

# 2010 FIFA World Cup™

Cape Town and the  
Western Cape:

Western Cape 2010  
Coordinator: Dr  
Laurine Platzky

20 February 2009

Cape Town  
and the Western Cape



# Cape Town & Western Cape 2010 Objectives

- Host semi-final and events successfully
- Maximum public benefit and lasting legacy
  - Infrastructure development
  - Economic Opportunities
  - Environmental legacy
  - Social cohesion: 'Home for All'
- Desirable destination for investment, trade, tourism
- Geographic spread beyond the City



# 2010 Event in Cape Town



Stadium



Accommodation



Fan Fest



Airport



Station



Convention Centre



# Infrastructure progress toward 2010

## Stadium



68,000 seats for semi-final. >60% Complete.  
Super structure to be completed end of 2008  
Final handover 15 December 2009

## Accommodation



108,000 beds in the Western Cape  
8 new hotels under construction in Cape Town

## Fan Fest



1 Official Fan Park in Cape Town  
3 other Public Viewing Areas in Cape Town  
At least another 5 across Province

## Airport



Upgrade of Cape Town International Airport  
Cape Town to be hub for flights from Americas

## Station



Upgrade of Cape Town Central Station  
Cape Town Station serves Stadium & Fan Park

## Convention Centre



CTICC venue for Final Draw 4 December 2009  
Media and broadcasting opportunities  
Expansion of CTICC  
Proposed Green Star compliance





To Airport



Cape Town  
International  
Convention Centre

CT Station



Central  
public  
viewing  
area

Somerset  
Hospital

V&A  
Waterfront

Granger  
Bay  
Boulevard

Green Point  
Stadium

# Our readiness for the 2010 FIFA World Cup

Most frequently asked questions:

International:

- Are we really going to be ready to host?
- How safe will it be?

Local:

- What's in it for us?



