

Taking Cape flavour and sounds to the Namibia Tourism Expo

A comprehensive version of the Cape Town and Western Cape tourism experience, complemented by the colourful sounds of the DSix Ghoema Minstrels, is being marketed at the Namibia Tourism Expo this week (27 - 30 May 2009) in Windhoek - an event attended by 15 301 people last year.

“Our marketing actions at the Namibia Tourism Expo are a further roll-out of ‘Beyond the 90 Minutes’, Cape Town and the Western Cape’s 2010 destination marketing campaign launched earlier this month at the Tourism Indaba in Durban. Namibia is our strongest and most solid African tourism source market. It has grown tremendously and now sends the third largest group of international arrivals to Cape Town and the Western Cape (33 674 in Quarter 2 (April - June), 2008),” says campaign organiser Itumeleng Poee, Cape Town Routes Unlimited’s Executive Manager: International & Domestic Marketing.

“By marketing six themed Western Cape travel itineraries custom-made for football and travel fanatics, we want to encourage soccer lovers to get out and revel in the region, as they come to enjoy the greatest sporting event in the world. We believe experiences such as ‘Score an Adrenaline Hat Trick’, or ‘Cheer a Killer Pass On and Off the Field’, will inspire people to soak in the exhilarating local African vibe and relish the flavour of the most beautiful place in the world,” she says.

“At the Namibia Tourism Expo we have the opportunity to share the ‘Beyond the 90 Minutes’ campaign’s details with our African counterparts, as well as tourism trade and media, and potential visitors from this part of the world. We want to encourage people to start sampling these experiences even before 2010 in order to know exactly what awaits them during the tournament,” says Poee.

Cape Town Routes Unlimited, the official tourism destination marketing organisation for Cape Town and the Western Cape, is joined by the Cape West Coast, Cape Winelands, Cape Garden Route & Klein Karoo, and Swartland Tourism on its stand in the Gourmet Hall, Windhoek Showgrounds. The Minstrels will be performing tomorrow and on Saturday (29 & 30 May 2009).

For more information on “Beyond the 90 Minutes” and the Cape Town and Western Cape tourism experience, visit www.tourismcapetown.co.za