

SA Tourism hosts trade workshop in Nigeria

South African Tourism recently concluded its annual Africa Trade Road Show event in Nigeria which was held at the Federal Palace Hotel, Victoria Island, Lagos late last week. The show featured a one-day workshop during which Nigerian tour operators and travel agents networked with SA trade partners.

“SA Tourism is embarked on this workshop as Nigeria is a core source market for arrivals into South Africa from the West Africa sub-region and it presented the opportunity to share SA Tourism's marketing and activation calendar for the year with the trade, consumers and the media,” explained Phumi Dhlomo, regional director, Africa and Domestic Markets for South African Tourism.

Media roundtable

In addition to the trade workshop, there was a media roundtable in which SA high commissioner in Nigeria, JKN Mamabolo, Head of Lagos Mission, Thandi Mgxwati and Phumi Dhlomo fielded wide ranging questions on levels of readiness for the World Cup, event visa and security issues. The event was rounded off with a gala dinner in which SA artist Thembisile Ntaka performed and a consumer activation exhibition to boost public excitement about SA destinations.

“Our partnership with trade and media in the country is key to our success. By showing them what is on offer from a business and leisure perspective, and giving them the opportunity to explore and experience the offerings and country, they are better equipped to sell the packages and encourage people to visit South Africa ,” concludes Dhlomo.

Super Eagles nest in KZN

With the Super Eagles having already confirmed that their team base camp will be Kwazulu-Natal, South African Tourism aims to significantly grow the numbers for the next three years by encouraging more Nigerians to visit South Africa for the 2010 FIFA World Cup and beyond.

“The Nigerian team appears to have fallen in love with Durban. The Super Eagles camped in Durban to prepare for the 27th African Cup of Nations in Angola and we know Nigerians are very passionate about football. We therefore invite all football lovers to come support their team and enjoy what the country has to offer them before or after a match”, concluded Hloni Pitso, acting manager: trade relations, West Africa for South African Tourism.