# Stadium, forecourt and pedestrian underpass

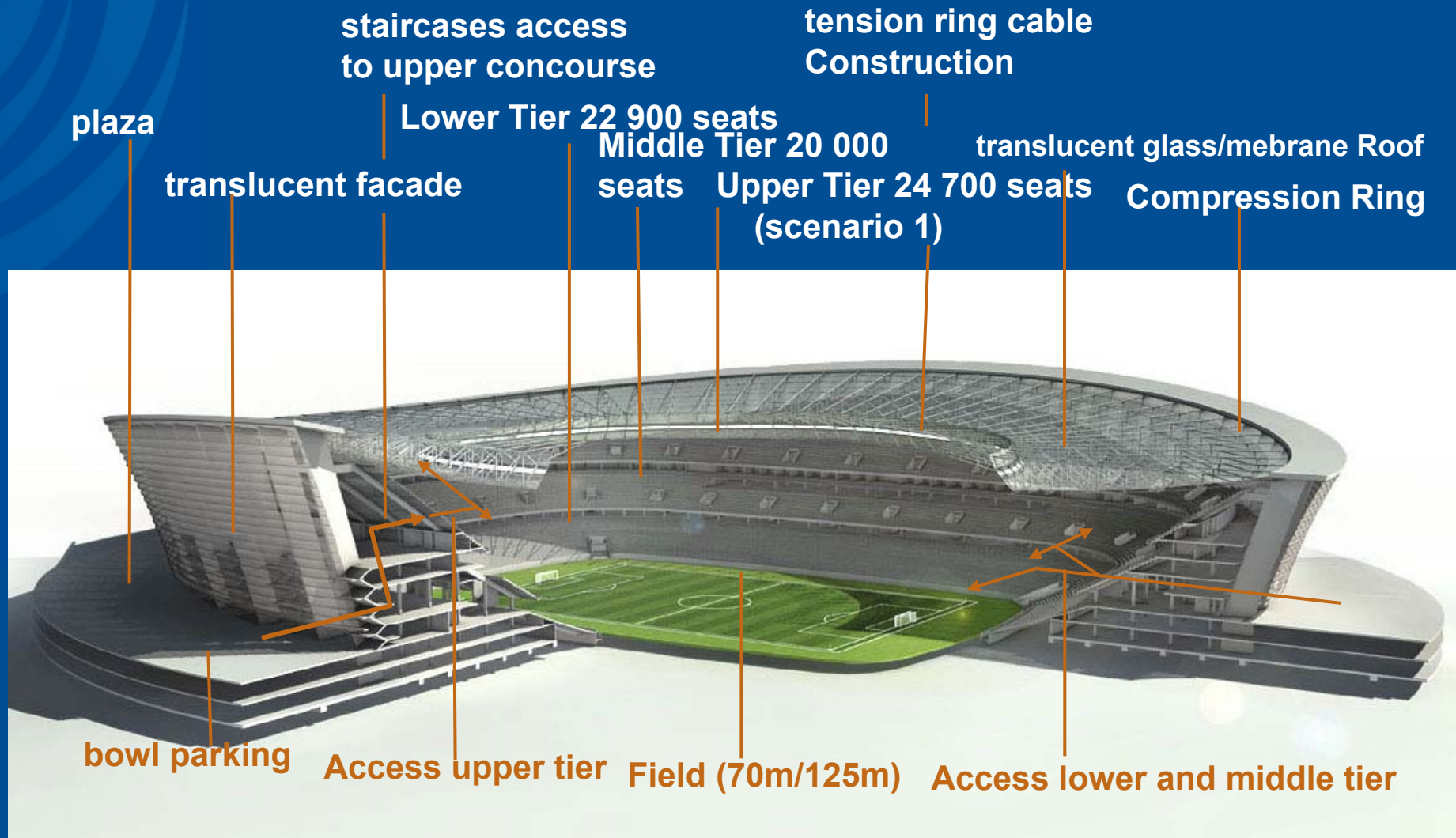




Stadium@ Green Point: 23 January 2009



# Stadium Design Overview



# Accessing the Cape

- Connected by direct scheduled flights to major airports in Europe, South America, North America, Asia and Africa
- Regular flight connections to leading cities in South Africa
- Sophisticated road infrastructure
- Extensive rail network
- Visitors will move around by meter taxi, coach, train or on foot

