

2010 FIFA WORLD CUP: SA GETTING READY



SA is hosting the 2010 Fifa World Cup, which is very helpful in times of the economic crisis. The country needs further preparations for the event not only to capitalize on it only once but also to encourage the visitors to come back again.

The Republic of South Africa expects a boost for its economy thanks to the **2010 Fifa World Cup**. The country will benefit from the event especially now in time of the global economic crisis. The **African tourism has already recorded a drop in foreign tourists' arrivals** but tourism experts expect the World Cup and other events to improve the situation.

The Department of Environmental Affairs and Tourism expects the World Cup to add some **US\$ 2.52 billion** to SA gross domestic product - part of it in form of direct investments and the other part in tourist spending. Some experts expect the growth to be even more robust. Other events are also expected to lure tourists to SA and boost its economy; among them is e.g. the Indian Premier League cricket tournament or the British and Irish Lions rugby tour.

The 2010 Fifa World Cup is expected to bring some **3 million tourists** to SA from Africa as well as from other continents. Almost all sectors of South African economy will be under big pressure to provide the best services. The goal of the event should not be only to generate one-off revenue; it should convince the visitors to come back next time. The World Cup is an ideal marketing opportunity for the country.

Retailers need to get ready for the influx of customers. This sector will benefit highly from the event as an international visitor of the World Cup is expected to spend some \$166 a day. A domestic traveler will presumably spend \$89 daily.

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