

---

## Tourism KwaZulu-Natal

---



*Zulu Kingdom. Exceptional*

# Media Release

**06 January 2016**

**For Immediate Release**

**To : All Media**

**Attention : News Editors/ Journalists**

## **KWAZULU-NATAL 2015 FESTIVE SEASON TOURISM SPLURGE HAS MAJOR ECONOMIC SPIN- OFFS**

KwaZulu-Natal (KZN) has recorded yet another successful Festive Season period with a R 3 Billion cash injection into the local economy.

“This substantial economic boost affirms KZN’s popularity and competitiveness as a destination of choice and the visitor’s growing confidence in getting a fulfilled and rewarding holiday in the Zulu Kingdom. We still have handful of holidaymakers who are still enjoying themselves in numerous holiday resorts across the province and most notably the beach revellers that are swimming in all our coastal towns. We anticipate being with them till this weekend and indeed fun must go on” said Ndabo Khoza, CEO of Tourism KwaZulu-Natal.

The province was a hive of activity with all round festivities and activities for families and individuals who could just tap into whatever suits them for the day. Beach front Hotels were full in Durban as well as the South and North Coast with the overall hotel occupancy at almost 90% in December. The North Coast was graced by international tourists from UK, USA, France and Germany that settled for the spectacular sights of St Lucia.

The 2015 Festive Season success sets an even higher oomph to drive activities in 2016. TKZN anticipates an increased flow of tourists into the province all year round and most

importantly an increase in arrivals due to the new airlines launched last year, the Turkish Airlines, Ethiopian airline and Qatar airways. The new routes, affordable packages will most likely offer a lengthened holiday season to our international tourists. The Short Left campaign remains our main force to get people to re-discover KwaZulu-Natal's attributes of "beach", "warmth" "Family-Orientation" and "Friendliness".

TKZN has its eyes also cast on the big annual events that always bring in a significant economic contribution into business tourism destination management. We now look forward to reap major rewards for the province when the following events take place in February:

- Midmar Mile
- Dusi Canoe Marathon
- PMB City Marathon
- Metro FM Music awards
- Splashy Fen

TKZN would like to extend our heartfelt gratitude to both domestic and international tourists who were in the province this last festive season period. We also would like to convey our many thanks to the industry partners who ensured that all our visitors get an unforgettable experience in KZN. Lastly but mostly our appreciation goes to the security services who ensured that all our visitors were safe during their stay as well as the residents and the population of KwaZulu-Natal for being exceptional hosts.

**ENDS**

#### **About Tourism KwaZulu-Natal**

Tourism KwaZulu-Natal was established in 1996 and is responsible for the development, promotion and marketing of tourism into and within the province, both domestically and internationally. The organisation is an entity that reports to the provincial Department of Economic Development, Tourism and Environmental Affairs.

#### **Social links to Tourism KwaZulu-Natal:**

Website: <https://www.zulu.org.za>

Facebook: Tourism KwaZulu-Natal

Instagram: Tourismkzn\_offical

Twitter: [@TourismKZN](https://twitter.com/TourismKZN)

Pinterest: KZN Tourism

**Hashtags: #GottaLuvKZN**

#### **For more information please contact:**

Ms Ncumisa Mafunda

Tourism KwaZulu-Natal: Senior Manager Public Relations and Communications

031 366 7507 (Mobile)

076 621 2026 (Mobile)

[ncumisa@zulu.org.za](mailto:ncumisa@zulu.org.za)