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## Tourism KwaZulu-Natal

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*Zulu Kingdom. Exceptional*

# Media Release

27 January 2016

For Immediate Release

To : All Media

Attention : News Editors/ Journalists

### **DURBAN KWAZULU-NATAL CONVENTION BUREAU HOSTS A GERMAN INCENTIVE BUYER TOUR OF DURBAN AND KWAZULU NATAL**

The Durban KwaZulu Natal Convention Bureau, a special division of Tourism KwaZulu-Natal, which is funded by the KwaZulu-Natal Department of Economic Development and Tourism and the EThekweni Municipality, together Emirates Airlines and a range of KwaZulu-Natal Trade Partners will host a high level **German Site Inspection Team** made up of **8 significant Incentive and Corporate Meeting Buyers** from Germany. The German Incentive Buyers will touch down at King Shaka International Airport on an Emirates sponsored flight today the 27<sup>th</sup> of January 2016, to acquaint themselves with KZN as a business events destination.

The tour which starts today till the 2<sup>nd</sup> of February 2016 is aimed at ultimately converting the buyers to bring incentive groups and corporate meetings to the Zulu Kingdom. The Durban KwaZulu-Natal Convention Bureau worked closely with Tour Link Africa (Tourism KwaZulu-Natal's representative for German speaking countries) and Emirates Airlines German Office to bring these buyers to KwaZulu-Natal. Initial talks began at a special breakfast at the IMEX Frankfurt business events trade show in 2015. This event was used to introduce these buyers to Durban and the rest of KwaZulu-Natal's incentive product offerings. This initiative

was met with tremendous support from local trade here at home, hence now, we await the arrival of our visitors this afternoon.

The Incentive Buyers will spend 7 days on a familiarisation trip where they will get to explore the destination product offerings that would appeal to their market. Their excursion will commence in Durban with visits to the city's key business event attractions like the Inkosi Albert Luthuli International Convention Centre (ICC), Moses Mabhida Stadium and trendy eateries, and attractions such as the Victoria Street Market and Warwick Triangle, where they can get to experience the warmth and friendliness of our destination. The visits will evolve to different tourist locations on the north coast, to the internationally renowned town of St Lucia for a variety of activities from wildlife game drives to intriguing cultural activities. Other interesting sites to be visited will be Jozini Tiger Lodge, Tembe Elephant Park, Rhino Ridge Safari Lodge and the Inanda Heritage Route.

This German Incentive Buyer Tour is expected to support the initiatives of the Durban KwaZulu-Natal Convention Bureau to aggressively market the Zulu Kingdom as an ideal incentive tourism destination.

**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)

**German Incentive Buyer Tour of Durban and KwaZulu-Natal sponsored by Emirates, KwaZulu-Natal Trade Partners and the Durban KwaZulu-Natal Convention Bureau**

<b>DAY</b>	<b>Programme</b>	<b>Overnight</b>
Day 1: 27 January 2016	Arrival in Durban at 17h05 on Emirates flight arriving at King Shaka International Airport. Transfer to Beverly Hills (calypso) Dinner at Beverly Hills	Beverly Hills
Day 2: 28 January 2016	Durban 09h00 Transfer to Durban ICC 09h30 -11h30 2 hours ICC inspection. 11h30 – 13h00 Transfer for short city tour including Victoria Street Market. 13h00 Lunch at California Dreaming. 15h00 Tour of Moses Mabhida Stadium Transfer back to Beverley Hills to freshen up. 18h30 for 19h00 Dinner at Moyo	Beverly Hills
Day 3: 29 January 2016	09h30 Transfer to St Lucia AmaZulu-Lodge 16h00 – 17h00 St Lucia Game Drive (Advantage Tours) Dinner in St Lucia Alfredos Restaurant 18h30 for 19h00	St Lucia
Day 4: 30 January 2016	10h00 St.Lucia - Estuary Tour (Advantage Tours) 13h00 Transfer to Shakaland Zulu Cultural experience	Shakaland
Day 5: 31 of January 2016	09h00 Transfer to Jozini Tiger Lodge 10h30 Jozini Tiger Lodge Game drive at Tembe Elephant Park Transfer back to Jozini Tiger Lodge	Tiger Lodge
Day 6: 1 February 2016	Possible 12h00 – 15h00 Shayamanzi Houseboat Safari to learn this special experience 15h00 Transfer to New Rhino Ridge Safari Lodge New Rhino Ridge Safari Lodge	Rhino Ridge Safari Lodge
Day7: 2 February Departure from Durban at 19h10 Emirates Airlines	Early morning Game Drive 09h30 Transfer to Durban 13h00 Inanda Heritage Route & lunch Feedback session	Calypso Travel

**Key Contact for the trip is James Seymour TKZN Convention Bureau @0829255508**