

# Proposal: Phakalane 2010

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## 1. Background to World Cup 2010

South Africa won the bid to host the 2010 Soccer World Cup in the City of Johannesburg, an event promoted as the second largest international event after the Olympics. According to GMP Swann of the university of Manchester's' Business School, events such as these have four major benefits on countries:

- 1) New sports facilities and associated amenities built for the event
- 2) The short term economic stimulus stemming from new construction and other investment in advance of the event and visitors spending during the event
- 3) The marketing opportunity to attract new business and promote tourism
- 4) Urban development

Briefly looking at the economic stimulus in point two, the return on investment for such an event is quite considerable, with the last World Cup 2002 in Korea/Japan yielding a return on investment of over 300%! Neil Fraser, Executive Director of the Central Johannesburg Partnership writes that the total investment for World Cup 2002 was \$7.5 billion (\$2.5 billion by South Korea and \$5 billion by Japan) with the direct and indirect economic benefits estimated at \$8.8 billion for South Korea and \$26 billion for Japan (2.2 percent and 0.6% of GDP respectively!).

Point three is of particular interest to Botswana and more specifically to Phakalane, as the Soccer World Cup presents a unique marketing opportunity for new business and tourism to this world class estate.

## 2. Target Markets - Botswana

- 1) Team players
  - o Pre-world cup preparation
  - o Post World Cup holidays

- 2) Team management (coach, managers, physiotherapist, psychologist, doctors etc)
- 3) Officials
- 4) Supporters
  - o Tourism before, during and post Soccer World Cup
- 5) Event organizers, workers and volunteers

Many visitors will combine their Games visit with a holiday and the below motivates why Botswana should be the obvious next choice of destination pre, during or post World Cup 2010.

### 3. Why Botswana?



Botswana is Africa's proud success story, an economic gem combined with true wild beauty. It has often been described as the "Real Africa" in all its glory!

Its economy is one of the most robust on the continent and has the fastest growth per capita income in the world since Independence in 1966. Its infrastructure is good and its education and health policies are on par with South Africa. The population of Botswana is comparatively small to the rest of Africa and to other countries of the same size.

The country's myriad of diverse and abundant wildlife treasures are still largely undeveloped and untamed, providing a great safari adventure for any tourist. The country can be described as a roadless wilderness of savannas, deserts, wetlands, salt pans and African villages making up its splendor. Specifically, Botswana comprises of the following treasures:

- **The Okavango River** – a 1300 km river emptying into the Kalahari sands, creating the largest inland river delta in the world. While the Okavango Delta is home to relatively few large game animals in comparison to other areas of Botswana, its clear waters and myriad of lagoons, channels, swamps and small islands are home to an astounding variety of birds, plants, and animals.
- **Chobe National Park** - a beautiful grassland reserve that has gained international fame for its abundant elephant population. Chobe boasts the most varied wildlife in Botswana. Like Chobe, Moremi and Savuti are other game reserves also on the edges of the swamps with breath taking game viewing. The

terrain is varied – Savuti is flat and is known for its buck and elephant viewing while Moremi has dry grasslands, wetlands and mopane woodlands

- **Makgadikgadi salt pans** - The Sua and Ntwetwe salt pans make up the Makgadikgadi and are believed to be the largest in the world. The mud is saturated in salt and shimmers in the sunshine and the moonlight taking on a surreal personality of its own. They are home to large herds of blue wildebeest, several antelope species, and those international lovers of salt pans, flamingos.
- **Kubu Island** - a desert island in the salt pan and is strangely prehistoric with its baobab trees, it can only be accessed with a 4x4.
- **Nxai Pans** – Here you will find flocks of flamingos, pelicans and other waders. The grassy plains are especially breathtaking during the rainy season when there is mass migration.
- **Nata Bird Sanctuary** - This Sanctuary is relatively new and lies near Sua Pan. The variety of bird life is a must for bird watchers and nature lovers alike. The Sanctuary is over 200 square km in size with buck and other wildlife too.
- **Tsodilo Hills** - There are over 200 sites with about 3000 San Paintings that you can visit in the four hills known as the Male, Female, Child and North Hills. These bushmen paintings have been frequented by Prince Charles and Sir Laurence Van Der Post who called them the “Mountains of the Gods”.
- **Kalahari Desert** covers the majority of the country and is a varied environment of sand, savanna, and grassland. Although this area of Botswana is only sparsely inhabited by humans, it is one of the richest wildlife regions in all of Africa.
- **Central Kalahari Game reserve and Gemsbok National Park** are Botswana’s two largest game parks.