Cape Town International Airport Upgrade



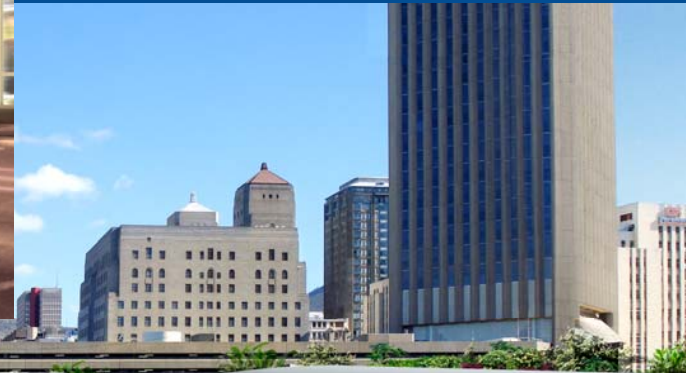
Cape Town Station Concourse Upgrade



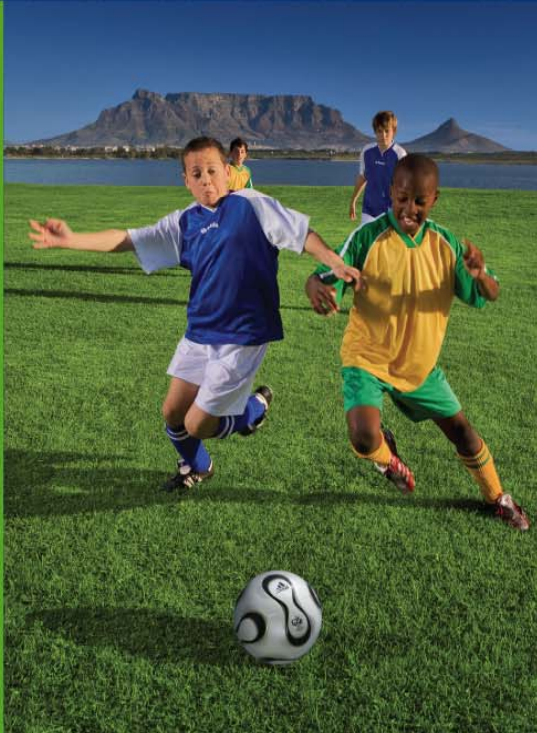
# CTIA Departure Drop Off Area



# Cape Town Station Upgrade



# Public Viewing



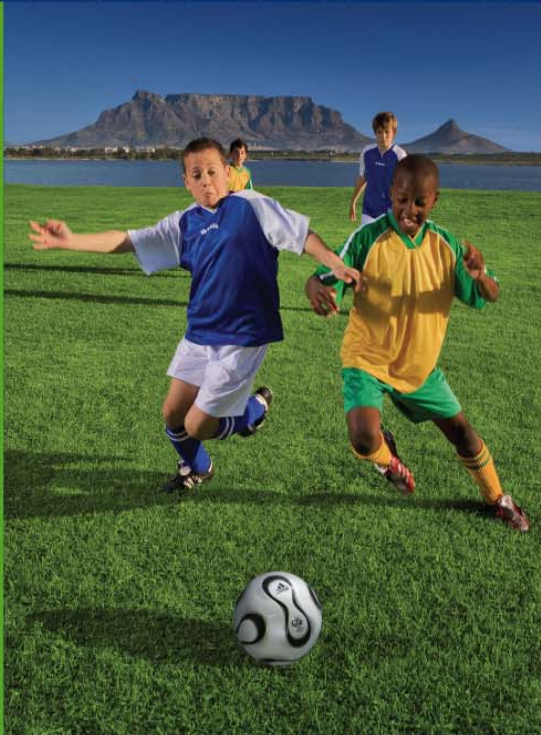
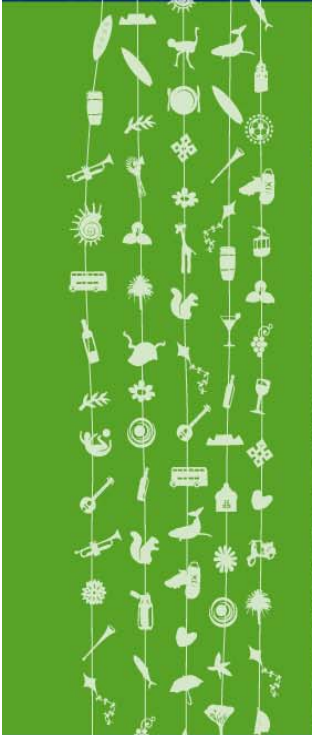
# Public Viewing: Zurich Euro 2008



