

Durban ready to impress IOC this week

The first [International Olympic Committee](#) (IOC) session to be staged in Africa, opens at the ICC Cricket World Cup 2011 Durban next week, 4-9 July 2011.



According to Julie-May Ellingson, acting head of the ICC Cricket World Cup 2011, "The event not only focuses the international media spotlight firmly on Durban and the ICC, but will conservatively generate at least R20 million delegate spend for the city. Every Durbanite needs to work together as 'Team Durban' to offer the warmest African welcome.

"Globally sports tourism is a billion dollar industry and this event gives us the platform to showcase Durban and South Africa as a premier tourism, sporting and events destination."

The highlight of the Durban session will be the announcement of the host city for the 2018 Winter Olympics. The three candidate cities are Munich (Germany), Annecy (France) and PyeongChang (South Korea).

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