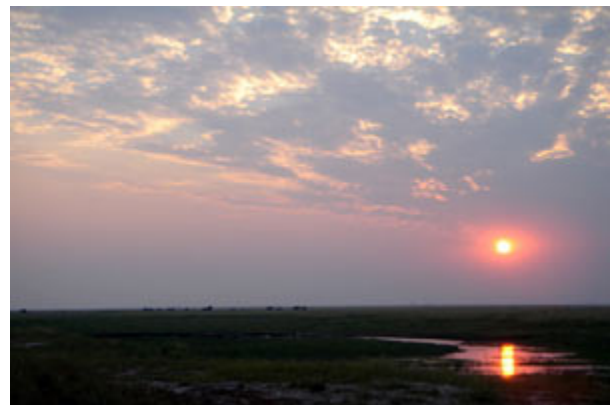
*Baobab – Kubu Island*



*Lion – Kalahari*



*Zebra – Chobe*



*Sunset – Okovango Delta*

Flag	
	
Quick Facts	
<b>Capital</b>	Gaborone
<b>Government</b>	parliamentary republic
<b>Currency</b>	pula (BWP)
<b>Area</b>	<i>total:</i> 600,370 sq km <i>water:</i> 15,000 sq km <i>land:</i> 585,370 sq km
<b>Population</b>	1,591,232
<b>Language</b>	English (official), Setswana
<b>Religion</b>	indigenous beliefs 85%, Christian 15%

#### 4. Why Gaborone?

Gaborone is located in the South of the country near the border with South Africa and should be the starting point of any trip into Botswana. With its small international airport, Gaborone is the gateway to the great outdoors of this prosperous country and is worth a stay.

It is a city of contrasting attractions – modernity merging with tradition. It is the heart of the nation, a hub of economic and social activity, gleaming with high rise buildings, modern day facilities and a variety of shopping, restaurant and fast food chains such as Woolworths, Nandos, Spar, Barclays, Pick n Pay, Fishmonger, Ocean Basket, Spurs, O'Hagan's, pharmacies, Chinese takeaways **there are night clubs to cater for various music tastes and pubs and bars** etc. Growing economic opportunities attract investors from all corners of the world and Gaborone is also the seat of Government.

Gaborone is a city of warmth and prosperity with many attractions such as golf, game viewing, art and culture, history, entertainment or shopping. In and around Gaborone are also archaeological wonders, stunning scenery and traditions passed down through the generations. Here are some specific attractions to Gaborone:

- **National Museum and Art Gallery** - the museum displays a collection of traditional crafts and painting by both regional and local artists. The museum also has exhibits of San Culture and gives visitors an insight into the history of Botswana. The gallery displays modern and traditional art as well as some San artwork.

