

**Capturing the beat of Africa**

**Held annually in the Nelson Mandela Bay**

**Eastern Cape, South Africa**

INCLUDING PORT ELIZABETH, UITENHAGE & DESPATCH



A Celebration of all Things African

## **SPONSORSHIP PROPOSAL 2003**



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## THE BEAT OF AFRICA

Nelson Mandela Bay, 2003

# Viva Africa! Festival

Viva Africa!, a **celebration of all things African**, will attract local, national and international visitors to Port Elizabeth, Nelson Mandela Bay, the Eastern Cape, South Africa and ultimately the rest of the continent during July and September every year.

This dynamic Autumn African Festival offers a unique platform for promotion. It is the only festival on the African continent to incorporate all of Africa – from traditional African cooking to the latest cross-cultural music to medicine and technology. In fact, it is the only all-African festival in Africa.

Sponsors will be able to create strong African branding throughout the year with their association with the Viva Africa! Festival. This branding can be extended into African and international markets. There is a strong international festival tourism market which will be attracted to the Viva Africa! festival.

Port Elizabeth is the ideal location because of its history, which encompasses the indigenous population, European settlers, numerous frontier wars and the struggle for liberation in South Africa. Port Elizabeth is also ideally situated in terms of African attractions – a mix of the Big 5 in an malaria free environment, endless beaches, mountains, wilderness areas, township attractions, music whales, dolphins and high-tech industry.

2003 is the right time to launch the festival because it is the 100<sup>th</sup> anniversary of the end of the Anglo Boer war and the 100<sup>th</sup> anniversary of the founding of New Brighton – one of South Africa's first townships and the scene for a number of momentous events in the struggle.

### Background

■ While there are African festivals in the United States, Milan and Japan, there are no major festivals on the African continent itself.

■ This creates a huge opportunity for Port Elizabeth, with its mix of all things African – indigenous culture, history, arts and crafts, European-African culture, European influences and its proximity to wild Africa. There is the additional lure of the history of African liberation.

■ This mix will attract people from around the province, the country and the world. There is a healthy tourism industry specialising in festival tours which is just waiting for an African experience to include on their itineraries.

■ For sponsors, the exposure will extend beyond the festival itself. By its nature the festival will attract national and ultimately international media coverage. Sponsorship packages are also being designed to allow companies to make them work throughout the year. There are strong emotive ties to Africa which help reinforce certain brands.

■ Viva Africa! has the support of Tourism Port Elizabeth, the Nelson Mandela Metro Council, the PE Hoteliers Forum and Tourism East Cape.

## **Creating the capacity to make Viva Africa! Succeed**

The core team of Viva Africa! has extensive experience in event management, arts & culture sector, communication and project management. Major events in which they have been involved include the first US-SA Trade show in New York (which included a craft market in Grand Central Station), the opening of the Boardwalk Casino and Entertainment World, the Karoo Festival, Port Elizabeth's annual Splash Festival the co-ordination of all radio coverage of Codesa 1 and Codesa 2 and numerous smaller events.

Added to this experience is the support of the Tourism Port Elizabeth team, which is responsible for the annual Splash Beach festival that attracts over 75 000 people, as well as the marketing of the Nelson Mandela Metro. Tourism Port Elizabeth's new strategy is based on six major festivals a year. Viva Africa! will be the first of these festivals, and will be the anchor for the arts and culture focus period.

Viva Africa! is also working closely with the companies responsible for the sound, TV Production, lighting and security at the majority of Port Elizabeth's major events. These three companies have been involved from the start of the planning. They will be closely involved in the day to day management of the aspects of the festival in which they will be involved. Further support will be given by the Nelson Mandela Parks Department, and the local police and traffic departments.

The business model for the event itself is designed to offer maximum protection to sponsors. It is an empowerment model by which each element is managed as a mini festival. Co-ordinators will have to sign performance contracts which will be strictly enforced. They will be guided through the process at regular meetings during which progress will be monitored. Co-ordinators failing to meet their objectives will be counselled and, if necessary, replaced. What this model does is to protect the Viva Africa! festival as an entity by ring-fencing the different elements. The co-ordinators who have been selected are mostly experienced in their fields, further reducing the risk of failure.

