

## SA Tourism launches 2010 competition in Nigeria

South African Tourism has initiated a “win and watch” football competition as part of its campaign in Nigeria ahead of the 2010 FIFA World Cup. Part of the grand prize is tickets to the qualification match between Nigeria and Tunisia, on 6 September 2009, in Abuja.

The South African destination marketing agency plans to use the campaign to drive the Nigerian broadcast audience and print media readers to enter a football quiz competition around the 2010 FIFA World Cup to win prizes and watch the World Cup encounter.

“South African Tourism is launching the promotional campaign in Nigeria as the country is a key source market for arrivals into South Africa from the West Africa sub-region and it presents the opportunity for us to showcase snippets of what fans should expect from us next year at the World Cup,” explained Phumi Dhlomo, SA Tourism's regional director: Africa and Domestic Markets.

According to SA Tourism, participants would answer multiple questions and winners would be entered into a raffle draw, where three grand prize winners stand to win an all-expense paid trip, flight and match tickets to watch the match in the VIP pavilion of the National Stadium in Abuja.

Runners up will win 2010 FIFA World Cup branded kits such as T-shirts, caps and vuvuzelas which will also be donated to football fans, including members of the Nigerian and Tunisian supporters' Clubs.

“We know Nigerians are very passionate about football and the opportunity provided by the match would be utilised maximally to bring into Nigeria the frenzy atmosphere being created all around the world as we count down to the global football feast in South Africa.

“We have always said that this World Cup is not that of South Africa alone. It is our World Cup. It is Africa's World Cup. That is why we are building up the momentum in Nigeria, one of our most important markets,” Dhlomo concluded.