
Tourism KwaZulu-Natal



Zulu Kingdom. Exceptional

Media Release

To : All media
Attention : News Editors and Journalists
Date : February 13, 2019

#FNBDusi2019 welcomes the world to KZN

KwaZulu-Natal welcomes competitors from around the world for the biggest canoe marathon in Africa, the FNB Dusi Canoe Marathon, which kicks off tomorrow, 14 February 2019.

Canoeists from Europe, United-States, South America, the continent and South Africa are *“Doing the Dusi”*. The FNB Dusi Canoe Marathon has become a bucket list event and this year, it has attracted the biggest contingent of international paddlers in the history of the legendary race.

The marathon starts in Pietermaritzburg and finishes at Blue Lagoon this Saturday, 16 February 2019.

The final day of the race will be livestreamed and spectators from around the globe will get a front row seat of the event, putting KZN on the global stage.

“Events of such magnitude are pivotal for the province’s economy. Over the past few years, we have seen a massive growth in international participants. The use of technology such as live streaming this event will enable us to position KZN not only as a top sporting destination, but these audiences will get to see the beauty and splendor of our Zulu Kingdom.

“And this will possibly encourage them to possibly consider KZN as their next holiday destination,” said Sihle Zikalala, MEC for Economic Development, Tourism and Environmental Affairs.

“The marathon goes through some of the most scenic sights of KZN making this the perfect adventure tourism destination for both the participants and their support teams,” Zikalala added.

Phindile Makwakwa, the Acting Chief Executive Officer of Tourism KZN said she was delighted that this year there were canoeists from 10 countries taking part.

“This year we have canoeists coming as far as Austria, Denmark, the United States, Sweden, England and Colombia, most of whom have been in the country for almost 10 days to learn the rivers and the course.

“This race is one of many big sporting events that put the province on the global tourism and adventure sport map,” she said, pointing out the KZN also hosts the Vodacom Durban July, the Tsogo Sun Amashova cycle classic, the Comrades Marathon and the Midmar Mile.

The marathon is expected to have a massive economic spin-off for the province too, she said. Last year the economic impact topped more than R6-million, helping to create and sustain jobs in the hospitality industry.

Recent trends have shown that a number of canoeists and their supporters arrive early in the week and stay a bit longer after the event to sample some of the nearby tourism attractions.

Some canoeists come with their families and up to 20 crew who support them along the route.

If previous years activities around the Dusi are anything to go by, the tourism and hospitality sector are optimistic it would add more to their coffers.

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Notes to editors

Tourism KwaZulu-Natal 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.

For more information go to:

Website: Tourism KZN: www.zulu.org.za

Facebook: Page: Tourism Kwazulu-Natal

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Hashtags

#DoKZN #DoTourism #WeGetWhyYouPaddle #FNBDusi2019

For media interviews, please contact

Nhlanhla Ngwenya - Communications Coordinator

Tourism KZN – 063 698 7455