A progressive roll-out is planned, with the focus in the first year falling on the development of local capacity and systems.

All communication, marketing and promotion will be controlled by Siyathetha Communications to ensure that there is a consistent message, and that all material and publicity enhances the image of the sponsors and supporters of the festival.

## **The Economic Impact of Viva Africa!:**

*Tourism is the world's largest growth industry with no signs of slowing down in the 21<sup>st</sup> century.*

In order to attract its share of that growing market, The Nelson Mandela Metro needs to add to its already exciting list of events.

Viva Africa! is designed to grow into an international festival that will attract people from around the globe. As such, it is one of the few annual events in South Africa with the potential of a global reach and is geared at becoming a regular fixture on the international festival tourism circuit.

- Viva Africa! is unique. By celebrating all things African, it bridges the divides between the continent's peoples and nations. The festival will be added to the portfolios of international companies specialising in travel tourism. It will help put the vision of the Nepad – which identifies tourism as one of the engines for economic growth in Africa - into practice.

### **New African Initiative's Tourism Objectives include:**

- ❖ To identify key "anchor" projects at the national and sub regional levels, which will generate significant spin-offs and assist in interregional economic integration; Viva Africa! will achieve this.
- ❖ To develop a regional marketing strategy; Viva Africa! will help market the Eastern Cape region.
- ❖ To create a research capacity in tourism; Viva Africa! has included research into the budget.
- ❖ To extend partnerships such as those formed via subregional bodies, such as the Regional Tourism Organisation of Southern Africa (RETOSA), the Economic Community of West African States (ECOWAS) and the SADC. Viva Africa! has the potential to become a continent-wide initiative.

### **Actions identified by Nepad include:**

- ❖ *Forge cooperative partnerships so as to capture the benefits of shared knowledge, as well as provide a base for other countries for entering into tourist-related activities; Viva Africa! is based on partnerships.*
- ❖ *Provide the African people with the capacity to be actively involved in sustainable tourism projects at the community level; Viva Africa is a collection of mini-festivals designed to build capacity. It will be sustainable in that it is an annual event and some of the festivals will grow into events in their own right.*
- ❖ Prioritise consumer safety and security issues; Viva Africa! will be working closely with private and provincial security organisations.



- ❖ *Market African tourism products, especially in adventure tourism, ecotourism and cultural tourism; Viva Africa! is all of this.*
- ❖ *Increase regional co-ordination of tourism initiatives in Africa for the expansion and increased diversity of products; Viva Africa! can form the focus for regional tourism packages.*
- ❖ *Maximise our benefits from the strong interregional demand for tourism activities, by developing specialised consumer-targeted marketing campaigns. Viva Africa! is targeted at regional, national and international consumers.*
- Viva Africa! will help the people of the Eastern Cape take control of their destiny. The festival is designed to spread and optimise the economic benefits of a festival and tourism by including as much of the Nelson Mandela Metro and the rest of the Eastern Cape as possible in the event.
- Viva Africa! will also be empowering and training future festival organisers by allowing them to run the individual festivals as their own businesses – under the mentorship and support of the Viva Africa! team. Some of these festivals will grow into annual events of their own, although the component will be retained in the annual Viva Africa! festival. The budget includes the provision of administrative and office facilities for the individual festival organisers.
- Viva Africa! will also preserve local culture and history, provide local recreation and leisure opportunities, and enhance the local tourism industry.
- Rural communities will benefit through a variety of pre and post-festival programmes designed to attract non-residents into the rural areas.





## Provisional : **The 2003 Festival draft programme**

In year one the event will take place over three days – from September 19-21. This falls within all the provincial school holidays and is a week after the Grahamstown Festival.

### **The Heartbeat of Africa Drum Festival: Friday evening September 19, 2003**

#### **VENUE: St. George's Park**

- Drums of Africa Music Festival. The beat of Africa will be captured in a unique drum-based concert that will feature some of the continent's top drummers backing local, national and African groups ranging from Gospel through traditional music to Kwaito. The emphasis in all the music will be the drums. It will be an spectacle of lights, fire, drums, music, song and dance.
- An all-day free drum workshop will be held at St George's on the Saturday, September 20.