- **The Main Mall** - this area was to be the town centre in preparation for independence in 1963 and today is the heart of Gaborone. Located between the railway station and Army Garrison the area is home to shops, banks, business and the walkway is lined with vendors selling crafts and other goods. The civic centre which houses the public library is located at the eastern end of the mall and opposite the civic centre is the Pula Arch which commemorates the countries independence. **ALSO NOTE MACALL SMITH BOOKS ARE ABOUT GABORONE AND ITS SURROUNDS.**
- **Gaborone Game Reserve** - the small 600 hectare park is the third busiest in Botswana and is particularly popular with bird watchers as the park has a rich diversity of habitat that play host to many species of birds including raptors like the snake eagle. The park has a good network of roads from which visitors can see ostriches, zebra, wildebeest, rhino and gemsbok. Other features include a visitors education centre, game and bird hides as well as a couple of picnic sites.
- **Oodi Weavers** - located 20 km from Gaborone on the Francistown Road. This small town is internationally acclaimed for its Tentswe la Odi weavers. Visitors can view weavers creating their beautiful hand dyed, hand spun, hand woven wall hangings, napkins, jackets, bedspreads, cushion covers and table cloths. Many of the tapestries tell stories of the present and past and are an ideal souvenir.
- **Mokolodi Game Reserve** – here you can stroke Cheetah and walk with elephant and giraffe through the park. Situated just 10 km south west of Gaborone, the 3000 hectare reserve has an extensive list of game such as white rhino, cheetah, giraffe, zebra, elephants and leopard. The park also has accommodation, restaurant, 4x4 tracks and evening game drives.
- **St Claire Lion Park** - located on the Lobatse Road 14 km from Gaborone the park is a great place for young and old. The major attraction is of course the lions but the park also offers a host of other activities such as horse trails, motorbike rides, picnic areas, a vulture feeding area, 3 dams, restaurant, bar and children's playground. Park open daily, restaurant and bar closed Mondays.
- **Phakakane Golf Estate Hotel Resort** - situated within the municipal boundary of Botswana's capital city, Gaborone and only 15km's from the city centre. The multi-million Clubhouse and the international standard 18-hole golf course offers the corporate and leisure traveler a host of activities in grandiose style. There are a range of facilities including two club lounges, two bars, two restaurants (formal and informal) a 250-seater conference centre, a pro shop and all international golfing facilities.

## 5. Why Phakalane?



From the hot, arid scrubland of Botswana has arisen an oasis of exclusive tranquility – a haven that offers the best of all worlds. Phakalane Golf Estate Hotel Resort with its world class golf course and clubhouse provides an attractive investment opportunity and the ultimate golfing experience.

Visitors can unwind and enjoy their social facilities, refreshments in the elegant Linyanti Bar overlooking the 18th hole and one hectare dam followed by a fine dining experience in our Drotsky's Restaurant. Following meals and prior to retiring to the hotel in the nearby vicinity, visitors can enjoy a cigar or whisky at Astoria cigar and whisky lounge on the top floor of the clubhouse which offers old world comforts with new world charm.

## **Facilities**

### **Phakalane Clubhouse**

- Pro Shop
- Locker Rooms: men and women
- Golfers Enclave - lounge
- Feather's Deli & Halfway House
- Elegant Linyanti Bar and Lounge
- Drotsky's Fine Dining Restaurant
- The Reserve - Wine Cellar
- Tsodilo Conference Centre
- Jacana's Nest - Gazebo on Lake
- The Astoria Whisky and Cigar Lounge
- Quills Terrace

### **Golf Course**

- International standard 18 Hole Championship Course
- Started in April 2000 and completed in June 2002
- 15 Dams
- 75 Bunkers
- 700m<sup>2</sup> of Greens
- 3 Permanent ablution facilities with refrigerated water
- Driving Range
- The largest Pro Shop in Botswana
- Club Membership offered to Residents and Non-Residents



## Restaurants

- Drotsky's Fine Dining Restaurant
- Feathers Halfway House
- Linyanti Bar
- Astoria Whisky & Cigar Lounge
- The Reserve
- Tsodilo Conference centre
- Jacana's Nest
- Linyanti Conference



## Accommodation – over 200 rooms available by 2010

- Phakalane Golf Chalets - eight 3¼ bedroom self-catering fully furnished units (24 rooms)
- Time share rooms – Eagles Nest (100 rooms 48 complete in phase 1)
- Hotel rooms (100 rooms)



## 6. Additional Useful Information

### Location

Botswana is centrally located in the heart of Southern Africa. Gaborone is situated close to the South African border in the south east of the country. Gaborone is a mere 40 minute flight and 4 hr drive on tarred roads from Johannesburg, South Africa.

### Airport

Sir Seretse Khama International Airport serves the city of Gaborone. Daily scheduled flights from/to South Africa on Air Botswana and SA Express.

### Climate

Summer: Nov – Mar    High Temperatures between 30°C - 35°C (86°F-95°F)  
                                 Rainshowers  
Winter:    Jun - Aug    Daytime Temperatures around 23°C (75°F)  
                                 Night-time Lows around 5°C (41°F)

### Language

The official language is English.  
The national language is Setswana

### Capital

Gaborone, the commercial and administrative capital of Botswana.