HOST CITY

## Euro 2008: Bern was orange





# Transport and Infrastructure projects



© 2005 FIFA TM

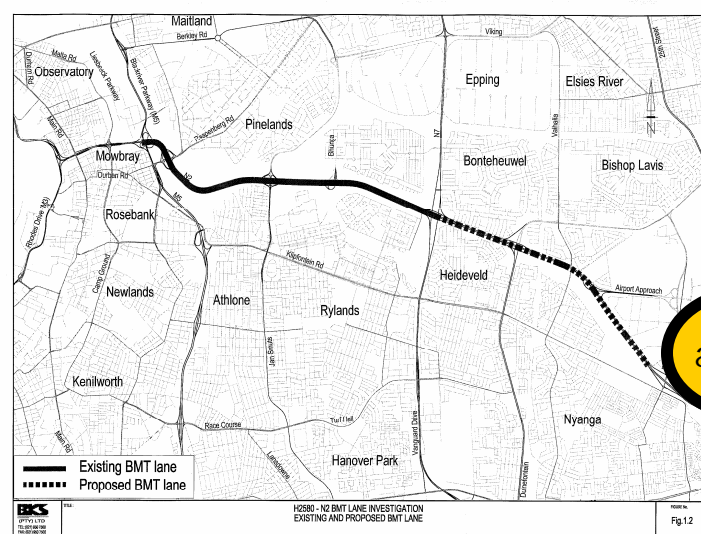


# Road Upgrades: Hospital Bend Pre Selection Scheme

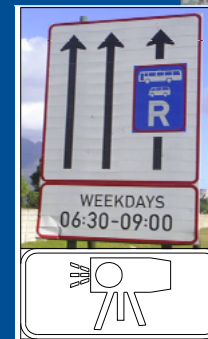


# Airport City Link: BMT Lane: Inbound

## 1. ANPR Camera Footage



Remote Control Centre



# Airport City Link: BMT Lane: Outbound



# Koeberg Interchange Upgrade Phase 1 (2010)



# WHITE BRIDGE - KNYSNA

- R120m
- 17 June 2008 commenced – 16 December 2009 to be completed
- links to Knysna By-pass
- provides for Non-motorised transport

