

## KZN and Durban Tourism to host SETE 2014

The Sports & Events Tourism Exchange (SETE) Conference and Exhibition, now in its fourth year, will be taking place at the International Convention Centre (ICC) in Durban from 28-30 October 2014 and is set to be hosted by the KwaZulu-Natal Department of Economic Development and Tourism (KZN DEDT) and Durban Tourism for the 3rd year.



SETE, organised by Thebe Reed Exhibitions provides a platform to bring together businesses and to encourage collaboration between the sports, events and tourism industries who will showcase their product offerings to the attending international hosted buyers and SA corporates bringing business to South Africa.

Durban has played host to major international events and conferences proving time and time again that it is the destination for international sports and events. In June last year, the city hosted major sporting events such as the Super 14 match at Kings Park Growthpoint Stadium, Nedbank Cup Final at Moses Mabhida African Renaissance Conference at Durban ICC and the Top Gear Festival.

Having leveraged massively on investment after the successful hosting of the 2010 FIFA World Cup and Orange CAF Cup Nation, SETE will present the opportunity again for Durban to showcase what it has to offer, promoting it as a competitive sport destination nationally and internationally.

### Trade show for sport and cultural events

"SETE is without a doubt the most important trade show for sport and cultural events in Africa. The hosting of this event has provided Durban and the province of KwaZulu-Natal with an opportunity to showcase its wide range of sporting and other event related venues and to engage with the wide range of local and international buyers that attend this show. Durban, has for example now been shortlisted as a potential host for the Commonwealth Games. The national decision to bid for this event was made at SETE 2013," said James Seymour the head of the Durban KwaZulu-Natal Convention Bureau.

Phillip Sithole, head of Durban Tourism said, "The City of Durban has a reputation and proven track record of being Africa's Sports & Events Capital, through the successful hosting of major global events such as AFCON, FIFA World Cup Soccer, Super14 Rugby and many more."

"Sports Tourism is a major contributor to the overall growth of the tourism industry and has a considerable economic impact on the city. The world class infrastructure in the city, like the Moses Mabhida Stadium, ICC Durban, Beach Promenade, King Shaka International Airport etc. ensures that Durban is positioned as an international events and tourism destination. The city looks forward to the hosting of the next SETE Conference and we can proudly say that Durban encompasses all the ingredients to be a leading Sports City on the African continent," continues Phillip.

For more, go to [www.sportsandevents.co.za](http://www.sportsandevents.co.za)