### **Saturday, September 20, 2003**

10:00 - **“Made in Africa” float parade and outdoor exhibition**, showcasing business in Africa, South Africa and the people and products of the Eastern Cape. Float parades have become a year-round job creators, business and tourism attractions at other festivals – for example the Rose Parade in California most floats are built by professional float building companies and take nearly a year to construct. The Rose Parade draws 350 million television viewers in more than 80 countries. Strong competition between local and national companies will be encouraged through prestigious prizes.

The float parade will go from King's Beach through the city and stop either at the City Hall or back at King's Beach where it will form part of a weekend-long “Made in Africa” exhibition.

#### **11:00 – Start of the All Africa Festival. Plans include:**

- ☐ Drum marathon – a row of drummers passing the beat of Africa up and down the beach-front
- ☐ All African stick-fighting championships – New Brighton
- ☐ All African beach soccer championships – Hobie Beach
- ☐ African all stars netball – on Hobie Beach
- ☐ Lifesaving competition – off King's Beach
- ☐ African kite festival – on New Brighton Beach
- ☐ African craft market – at The Boardwalk Casino and Entertainment World
- ☐ All African cooking championships – Pollock Beach
- ☐ African food festival – all participating restaurants and take-aways
- ☐ African literature festival – all bookshops and libraries
- ☐ African art expo – All Metro Art Gallery
- ☐ African jazz explosion – Centenary Hall
- ☐ Get to know your city treasure hunt – through Central, down Govan Mbeki Avenue and into the townships – two hour tour aboard Lady Elizabeth
- ☐ African pub crawl on the Lady Elizabeth – through the townships
- ☐ African medicine exhibition – at Bayworld
- ☐ Eastern Cape tourism expo – Tsitsikamma Conference Centre/Yacht Club
- ☐ African story-telling Competition – The Boardwalk Amphitheatre
- ☐ Toys of Africa festival – Eastern Cape Training Centre (ETC)

- ❑ African Fashion Festival – in shopping malls, boutiques, clothing stores across the metro

## **Sunday, September 21, 2003**

### **Youth Beach Music Festival starting at 10:00 and including the following:**

- From roots to rock and roll – local bands strut their stuff
- Eastern Cape artists with sounds based on traditional music
- Eastern Cape traditional dance & music group – music and dance

### **Finals for All African Sport festival**

- All African stick-fighting championships
- All African beach soccer championships
- African all stars netball
- African marathon championships

### **All other activities continue**

- Made in Africa exhibition
- African Food Festival
- African Art Festival
- African Craft Festival
- African Literature Festival
- African Medicine
- City Tours
- Township Tours
- Eastern Cape Tourism Expo
- Toys of Africa
- African Fashion Festival

**African Literature Festival African Art Festival:-** will take place over two weeks – from September 8 – 21, 2003.

# Individual festivals

## **The heartbeat of Africa drum festival and workshop**

The drums of Africa will sound out in all their forms in a drum-based concert featuring local, national and international artists. Drums will become the theme and feel of the festival, with local radio stations, shopping malls and the airport being encouraged to play music with a beat during the festival. We have budgeted to produce a CD of the festival. This will provide additional branding and sponsorship opportunities at a revised cost.

## **Made in Africa float parade and outdoor exhibition**

Floats parades attract crowds, create excitement and generate media coverage. The Viva Africa! float parade, based on the success of parades elsewhere in the world will also generate jobs and an awareness and pride in being African. Strong competition will be encouraged for the parade, where the only rule will be “Made with pride in Africa”.



## **African jazz explosion**

Africa is the home of the Jazz genre. Port Elizabeth has a strong local jazz culture, with a number of world-class musicians. Viva Africa! will bring them together in an unforgettable evening of Jazz. A commemorative CD could be cut to immortalise the annual Jazz fest.

## **Youth Beach Music Festival**

An opportunity for Port Elizabeth’s young bands and groups to benefit from the exposure and experience through a day of music on the beach-front in a free concert.