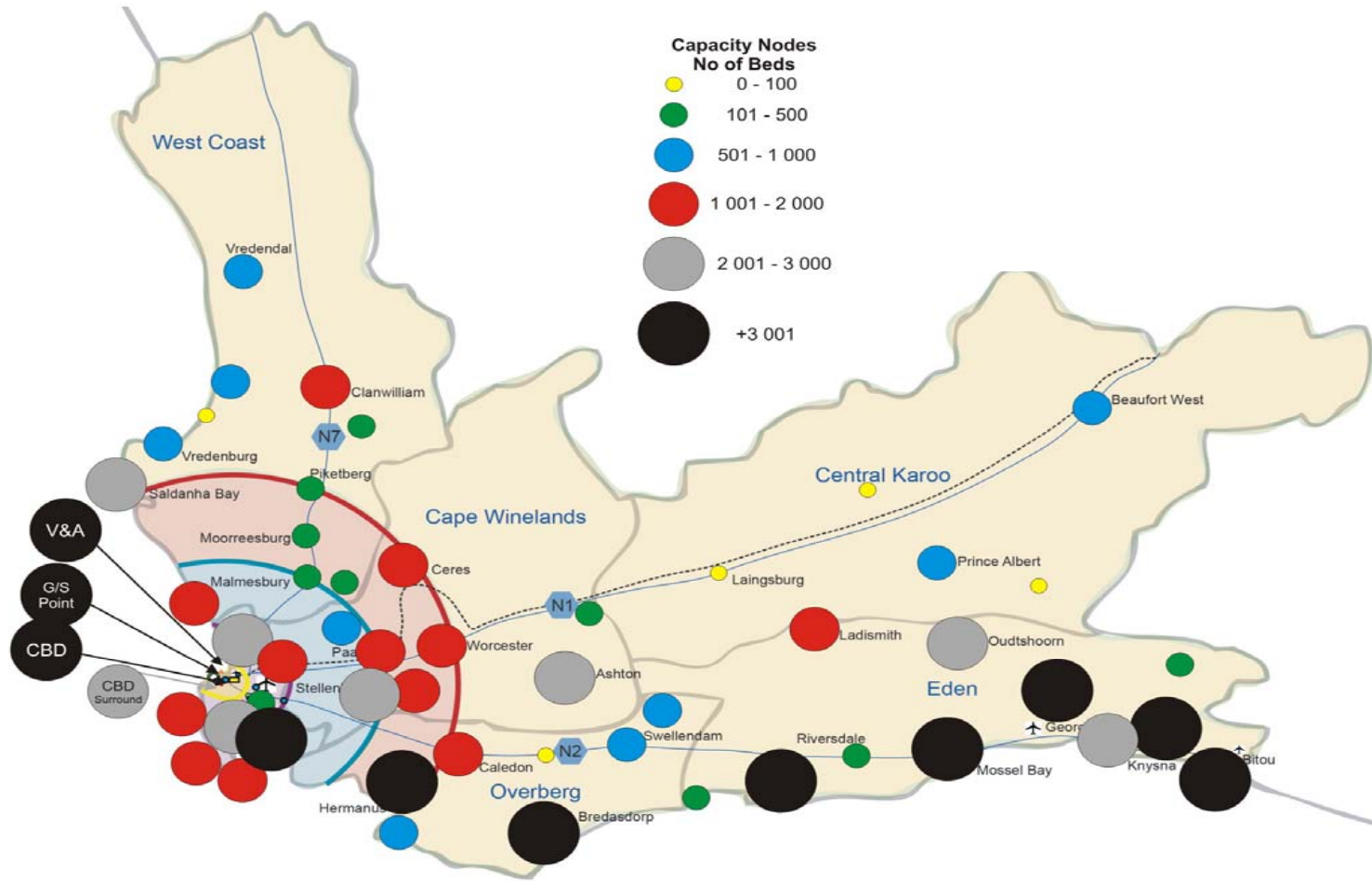


# SANDKRAAL ROAD, GEORGE



# A place to stay

2010: Accommodation: Comparison of Bed Numbers by Town and/or Area (Accredited)



# Hotel Accommodation

- Cape Town has 16 000 rooms within 45 minute driving radius of City centre
- 7000 rooms within 15 minute driving radius of stadium
- 3500 of these rooms are within 15 minute walking distance
- At least eight new hotels to capitalise on 2010,
  - The Taj Hotel on St George's Mall
  - 15 on Orange
  - Express by Holiday Inn (also on St George's Mall)
  - One & Only ( V & A Waterfront)
  - Two further hotels in Waterfront;
  - Alongside CT International Convention Centre

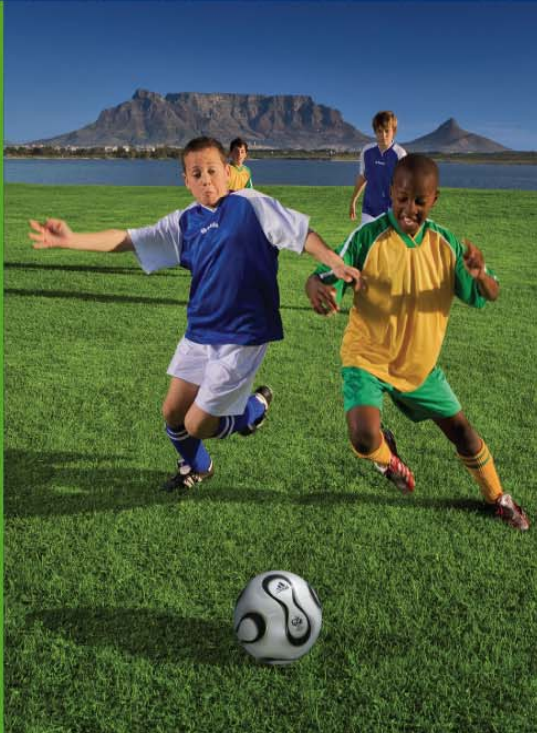




# A place to train



What's in it for us?