### Currency

Pula and Thebe (1 Pula = 100 Thebe). South Africa Exchange Rate = +- 1.56  
ie. 1 Pula = 1.56 SA Rand. Check updated exchange rates with your banks

### Visas and Passports

All visitors must have a passport valid for at least 6 months.  
Nationals of some Commonwealth countries require visas to enter Botswana.  
Check separate section on Visa Requirements.  
Citizens of European Community countries, Scandinavia, USA and South Africa do not require visas.

### Electricity

230 volt A/C 50hz.  
Both square and round wall plugs are used.

### Border Posts Opening and Closing Times

Tlokweng	06h00 – 22h00	(Gaborone entrance border)
Derdepoort		
Ramotswa	07h00 – 19h00	
Ramatlabana	06h00 – 20h00	

**Please Note**

P20.00 Annual Road Tax payable at Botswana Border

P40.00 Vehicle entry payable at Botswana Border

Bureau of Exchange on Botswana side as you cross the South African Border Post (on left hand side) should you need to change money.

**Telephone Communications**

Botswana has a sophisticated telecommunications system with a reliable service for mobile phones.

The international dialing code is: 267

Directory enquiries is: 192

**History**

The semi-nomadic San people were Botswana's first inhabitants. In 1885, to counter Boer expansion from South Africa, and Ndebele incursions from the north, Botswana came under British protection. Full Independence was granted in 1966 under the leadership of Sir Seretse Khama. Diamonds were discovered in 1967 which has brought rapid growth to Botswana and the country boasts healthy foreign reserves and is considered one of Africa's economic success stories.

**Government**

Botswana is a multi-party democracy.

Under the Botswana Constitution, legislative power is vested in the parliament and has been governed by the Botswana Democratic Party since independence in 1966. Elections are held every 5 years.

**Economy**

After diamond mining and cattle ranching, Botswana relies heavily on tourism as an integral part of its economy.

## **COUNTRIES EXEMPT FROM VISA REQUIREMENTS**

Antigua & Barbuda	Namibia
Australia	Nauru
Austria	Netherlands (Holland)
Bahamas	New Zealand
Barbados	Norway
Belgium	Papua New Guinea
Belize	Portugal
Brunei Darussalam	Saint Kitts and Nevis
Canada	Saint Lucia
Cyprus	Saint Vincent + The Gurenadines
Denmark	Samoa
Dominica	San Marico
Fiji	Seychelles
Finland	Sierra Leone
France	Singapore
Gambia	Solomon Islands
Germany	South Africa
Greece	Spain
Grenada	Swaziland
Guyana	Sweden
Iceland	Switzerland
Ireland	Tanzania
Italy	Tonga
Jamaica	Trinidad & Tobago
Japan	Tuvalu
Kenya	United Kingdom (UK)
Kiribati	United Stated of America (USA)
Lesotho	Uganda
Liechtenstein	Uruguay
Luxembourg	Vanuatu
Malawi	Yugoslavia
Malaysia	Zambia
Maldives	Zimbabwe
Malta	
Mauritius	

(List received from Immigrations dd 11/03/2003)

## RECOMMENDED STAKEHOLDERS

1. **ADDITIONAL HOTELS:**
  - Gaborone Sun (Sun International)
  - Grand Palm (Global Resorts)
  
2. **AIRLINES**
  - Air Botswana
  - SA Express
  
3. **CAR RENTAL / TRANSFERS / TRANSPORT**
  - Avis
  - Gabbs City Tours
  - Bus Companies
  
4. **GAME RESERVES - Gaborone:**
  - Mokolodi Nature Reserve
  
5. **GAME RESERVES – South Africa:**
  - Madikwe River Lodge
  - Tau Lodge
  
6. **CONTACTS OF INTEREST**
  - Department of Tourism
  - Botswana Export Development & Investment Authority
  
7. **TRAVEL PARTNER – SOUTH AFRICA**
  - Uniglobe Ihkwezi Travel
  
8. **GABORONE TRAVEL AGENTS**
  - Travelwise
  - Harvey World Travel

## ADDITIONAL HOTELS in GABORONE

### **GABORONE SUN – SUN INTERNATIONAL HOTEL CASINO AND CONFERENCE CENTRE Chuma Drive, Gaborone, Botswana**

**Hotel Reservations:** (t) +267 395 1111 (f) +267 390 2555  
**Reservations:** (t) + 27 11 7807515 (f) + 2711 7807080

**Rooms:** 192 in total.  
**Facilities:** 3 Restaurants + 4 Bars  
Casino  
Conference facilities  
Recreational facilities.

