

AFRICAN NATIONS HOPE TO EARN FROM THE WORLD CUP



2010 super event may help the economy of SA as well as other neighboring countries. They hope that visa restraints will not be a problem.

Large football events do not only do wonders for the game of football itself, yet also earn a huge amount of money for the countries hosting them. Switzerland, Austria, Germany and Portugal have been able to verify this claim in recent years.

As the matches, which are always available for viewing all over the planet, are often repeated, the adverts for the countries simply continue for many years. Therefore, it is no surprise that so many countries bid for events such as the World Cup or the European Championships. **South Africa** was the lucky nation to win the right to host the 2010 World Cup, the biggest football competition. Yet, the neighboring and nearby nations are hoping to cash in too.

The previous World Cup was held in Germany, making it easily accessible for most Europeans and other football fans around the world. Indeed, people visit Germany on a regular basis without the lure of sport. The same could be said about Korea, the venue for the 2002 World Cup. To a certain degree, South Africa is also visited for other reasons than football, but this is not true of the surrounding African countries.

It is hoped that hordes of football fans, once they have travelled so far anyway, will travel also to some other countries in Africa. For this to happen, South African visas need to be recognised on the African continent, even if temporarily. It may be many peoples' first and last trip to that particular area of the world, so the Africans want to make the most of the opportunity. Namibia and Botswana in particular are making arrangements to attract football fans on day trips to their countries.

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