## **All African stick-fighting championships**

Viva Africa! will help popularise this martial art and turn into an internationally-recognised sport.

## **African All Stars Beach Soccer Championships**

Port Elizabeth has the beaches, the weather and the crowds. Need we say more?

## **African All Stars Beach Netball Championships**

Netball remains one of the biggest sports in South Africa in terms of participants. Viva Africa! will provide exposure for the stars and introduce a new concept to the sport – playing on the beach.

## **African Kite Festival**

Blue skies, rolling waves and an endless beach form the perfect backdrop to a festival of kites with an African theme.

## **All African Cooking Championships**

African cuisine is waiting to be discovered. The cook-off will challenge the continent's top chefs to come up with exciting recipes. An annual cook book produced from the top recipes will help spread the word about the power of African flavours.

## **Foods of Africa Festival**

Viva Africa! is designed to spread across the metro. All restaurants, take-aways, bars, coffee shops and fast food outlets will be challenged to produce special African-style dishes for the week of the festival.

## **African Craft Festival**

A showcase for African crafters. Packaged together with the rest of the Viva Africa! festival, this will attract international buyers and open up new markets for participating artists. The budget includes sponsorship for participants.

## **African Art Festival**

Painting, sculpture, photography, fabric painting with an African theme. This festival will be a meeting place for both established and up and coming artists. It will showcase the best of African art.

## **African literature festival**

Bookshops and libraries across the metro will be encouraged and supported in displaying African authors, books with African themes and holding African literature workshops. Authors will be encouraged to host these workshops and to be available to sign their books.

## **African medicine exhibition**

This exhibition is designed to create greater understanding of African medicine. It will highlight breakthroughs in indigenous medicine and will form the basis for a semi-permanent display in the Bayworld museum.

## **African story-telling Competition**

From traditional African folk tales to the Eastern Cape's own "Boet en Swaar," the competition will celebrate the rich oral traditions of Africa. A commemorative CD can be produced to help preserve and encourage this art form.

## **Toys of Africa festival**

This will provide visitors with the unique experience of being able to make their own toys out of clay, wire, gourds and other traditional materials. It will help the youth to discover the joys of a pre-electronic age, and will bring back memories to parents and grandparents.

## **African Fashion Festival**

A celebration of African design talent. If possible, this will be a travelling festival that will include fashion shows and photographic displays in all the malls in the Nelson Mandela Metro.

## Objectives

- ❑ To create an annual celebration of all things African that becomes a global event on the scale of the Rio Carnival – the success of African festivals elsewhere in the world shows that it can be done.
- ❑ To create unique brand-building sponsorship opportunities for participating companies.
- ❑ To develop a festival that will be marketed and become known internationally through tourism companies specialising in festival tours.
- ❑ To create and nurture empowerment and business opportunities in Port Elizabeth, the Eastern Cape, and the rest of South Africa.
- ❑ To attract 75 000 visitors by year two.
- ❑ To be known as *the festival* with the best, outstanding and most professional float building parade in Africa, within 5 years.
- ❑ To build the international element of the *Viva Africa! Festival* by creating awareness of Africa's heritage and history via the African elements on the program and through international marketing by year three at the latest.
- ❑ To ensure that business opportunities are shared by all communities in the Nelson Mandela Metro and the Eastern Cape.
- ❑ To promote awareness of the advantages of tourism to business and the community.
- ❑ To improve on the accommodation occupancies and consumer spending in PE and the Eastern Cape region.
- ❑ To spread the festival throughout the city. All restaurants will be invited to participate in the African Food Festival component, for example.
- ❑ Create other opportunities through the province and country by means of pre and post-festival programmes. By attracting a critical mass to the Eastern Cape, Viva Africa! will create opportunities for tour operators and tourism-related businesses throughout the region.
- ❑ To create partnerships with the media in order to maximise coverage for Viva Africa! and readership and advertising opportunities for the media.

# Sponsorship opportunities

Your sponsorship will enable you to position your company and its products as strong African brands with a commitment to the beat of Africa, development and empowerment. Viva Africa undertakes to work with your public relations and advertising agencies to ensure that your company enjoys the full benefits of being part of Viva Africa!: All amounts exclude VAT.

