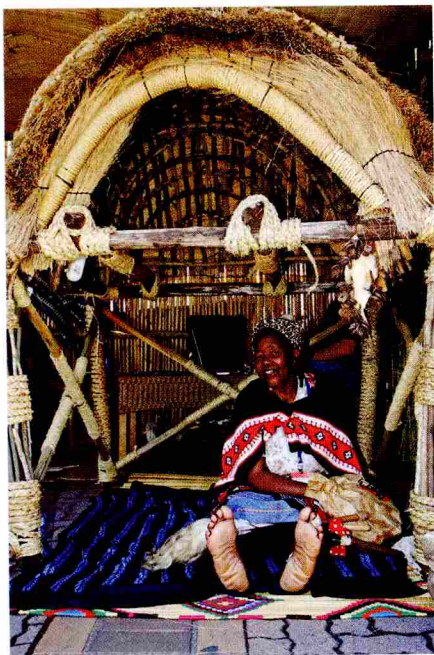




Category winners at the World Travel Awards.

The INDABA event is our annual coming-out party, where those in the industry bring out the best of what our country has to offer, and display it openly and invitingly.



An outdoor exhibition stand at INDABA.

Although Durban has played host city to the event since 1992, cities have to bid for it every three years for the contract that spans that time-frame. But the 2010 INDABA was given to Durban without the necessary bid, showing the confidence and success that the event has experienced in this city and at this venue.

What, then, of INDABA 2010? This year is not only again aimed at product-owners in the industry, but the international media attention that the event always attracts will carry out the information to the global arena on South Africa's biggest, newest and best tourism experiences and attractions. Provincial authorities will exhibit provincial products and opportunities through the exhibition, and other items on show include outdoor travel, transport, camping and safari, accommodation, game lodges, tours and tour operators, online travel and print media publications.

The event has garnered extensive coverage with the presence of local and international media through radio,

television, newspapers and other travel publications. Sugan Pillay, South African Travel's global manager for events, has called it "our flagship travel trade show and Africa's top travel show."

There is no better opportunity to display to the world what our country and the region of Southern Africa is made up of. Sun and sublime weather, wildlife, customs and culture, glorious beaches, heady mountains and an inventory of incredible people. It is the focal point, the generator of South African Travel's marketing work, and a fascinating reality and exploration of our country's tourist potential.

It is also the culmination of the major tourism marketing drive and campaign that has been building towards the 2010 FIFA World Cup™ that rolls into full play next month. Highlights of the full calendar of events include the glittering opening ceremony and the Global Media Face-Off, and accommodation for the event can be found easily and not far away from the ICC at Durban's many hotels, self-catering accommodation and bed and breakfast guest houses. ■