

Responsible tourism initiative champions safe sex in the Mother City

"Responsible tourism is more than just a catch-word. There also has to be action. If we plan to take Cape Town forward as a leader in tourism, the tourism industry needs ongoing manifestations of real initiatives, like the Responsible Tourism Initiative that we have just launched for the 2010 FIFA World Cup."



Mariette du Toit-Helmbold, Cape Town Tourism CEO and Enver Durriny, executive manager of Tourism Services of Cape Town Tourism showcase the 'Play it Safe in Cape Town' condoms that were launched last week.

This is according to Cape Town Tourism CEO, Mariette du Toit-Helmbold, speaking after the announcement of a safe-sex project that was launched as part of Cape Town Tourism's responsible tourism initiative. This HIV awareness initiative forms part of a wider national campaign that will be launched by the Minister of Health, Dr. Aaron Motsoaledi, this week.

Cape Town and its major stakeholders recognised that a critical area for achieving a successful World Cup for both visitors and citizens alike is responsible tourism. In this light Cape Town Tourism, the City of Cape Town, the Provincial Department of Health, FEDHASA and the South African Business Coalition on HIV/AIDS (SABCOHA) have partnered to distribute condoms in the hospitality sector during the FIFA World Cup period. SABCOHA, the official sponsor of the one million branded condoms, will launch their national condom distribution Initiative with hotels and bed and breakfast establishments across the country next week.

Play it safe

The condoms have been branded with messaging about responsible behaviour. As one of the world's most representative tourism membership associations with more than 2300 members, Cape Town Tourism has put their weight behind the project by adding a cheeky message on the condom packaging: 'Play it safe in Cape Town'.

SABCOHA CEO, Brad Mears, said that his organisation supports, and is a part of, Government's program and theme "I am Responsible, We are Responsible, South Africa is Taking Responsibility". South African business, he said, is taking responsibility.

The Grand Daddy Group, owners of the Daddy Long Legs Boutique Backpackers, The Grand Daddy Hotel

and the Old Mac Daddy Luxury Trailer Park in Elgin are some of the first to boldly engage with the project by distributing condoms in their hotels. Wednesday 2 June 2010 saw the launch of this initiative in Cape Town at The Grand Daddy Hotel in Long Street. A total number of 160 000 condoms will be distributed in 30 Cape Town accommodation establishments over the following weeks.

CEO of Cape Town Tourism, Mariette du-Toit Helmbold says, "We are well aware that sexual activity is part of a holiday experience for most but we are suggesting that people remain responsible whilst having a good time by practising safe and responsible sex."

For further information about Cape Town Tourism, please contact Cape Town Tourism's PR and Communication Manager Skye Grove, skye@capetown.travel, +27 21 487 6800 or see www.capetown.travel.

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