“1000 Day Countdown” Cape Town

# Philippi Stadium

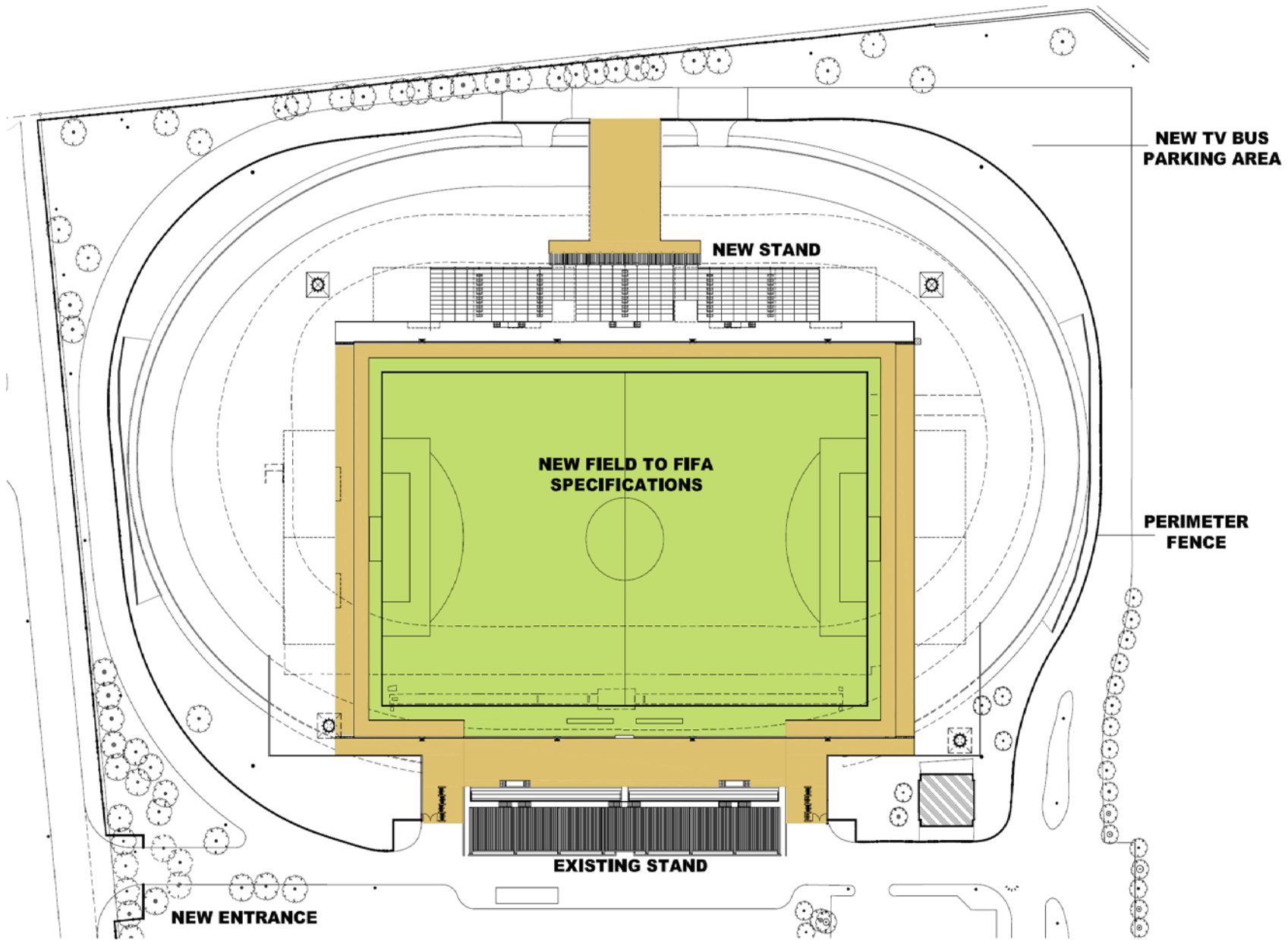
- Proposed as one of two Venue Specific Training Sites for Cape Town
- Athlone Stadium is the other one
- Upgrade/construction began 22 Aug 08
- Tender for tenant (operator)
- FIFA inspection Training Venue: 14 Nov & 23 Dec 08
- Legacy stadium for Cape Flats



