

South Africa seduces Kenyan travellers

By [Carole Kimutai](#)

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South Africa Tourism launched a 2010 FIFA World Cup Campaign in Kenya exactly one year before the event. Last week, the annual one-day South African Trade and Consumer Show took place in Kenya and was attended by representatives from the South African travel industry who highlighted ways to increase business and leisure traffic to SA for the sporting event.



Kenya is an important market for South Africa with significant growth recorded in 2008. Arrivals from Africa grew 7% last year with Mozambique (13,2%), Angola (15,3%) and Kenya (5%) continuing to show strong growth. Arrivals from Kenya were 25,657 in 2007, compared to 26,939 in 2008.

“Kenya is a key source market for arrivals into South Africa from the East Africa sub-region and the workshop provides us with an opportunity to share SA Tourism's 2010 FIFA World Cup marketing and activation calendar for the year with the trade, consumers and the media,” explained Phumi Dhlomo, regional director, Africa and Domestic for South African Tourism.

In a bid to boost traffic to South Africa, a South African Tourism website for Kenyan visitors, www.southafrica.net/kenya will be launched to provide a place for consumers to gather information.

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- Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at [@CaroleKimutai](#).
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