The Gaborone Sun is situated in Gaborone, only 15km's from the Tlokweng Border and 15 km's from the airport Phakalane Golf Estate Hotel Resort.

The rooms are designed to provide you with home comforts away from home and have recently been refurbished. Every room is fitted with mini bar, hairdryer, bathroom/shower, air-conditioning, TV, direct dialing telephones as well as 24 hour room service. Super sports and leisure facilities are available including floodlit tennis courts, gym and air-conditioned squash courts. The children will love the jumping castle and private play area set aside for them.

### **THE GRAND PALM – GLOBAL RESORTS HOTEL CASINO & CONVENTION RESORT Molepolole Road, Gaborone, Botswana**

**Hotel Reservations:** (t) +267 363 7777 (f) +267 391 2989  
(e) [reservations@grandpalm.bw](mailto:reservations@grandpalm.bw)

**Rooms:** 188 in total.  
**Facilities:** 3 Restaurants + 4 Bars  
Casino  
Recreational facilities.  
GICC Convention Centre

The Grand Palm hotel is situated in Gaborone, only 20km's from the Tlokweng Border, 12 kms from the airport and 15 km's from Phakalane Golf Estate Hotel Resort.

Every room is fitted with mini bar, hairdryer, bathroom/shower, air-conditioning, TV, direct dialing telephones as well as 24 hour room service. Super sports and leisure facilities are available including floodlit tennis courts, gym and air-conditioned squash courts. Cyberzone, video arcade, and cinema available to entertain children.



## TOURS

1. South Tour  
Min 4 people                      Max 8 people +- 4-5 hours  
Tour around the villages of the southern part of Gaborone within a radius of 50km. The tour includes St Clair Lion Park, Heritage sites at Manyana Village and Pottery Shops at Thamaga and Gabane.  
The tour ends at Mokolodi if desired. Activities at Mokolodi are extra.
2. North Tour  
Min 4 people                      Max 8 people +- 4-5 hours  
This tour highlights some of our villages in the Kgatleng District. En-route Mochudi Village you will visit Pilane Leatherworks. At Kgotla you will go on a 45 minute museum tour ontop of the hill. Other sites you will drive past are the Chief's residence, a heritage site where a giant footprint is embedded in a rock, Bokaa Dam and Oodi Weavers.
3. West Tour  
Min 4 people                      Max 8 people +- 4-5 hours  
The West tour is a 3 – 4 hour tour of Molepolole located 50 km west of Gaborone. Molepolele is home to the descendents of Bakwena-ba-ga-Kgabo who settled here in the 1800. The tour highlights the history of the Bakwena and their interaction with the British – in particular David Livingstone and his wife, Mary, the daughter of Robert Moffat, founder of the London Missionary Society.
4. Tailormade Tours upon request

## BUS COMPANIES

1. **Seabelos Express (Pty) Ltd**  
(t) +267 395 7078                      (f) +267 395 7077
2. **Mahube & Sons (Pty) Ltd**  
(t) +267 392 2660                      (f) +267 392 2600
3. **Khanda Express**  
(t) +267 392 3267                      (f) +267 392 3267
4. **Watermark Investments**  
(t) +267 390 5987                      (f) +267 390 5981



**TEL: +267 316 1955/6**

**FAX: +267 316 5488**

**Email: [info@mokolodi.com](mailto:info@mokolodi.com)**

**Website: [www.mokolodi.com](http://www.mokolodi.com)**

**F.O.M. Members receive 20% discount on all activities  
VAT is included**

## **AVAILABLE ACTIVITIES**

**Game drive:** (Minimum 2 People) 7h30 10h00 14h00 16h00

Enjoy a game drive in one of our open safari vehicles. (approx: 2 hours)

**Night Drives:** (Minimum 2 People) 19h00

See the magic of the nocturnal animals in our open safari vehicles (approx. 2 hours)

