrill filled tour of Durban and a really vibey and hip time in Gauteng - which has blown them away”.

Represented on the tour were no less than Higashi-Aichi and Kobe Newspapers in addition to numerous key Japanese trade publications.

Brouwer concludes that, "It doesn't stop with this trip. Tomorrow the entire sales team of Thai Airways in Japan arrives in South Africa. This is also a major coup for the country. This group is accompanied by key consumer media from Japan and we are hoping for similar coverage".

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Issued by South African Tourism, Bojanala House,  
90 Protea Road, Chislehurst, Sandton South Africa  
For further information contact:  
Monde Mateza at South African Tourism  
Tel: +27 11 895-3043      Cell: +27 (0)84 607 5985  
Email: [monde@southafrica.net](mailto:monde@southafrica.net)  
Website [www.southafrica.net](http://www.southafrica.net)