## Owning the Festival

Viva Africa! is conceptualised as a number of festivals within a festival. Each of the mini festivals creates an opportunity for unique branding. If your company wants to brand the entire festival and all its subsidiary activities, the commitment will be **R4.8-million** in year one, and **R5.8-million** in year two and three, after which the contract will be renegotiated. This sponsorship would give sole naming and promotional rights to all aspects of the Viva Africa! Festival as detailed in this proposal. The amount is made up of and advertising and marketing budget of **R533 000**, the running costs of the festival – budgeted at **R861 000** a year, and the remainder for the individual festivals within the Viva Africa! Festival. This estimates excludes the funds to be committed by the sponsor to associating their company or brand to the Viva Africa! festival through advertising, banners, flags and associated promotional material.

## Naming rights for Viva Africa! Festival:

Branding Viva Africa! as the ..... Viva Africa! festival will require a commitment of **R1-million** in year one, rising to **R1,5-million** in year two and year three. This amount excludes the production of promotional material such as flags, banners, T-shirts and caps to be used at the festival.

## **The Sponsorship Package**

### **Brand Building**

The uniqueness of the Viva Africa! festival creates an opportunity to build brands. The concept is bigger than the festival and can be built into year-round campaigns.

Viva Africa! sees the sponsorship as a partnership in which both the sponsors and the festival benefit from all the positive aspects of African branding – vibrancy, music, untamed wilderness, the cradle of mankind, mystery, vibrant colours, culture, animals, the wild seas, clear skies, bright sunlight, adventure and more.

This branding and association can be used to multiply the effect of the sponsorship by using this branding and your association in your promotions and advertising throughout the year.

### **Media Coverage**

The event will attract national and international media coverage. Radio stations will be approached to broadcast live from Viva Africa! and there is a budget to fly selected journalists to the festival to ensure coverage.

The Viva Africa! budget also allows R200 000 for advertising in target media. Your brand will receive opportunities for exposure in these advertisements. You will be included in special supplements in the Eastern Cape media which will be paid for out of the R200 000 budget.

Media that will be approached to provide editorial coverage and for the placement of advertisements include the various SABC radio and television stations, Radio Algoa, CNN, the BBC, publications like Drum, Sowetan, Sunday Times, EP Herald, Daily Dispatch, City Press, Rapport, Sunday World, Die Burger, East Cape Weekend, Getaway, You, The Independent Group publications, Indwe, Sawubona, Getaway and Eastern Cape community papers and radio stations.

### **Below-the-line**

You will receive banner display area at the main venue(s). Banner production, hanging and supervision to your account.

You will be mentioned regularly on the *Viva Africa! Festival* public address system and your radio spot will be played at pre-determined intervals. The frequency will be commensurate with the sponsorship.

Your company logo will appear on one thousand single colour festival posters to be distributed through the Eastern Cape.

### **What the money will be used for:**

Your sponsorship will contribute to the creation of a unique African festival that has the potential to grow into one of the world's great annual events.

The funds raised through sponsorship will:

- ❑ Be used for an aggressive public relations campaign for the Viva Africa! festival
- ❑ Pay for festival co-ordination
- ❑ Support the training and empowerment of co-ordinators of the minor festivals
- ❑ Lay the grounding for other festivals
- ❑ Pay for the promotion needed to make the festival a success
- ❑ Help fund tourism development and job creation in the Eastern Cape

A full budget is attached. Independent auditors will scrutinise all the accounts and will provide you with a report after the festival.