# Kosovo/Philippi catalyst

- One of poorest and most densely populated informal settlements in Cape Town
- Philippi has more registered amateur soccer players than any other club in S.A.
- Philippi well located access to public transport
- Second busiest commuter station in Western Cape
- Upgrade of Philippi railway station





Philippi Stadium: Proposed Venue Specific Training Site for Cape Town

**DESIGN SCOPE**  
 ARCHITECTS + INTERIOR DESIGNERS



**KNYSNA**  
**Pezula Resort Hotel and Spa** ★ ★ ★ ★ ★  
 Lagoon View Drive, Eastern Head, Knyana | +27 44 302 3333  
 hotel@pezula.com | www.pezularesorthotel.com

**UK**  
 Award-winning Pezula Resort Hotel and Spa on the scenic Garden Route delivers a whole new world of luxury and privacy in elegant African style. Situated on the Eastern Head of Knyana, just a 40 minute flight from Cape Town, it is known for its gourmet restaurant, multi-award-winning spa, exquisite location, indigenous forests, pristine river and secluded beach.

**FR**  
 Le Pezula Resort Hotel and Spa, perché, sur la route pittoresque des jardins, fournit un tout nouveau monde de luxe et d'intimité dans le style africain élégant. Situé sur le cap oriental de Knyana, un vol de juste 40 minutes de Cape Town, il est connu pour son restaurant gourmet, son spa plusieurs fois primé, son environnement exquis, ses forêts indigènes, sa rivière immaculée et sa plage retirée.

**DE**  
 Das prestigekrone Pezula Resort Hotel and Spa an der landschaftlich reizvollen Gartenroute liefert eine neue Welt des Luxus und der Privatsphäre in elegantem afrikanischen Stil. Die Anlage befindet sich am östlichen Head von Knyana, nur 40 Flugminuten von Kapstadt entfernt, und ist bekannt für ihr Gourmet-Restaurant, das mehrfach preisgekürnte Spa, die exquisite Lage, einheimische Wälder, unberührte Flüsse und einsame Strände.

**ES**  
 El galardonado Pezula Resort Hotel y Spa sobre la panorámica Garden Route ofrece un nuevo mundo total de lujo y privacidad en un elegante estilo africano. Situado en la cumbre oriental de Knyana, a tan sólo 40 minutos vuelo desde Ciudad del Cabo, se conoce por su restaurante gourmet, su multi-premiado spa, su exquisita ubicación, sus selvas autóctonas, su río cristalino y su playa privada.

**Hotel / Hôtel / Hotel / Hotel:**  


**Rooms / Zimmer / Chambres / Habitaciones:**  


**Distances / Entfernungen / Distancias / Distancias:**  





16 | CAPE TOWN AND WESTERN CAPE ACCOMMODATION AND TRAINING SITES

# Base Camps

- Launched book in Vienna 27 June 2008
- Local launch to foreign representatives & media 29 August 2008
- Team inspections already begun

\*Location\*Hotel\*Training site(s)\*Distances (transportation)  
 \*Key facilities \*Key Services



## A place for football



**Bafana Bafana vs. Zambia**



# A place to celebrate



# Public Viewing Locations - Western Cape in 2010



- Official FIFA Fan Park: Grand Parade
- Cape Town: Athlone, Belville, Swartklip
- Cape Winelands: Worcester
- West Coast: Vredenburg
- Overberg: Bredasdorp
- Central Karoo: Beaufort West
- Eden: George

# Supporting the Alive & Kicking Project



## Creative Craft supporting Fans!



## Austrian lunch table décor and dessert





按摩对急慢性损伤、关节拉伤、神经损伤, 以及内、妇、儿科有独特疗效  
**主治:** 肥大性脊椎炎 腰椎间盘突出症 胃十二指  
肠溃疡 外伤性腰痛 韧带拉伤 腰扭伤 关节扭挫  
伤 神经衰弱 肩周炎 颈椎综合症 月经不调 胃痉挛  
坐骨神经痛 小儿腹泻 胃下垂 神经性头痛 外感发热 痛经等

