

How will hosting of the 2013 Africa Cup of Nations will impact on tourism growth in this country and the hosting cities

NATIONAL ASSEMBLY

(For oral reply)

QUESTION NO. 145

INTERNAL QUESTION PAPER NO. 6

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Mr L P Khoarai (ANC) to ask the Minister of Tourism:

How does he envisage that the hosting of the 2013 Africa Cup of Nations will impact on tourism growth in this country and the hosting cities like Nelspruit, Rustenburg, Port Elizabeth, Durban and Johannesburg?

NO2385E

MR L P KHOARAI (ANC)

SECRETARY TO PARLIAMENT

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145. THE MINISTER OF TOURISM ANSWERS:

Recent studies on tourist numbers to South Africa have indicated that the African Continent is a key source market for visitors to South Africa.

Therefore, by hosting the AFCON event, it will provide South Africa with an opportunity to raise the profile of the country to a number of African countries since the nature and focus of the AFCON event is specifically the African Continent.

The broadcasting of games to various African countries will therefore raise the awareness of South Africa as a country but also as a tourist destination. In addition South African Tourism, in partnership with the International Marketing Council, has developed a strategy to intensify its African marketing campaign in order to draw larger tourist numbers from the African Continent.

