



## NEWSFLASH !!!

**25 February 2010**

CAPE TOWN'S done it again! The city at the southernmost tip of Africa has been announced as an official stopover during the **Volvo Ocean Race 2011-2012** and this spectacular yacht race's first port of call.

Cape Town is now the only city that has been a consistent stopover in all of the Volvo Ocean Races since its inception **and will be the only African stopover during the 2011-2012 race.**

Starting with 83 cities bidding for this sought after opportunity and finally seriously considering 35 solid contenders, what did tip the scales for Cape Town? The city's truly professional approach as a global events city. This was the sentiment expressed by newly appointed Volvo Ocean Race Commercial Director **Greg Mail** at a press conference in Cape Town yesterday. Of course, the city's geographic position – both as a race venue and **a breathtakingly beautiful tourism city -, its hospitality, and the economic impact** the race has on Cape Town, all played its part in clinching the deal for Cape Town.

“With a total economic impact of **R308.15 million** on Cape Town and the Western Cape and tourism destination media exposure worth **R77.45 million**, the city and province can only be proud and honoured to be have been awarded the stopover status. We regard it a powerful endorsement of the our destination's events infrastructure and organisational capabilities, scenic appeal and hospitality. As the tourism destination marketing organisation we're also very much aware of the weight the Volvo Ocean Race media coverage carries and the tourism return-on-investment it brings for Cape Town and the Western Cape,” says **Itumeleng Pooe**, Executive Manager: Destination Marketing (Events, Leisure and 2010) of **Cape Town Routes Unlimited**.

The race starts in autumn 2011 in Alicante, Spain. Specific race dates will be made known at the end of March this year.

**Enquiries: Riana Geldenhuys on +27 +21 487 4813 or 082 460 5554 or email: [rianaq@tourismcapetown.co.za](mailto:rianaq@tourismcapetown.co.za)**

**Teddy Ntsente**  
**2010 Project Coordinator**

**Meet our Fans:** [www.youtube.com/tourismcapetown](http://www.youtube.com/tourismcapetown)  
**2010 Tourism Campaign:** [www.tourismcapetown.co.za](http://www.tourismcapetown.co.za) and 'kick' on [Beyond the 90 Minutes](#)