

Tsogo Sun selected as official accommodation partner for Sports and Events Tourism Exchange

From 22-24 October 2013, the International Convention Centre (ICC) in Durban will host the Sports and Events Tourism Exchange (SETE) Conference and Exhibition.



Now in its third year, the SETE is aimed at positioning South Africa as a sports tourism destination. The SETE conference and exhibition brings together businesses from the sports and tourism industries and encourages partnerships between the two sectors over this three-day period. The SETE consists of a two day conference, an exhibition and networking events. Visitors who are attracted to the event include senior decision-makers in the sports tourism industry.

Southern African hospitality

The SETE also attracts international buyers who have an interest in bringing events to South Africa. This provides an ideal platform to measure the capacity of South Africa as a sports tourism destination and infrastructure to determine whether they should host their event here.

Hosting the international buyers this year will be Tsogo Sun as SETE's official accommodation partner. The gaming, hotel and entertainment group aims to offer the international buyers high quality Southern African hospitality.

Mike Jackson, director of operations, Tsogo Sun KwaZulu-Natal region says, "Tsogo Sun is delighted that we have been chosen as the official accommodation provider to the Sports & Events Tourism Exchange taking place in Durban from 22-24 October 2013."

"Tsogo Sun is an iconic brand that is associated with Southern Africa worldwide. It therefore makes sense partner with Tsogo Sun as the official accommodation partner for the 2013 SETE," comments Sugen Pilla business development director of Thebe Exhibitions and Projects.

An important promotional platform

Senior decision-makers from over 50 organisations representing more than 18 countries will attend the event. Many of the buyers who have attended SETE over the past two years are now bringing events and sports groups to South Africa.

With sport tourism as one of the fastest growing areas of global travel and tourism, it is clear that the SETE will play a vital part in promoting the new "sports" trend within the industry.

The SETE is hosted by the KwaZulu-Natal Department of Economic Development and Tourism, partnerec

by CATHSSETA, SASCO, Tourism KZN and Durban Tourism, and supported by Durban KZN Conventic Bureau.

For more information, go to www.sportsandevents.co.za. For exhibition stand bookings, contact Robyn Harvey via email at robyn@tepg.co.za or on +27 (0)82 489 9478.

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