**Cheetah visit:** (Minimum 2 People) 7h30 10h00 14h00 16h00

Enjoy the unique experience of touching the only tame cheetah in Botswana and have the opportunity to take memorable photographs, followed by a game drive. For safety reasons, children under 16 must stay on vehicle. (approx. 2 hours)

**Guided walks:** 7h00 16h30

Be led through the bush by one of our trained field guides. Includes picnic (approx. 1 hour)

**Ranger in own vehicle:** (To be arranged in advance)

Our ranger travels with you in your vehicle through the reserve

**\*Rhino tracking:** (over 16 years only) 7h30. (Minimum of 2 people)

See the Rhino up close...track through the bush with our rangers. A cheetah sighting and a picnic at a scenic site is included.

**\*Giraffe tracking:** 7h30. (Minimum of 2 people)

Track the giraffe with our experienced rangers and walk amongst them. Followed by a picnic and a cheetah sighting.

**Elephant walk:** (over 16 years only). 07h00, only on weekends. Minimum of 5 people

Walk with the elephants of Mokolodi and their handlers through the bush and learn the ways of these enchanting giants, followed by a breakfast at the lake and a visit to the cheetah.

**Elephant baths:** 3.30 to 4.30pm. Saturdays and Sundays during the summer months.

Watch our elephants as they splash around and enjoy a scrub down from their handlers.

**Horse safaris:** 05.00 or 16h30. Accommodates up to 4 guests.

**Bushbraai or Bush lunch:**

An experience not to be missed – a 2 hour exciting game drive, with a unforgettable cheetah visit included, drinks/sundowners at a scenic view point, followed by a sumptuous braai at a selected site in the bush. Food included but cash bar or bar on tab for all drinks

**Ditshwene Traditional Dancers** can be booked to perform at bushbraais and lunches. Flat fee for community project.

## NEARBY SOUTH AFRICAN GAME RESERVES

### **MADIKWE RIVER LODGE – Three Cities Group**

- 50 Minutes from Phakalane Golf Estate Hotel Resort
- Derdepoort Border Gate if coming from Phakalane

(t) + 27 14 778 9000  
(f) + 27 14 778 9020  
Email: lodge@madikwe.threecities.co.za  
www.threecities.co.za

Situated in the heart of Madikwe Game Reserve on the border of Botswana, the Madikwe River Lodge invites you to share the wilderness and splendour of Mother Africa in exquisite comfort. Surrounded by 75 000 hectares of African sandveld, this luxury lodge is ideally positioned on the Groot Marico River in a malaria-free area.

### BOOKING PROCEDURES

Both the public and trade can book directly with Madikwe River Lodge on the above contact numbers and is subject to confirmation 72 hours prior to arrival.

### ACTIVITIES

Day Visit Game Drives  
Game Drives  
Morning Walking Trails  
Bush Breakfasts and Bush Dinners  
Bird Watching  
Swimming Pool  
Rock Pool

### FACILITIES

Airstrip, secure parking, DSTV, two swimming pools

### RESTRICTIONS

Children under the age of 8 years are not permitted on standard game drives. Arrangements can be made for Children's Drives.  
Children U16 not allowed on Game Walks  
Children can, unfortunately, not be facilitated at outdoor dining venues. However, special dining arrangements will be made for them at the main lodge.

### ACCOMMODATION

16 Thatched Chalets, all en-suite, all with private viewing deck, luxury safari suite

## **TAU GAME LODGE**

- 35 Minutes from Phakalane Golf Estate Hotel Resort
- Tlokweng Border Gate if coming from Phakalane

Renate Oostmeijer :           (t)                   + 27 11 314 4350  
   (f)                   + 27 11 3141162  
   Email:            taugame@mweb.co.za  
   www.taugamelodge.co.za

On the far northern border of South Africa lies a beautiful area known as the Groot Marico and it is in this spectacular setting, in the malaria free Madikwe Game Reserve, that TAU GAME LODGE is situated.

Privately owned TAU Game Lodge was built in 1995 and overlooks a vast natural waterhole, which attracts a variety of game, as does the diverse vegetation which thrives in the fertile topsoil.

30 rustic chalets are spread out in a U-formation on either side of the lodge offering excellent views of animals approaching the water from the opposite bank.

