

18 February 2008

To whom it may concern

2010 MATCH ACCOMMODATION CONTRACT

Tourism KwaZulu-Natal supports the MATCH accommodation contracting process .

We firmly believe that it will not be 'tourism business as usual over the period of the 2010 Soccer World Cup and that small tourism accommodation establishments thus run the risk of running at lower than normal occupancy levels if they fail to contract with MATCH. Furthermore, MATCH offers a range of marketing and other benefits to contracted establishments. Small accommodation establishments would never be able to afford such opportunities under normal circumstances and will assist them in securing business over the period of the Soccer World Cup and beyond. In addition to this the Tourism Enterprise Programme is offering a three-year grading subsidy to hotel establishments who wish to contract to MATCH. This represents an important opportunity to be part of the Tourism Grading Council of South Africa's Grading Scheme. South African Tourism actively promotes members of this scheme to the foreign market.

Yours in tourism



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General Manager: Tourism Information Services



2007 UNWTO Ulysses Award Recipient
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