

## Cape Town hosts Brazilian fans

Cape Town is hosting 5200 Brazilian football fans during the 2010 FIFA World Cup, despite the fact that the team is based in Johannesburg. Much publicity for the Mother City is expected to be created in Brazil as special communication services have been provided.

At a recent press conference, it was announced that this success is the result of a partnership between the destination marketing organisation for Cape Town and the Western Cape, Cape Town Routes Unlimited, and the biggest tour operator in Brazil, Stella Barros Turismo. Around 10 000 Brazilian fans arrive in South Africa on 38 chartered flights. More than half of them have chosen Cape Town as their base and will occupy five hotels in the Sea Point and Green Point areas. The Sea Board, around Cape Town Stadium, will become party central for all the Brazilian fans.

### Where Brazil is, the World Cup is

This includes a special Brazil activation at the V&A Waterfront's Lookout Village, with its panoramic views of Table Mountain and the V&A Waterfront, and is only 300 metres away from Cape Town Stadium itself. The V&A Waterfront's 2010 commercial director, John Elliott, said that the Lookout Village is ready to welcome all the Brazilian fans. The Village is ideally located on the Breakwater Carpark Rooftop, offering a range of entertainment; a host of food and beverage options to please any palate; and a turnkey media solution available for Brazilian use. "Where Brazil is, that's where the World Cup is! We are looking forward to a long and special partnership with Brazil," he said.

The Sea Point Civic Centre is being transformed into Casa little Brazil, which means the home of little Brazil. During the day the venue will offer visitors a functional, but warm and welcoming exhibition of tourism products, translation services and a Portuguese calibrated email and information service. By night a Rio carnival atmosphere will be created with Brazilian dancers in carnival costumes as well as traditional Brazilian and South African gourmet delights and music, allowing visitors an authentic South African/Brazilian experience.

### Live Internet streaming

With matches being broadcast with Portuguese commentary and live Internet streaming to web surfers, the Sea Point Civic Centre and the V&A Waterfront's Lookout Village will be the entertainment hubs for Brazilian fans, locals and other visitors to the destination.

Brazil is a fanatical football nation. It is estimated that over 200 million Brazilians will take an active interest in their team's fortunes in Africa and it is anticipated that this will translate into off-the-ball interest, generating extensive media coverage for Cape Town. "This coup for the Western Cape provides us with an excellent opportunity to market our tourism products and position destination Cape Town and the Western Cape favourably for trade and investment purposes. This platform enables us to communicate effectively and directly our tourist and business friendly destination to Brazilian interests," commented Finance, Economic Development and Tourism MEC, Alan Winde.

### Brazil, a growth market for tourism

The CEO of Cape Town Routes Unlimited, Calvyn Gilfellan says that an integrated international PR and marketing strategy will deliver a tantalising perspective of destination Cape Town and the Western Cape as well as the country as a whole: "Most Brazilians have access to the Internet and this medium will drive the basis of the strategy. A 'live' Internet-streaming capacity has been enabled on [www.tourismcapetown.co.za](http://www.tourismcapetown.co.za) so that Brazilians at home will have a blow-by-blow account of African hospitality. Inclusive in the programming mix is a compelling showcase of South African, Angolan and Mozambiquan music, enabling a snapshot perspective of southern African culture." Brazil is a growth market for tourism and a strategic player in the international economy. This intervention has the potential to enable job creation and positive

economic growth for the province.

Events and happenings in the destination will be communicated on Heart 104.9 fm for the duration of the World Cup. This off-the-ball update is scheduled for 7.20am and 1.40pm and will enable all visitors and Capetonians to pick their way through the myriad parties and celebrations happening all over the province.

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