

Media Release - 28/1/2000

Sanp Launches Tourism Campaign

South African National Parks (SANP) is proud to announce that it has embarked on a major promotional campaign, dubbed **Promotion 2000**, to create awareness of National Parks, the country's natural heritage, as tourist destinations offering visitors excellent value for money. The campaign also aims to recognize and reward visitors for choosing a National Park, as opposed to the numerous other destinations, as their favorite holiday destination.

The yearlong campaign will unfold in the following manner. Every month a nature lover, who has stayed at one of the National Parks for longer than 3 nights, will be randomly selected from the SANP's RAFOS database to receive a free 3-night free accommodation at a National Park of their choice. In addition to the 3-night free accommodation, if the lucky winner has booked his or her visit at the Reservations Desk at Groenkloof National Park, the SANP Head Office in Pretoria, he or she will receive a complete bush kit courtesy of *Bushwillow*, the SANP's well stocked Souvenir Shop.

Promotion 2000 aims to create awareness of National Parks and what they offer visitors. It is also anticipated that the campaign will result in increased goodwill and positive disposition toward National Parks. The prize giving ceremony will be highly visible, as it will be turned into a major PR event. Photographs of the winners receiving their prize from Mavuso Msimang, the SANP Chief Executive, will appear in major wildlife magazines such as *Timbila* and the travel sections of the major weeklies. Also, a permanent slot for this important campaign is being negotiated with one of the wildlife television magazines.

The January winner has already been identified and preparations are afoot for the award ceremony. So keep your eyes opened, the winner might be you, assuming you have recently stayed at a National Park for 3 consecutive days or longer.

Now, some interesting statistics: Did you know that the SANP has an accommodation capacity of some 8000 beds? This makes the SANP the second larger hospitality group in South Africa. Also, did you know that Kruger National Park receives, on average, one million visitors a year? About 22% of these visitors are from overseas.

Issued by:

Dr Salifou Siddo

Head: Corporate Affairs

Tel: 012 343 9770

Fax: 012 343 0153

E-mail: Salifous@parks-sa.co.za

[\[back\]](#) [\[top\]](#)