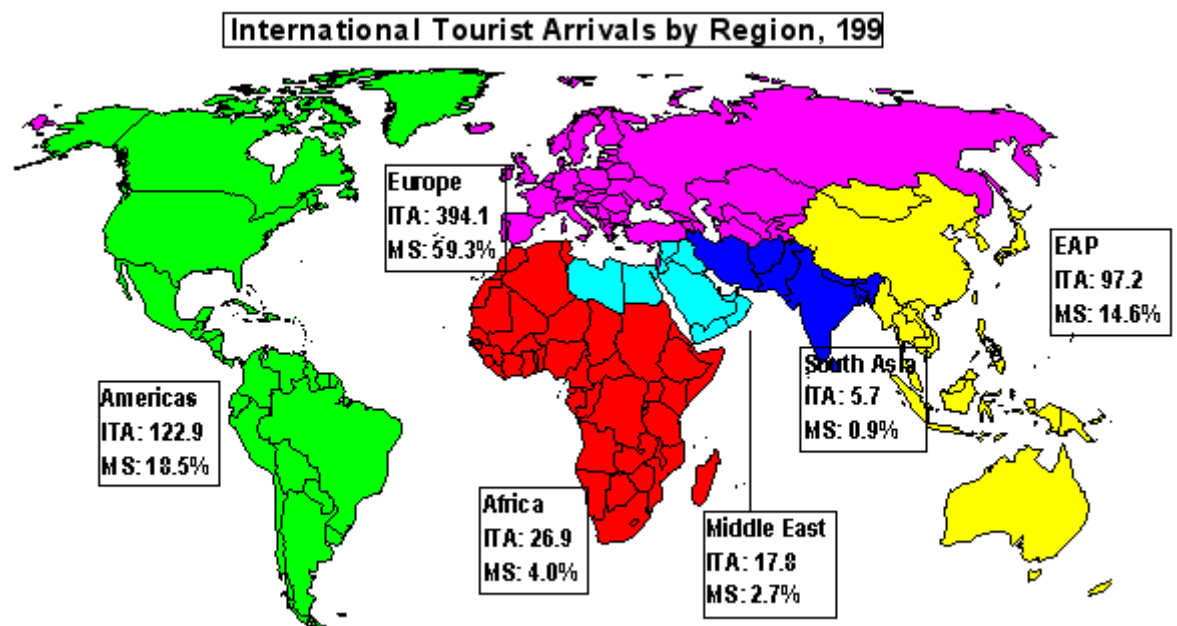


## Background - The African Tourism Market

### SNIPPETS FROM WORLD TOURISM ORGANIZATION (WTO) REPORTS IDENTIFYING THE OPPORTUNITIES

*- Leading the worlds largest industry -*

#### Africa to Triple Tourist Numbers



ITA: International Tourist Arrivals (million); MS: Market Share in the World

Source: World Tourism Organization

#### Madrid, Spain, June 7, 2001

Africa should be able to triple the size of its tourism industry by 2020 if proper efforts are made to ensure the safety and security of visitors.

The number of tourist arrivals in the continent is forecast to reach 77.3 million in 2020, up from 27.8 million last year—according to the new report *Tourism 2020 Vision: Africa* published by the World Tourism Organization (WTO).

The opportunity for Port Elizabeth and the Eastern Cape lies in the prediction by *Tourism 2020 Vision: Africa* that more tourists will be heading to Southern Africa and that there will be a significant increase in intra-regional travel, which will account for more than half the total arrivals by 2020.

Southern Africa is forecast to see an average 10.4 per cent annual rise in tourist arrivals to 36 million by 2020, up from 7.9 million in 2000, overtaking the North Africa region which will manage only a 3.5 per cent increase to 19 million from 9.4 million last year.

Meanwhile, intra-regional travel will rise by an annual average 6.5 per cent from 42 per cent of the market in 1995 to 53 per cent or 41.3 million tourists in 2020.

European tourism to Africa will grow by a slower rate of 4.4 per cent a year, but will be the most important source of long-haul visitors, increasing to 19.6 million in 2020 from 6.6 million in 1995. Port Elizabeth, with its mix of European cultures, is well positioned to attract a significant slice of this market through the Viva Africa! festival.

South Africa will be the prime beneficiary of tourism growth in Africa, with its four main long-haul markets—the United Kingdom, Germany, the United States and France—expected to grow by more than 10 per cent a year, boosting arrivals from 6 million in 2000 to 30.5 million by 2020.

According to figures up to 1998, leisure, recreation and holidays still represent the main purpose of visit, accounting for 62 per cent. Business travel accounts for 18 per cent of the total, the remaining 20 per cent being represented by other motives, i.e. visiting friends and relatives, for religious purposes/pilgrimages, for health treatment and other.