## **CONTACTS OF INTEREST**

### **DEPARTMENT OF TOURISM**

Standard House, The Main Mall, Gaborone

Tel:                   +267 395 3024  
Fax:                   +267 390 8675  
Email:               botswanatourism@gov.bw  
                                 www.botswanatourism.org

### **BOTSWANA EXPORT DEVELOPMENT & INVESTMENT AUTHORITY (BEDIA)**

Plot 28 Matsitama Rd, The Main Mall, Gaborone

Tel:                   +267 318 1931  
Fax:                   +267 318 1941  
Email:               mmasekgoa@bedia.bw  
                                 www.bedia.co.bw

## **GABORONE TRAVEL AGENTS**

### **TRAVELWISE**

Tel: +267 303 244

Fax: +267 303 245

Email: Fredm.travelwise@galileosa.co.za

### **HARVEY WORLD TRAVEL**

Ground Floor, Clover House, Old Lobatse Road, Gaborone

Tel: +267 3904360

Fax: +267 3905840

Email: Stanley Timuhwe

stanley.timuhwe@harveyworld.co.za

Eloise Williams

eloise.williams@harveyworld.co.za

## **SOUTH AFRICA TRAVEL AGENT PROMOTING THE PHAKALANE EXPERIENCE**

### **UNIGLOBE IHKWEZI TRAVEL - South Africa:**

Tel: +27 11 784 4959

Fax: +27 11 784 4781

Email: cecilia.mseteka@uniglobetravel.co.za

Contacts: Cecilia Mseteka (MD)

## **7. World Cup 2010 Destination Options**

### **Team Hosting Prior to World Cup 2010**

Phakalane presents the ideal setting for teams to prepare for the World Cup 2010 and acclimatize themselves to the African climate. Phakalane provides world class accommodation in the tranquil and secure setting of a golf estate. There are also 12.5 kms of jogging paths and necessary practice facilities and stadiums are very close by - The National Stadium is an impressive structure and has hosted many local and international sporting events. Luxury bus services can take the players to the stadiums for training. There are numerous activities for the players in their relaxation times such as golf as well as many others mentioned above. Phakalane can also cater for cuisine according to necessary dietary requirements for the team.

### **Spectators, officials, workers, helpers, team management**

**NOTE THAT LAND COULD BE MADE AVAILABLE LIKE THE DRIVING RANGE IN THE GOLF ESTATE TO BE A FOOTBALL FIELD FOR TRAINING AND BE A STONES THROW AWAY.**

The huge influx of spectators should be encouraged through various marketing initiatives to include Botswana, specifically Gaborone and more specifically Phakalane as a priority destination on their itinerary. Phakalane by 2010 will have a wide range of different accommodation options including hotel rooms, able to cater for a maximum of 310 people simultaneously.

**Gaborone is only half a days trip to most of the 2010 Games by bus.**

**Marketing Ideas**

- Marketing to Football organizations in key participating countries
- Presence on City of Johannesburg Official website
- Marketing / Information to key travel agencies
- Marketing / Information / Links on key travel websites
- Marketing to governments of participating countries through Botswana government.
- Sponsor communication and marketing

**References:**

- Botswana Travel Information | Lonely Planet Destination Guide [www.lonelyplanet.com/worldguide/destinations/africa/botswana](http://www.lonelyplanet.com/worldguide/destinations/africa/botswana)
- Botswana - Wikipedia, the free encyclopedia – <http://en.wikipedia.org/wiki/Botswana>
- City of JHB Official website - [www.joburg.org.za/soccer\\_city/soccer\\_sa2010bid.stm](http://www.joburg.org.za/soccer_city/soccer_sa2010bid.stm)
- Exploring Botswana - [www.geographia.com/botswana/index.html](http://www.geographia.com/botswana/index.html)
- Johannesburg 2010 bid book - [www.joburg.org.za/soccer\\_city/bidbook.pdf](http://www.joburg.org.za/soccer_city/bidbook.pdf)
- Phakalane website - [www.phakalane.com](http://www.phakalane.com)
- Phakalane Write up document – Lesang Magang, August 2005.
- Travel Creek - [www.travelcreek.com/botswana.htm](http://www.travelcreek.com/botswana.htm)
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