

## Calling UK adventurers!

South African Tourism launches Adventurer campaign to profile 'unique combination of adventure activities'.



26 May 2009 saw South African Tourism, in conjunction with National Geographic Adventure, launch its Adventurer campaign designed to promote South Africa as an adventure travel destination.

In the competition, UK adventure seekers have the chance to win a 10-day trip of a lifetime during which the winner will follow an action-packed itinerary that includes trekking, surfing, wildlife tracking, canoeing, bush walking, safari, bungee jumping, paragliding, diving and hot air ballooning.

The competition will highlight South Africa as the ultimate destination for UK travellers looking for anything from gentle walking or cycling to extreme challenges.

Winners will have the opportunity to share their experiences via multi-media platforms during and after their trip and will even get the chance to address a specially selected audience at the National Geographic Store in London's Regent Street.

Contestants are asked to submit up to 250 words, plus a photo or video, explaining why they should have the opportunity to become an Adventure Ambassador for South Africa. Entries can be made via the Nat Geo Adventure website: [www.natgeoadventure.co.uk](http://www.natgeoadventure.co.uk).

At the same time South African Tourism is working with Travel Uni to ensure that 25 000 travel agents across the UK get the opportunity to compete in the nationwide search for the travel agent Face of Adventure. South African Tourism in the UK is working with industry partners on a range of activity and adventure itineraries that can be booked direct on the competition website.

Lebo Mokhesi, Country Manager for South African Tourism in the UK said: "It's time that both UK trade and consumers learned about South Africa's diverse range of '*active-relaxation*' activities. No other destination offers such a unique combination of activities - all accessible through world-class product and facilities.

"And thanks to the strength of the pound against the Rand, South Africa is still one of the best value destinations in which to discover your inner adventurer."

Competition entrants do not need to have visited South Africa before. They just need a passion for travel and adventure and a desire to share their experiences with others.