# Roadside Drumming



# 2010 Match Schedule: Cape Town

## MATCH SCHEDULE 2010 FIFA World Cup South Africa™



	Group Matches							Round of 16							Quarter Finals		Semi Finals		3/4 Place and Final												
	Friday June 11	Saturday June 12	Sunday June 13	Monday June 14	Tuesday June 15	Wednesday June 16	Thursday June 17	Friday June 18	Saturday June 19	Sunday June 20	Monday June 21	Tuesday June 22	Wednesday June 23	Thursday June 24	Friday June 25	Saturday June 26	Sunday June 27	Monday June 28	Tuesday June 29	Wednesday June 30	Thursday July 1	Friday July 2	Saturday July 3	Sunday July 4	Monday July 5	Tuesday July 6	Wednesday July 7	Thursday July 8	Friday July 9	Saturday July 10	Sunday July 11
<b>Johannesburg</b> Soccer City	A1 A2			E1 E2			B1 B3		G1 G3			D4 D1			2 1B 2A							A1 1 3									Winner I vs Winner B
<b>Johannesburg</b> Ellis Park		B1 B5			G1 G3			D1 D4		H1 H5			F4 F5				7 1G 2H					D1 4-6									
<b>Nelspruit</b> Mbombela						H3 H4				F1 F3			D2 D3		O4 O2																
<b>Rustenburg</b> Royal Bafokeng		C1 C2			F3 F4			D4 D1				A2 A3	E2 E3		3 1C 2D																
<b>Mangaung/ Bloemfontein</b> Free State	<b>Friday</b>		<b>Monday</b>				<b>Friday</b>		<b>Monday</b>	<b>Thursday</b>					4 1D 2C	<b>Tuesday</b>						<b>Saturday</b>	<b>Tuesday</b>								
<b>Cape Town</b> Green Point	A3 A4		F1 F2		D1 D2				G4 G5				E4 E5				8 1H 2G					B1 4-2				B1 A C					
<b>Durban</b> Durban	20h30		20h30		H1 H5				D1 D2								5 1E 2F														
<b>Polokwane</b> Peter Mokaba			C1 C2				A4 A2			B4 B5			F2 F3																		
<b>Nelson Mandela Bay/Port Elizabeth</b> Port Elizabeth		B3 B4			G3 G4			D1 D3		H4 H2			C4 C1			1 1A 2B							C1 5 7								Loser I vs Loser II
<b>Tshawne/Pretoria</b> Loftus Versfeld		D3 D4				A1 A3			E4 E5				C1 C3																		

Match numbers and provisional kick-off times will be confirmed in due course

<b>Group A</b>	<b>Group B</b>	<b>Group C</b>	<b>Group D</b>
<b>Group E</b>	<b>Group F</b>	<b>Group G</b>	<b>Group H</b>

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# Western Cape: What's on ?

2009

26 January: 500 Days to go  
5-7 February: Iziko Programme  
7 February: Premier's Diplomatic Brunch  
March: Soccerex, Brasilia  
10-13 April: Bay Hill Under 19 Football Tournament  
6 May: 400 Days to go  
June: World Economic Forum  
June: CT International Book Fair  
14-28 June: FIFA Confederations Cup  
14 August: 300 Days to go  
22 November: 200 Days to go  
23-26 Nov: Emergency Medicine Conference  
November: Soccerex, Johannesburg  
December: Festival of Hope & Legacy Conference, CT  
**4 December: FIFA World Cup Final Draw, Cape Town**  
December: Stadium Handover to City, Cape Town  
December: World Broadcasters' Meeting

2010

2 March: 100 Days to go  
1-5 July: Cape Town International Fashion Week  
7-8 July: Regional Leaders Forum  
**11 Jun–11 Jul: FIFA World Cup™**



*475 Days to KICK OFF!!*



**Thank you • Vielen Dank • Gracias • Merci • شكرن • Obrigada**