

**Katrin Andrews**

**FIFA World Cup™ 2010  
in South Africa**  
Short- and long-term impacts on tourism

# Table of Contents

- Rights Protection.....II
- Table of Contents.....III
- List of Figures.....IV
- List of Abbreviations.....V
- 1. Introduction.....1
- 2. Tourism Destination: South Africa.....2
  - 2.1 Current Status and Future Outlook.....2
  - 2.2 Tourism Statistics and Forecasts.....3
- 3. Sports Tourism.....4
  - 3.1 Definition.....4
  - 3.2 Major Sport Events.....5
  - 3.3 Impacts on tourism.....5
  - 3.4 South Africa and the hosting of sport events.....6
- 4. The FIFA World Cup.....8
  - 4.1 FIFA History and the World Cup.....8
  - 4.2 Prerequisites for hosting the FIFA World Cup.....8
- 5. Tourism Plan South Africa 2010 - short and long-term impacts.....10
  - 5.1 Introduction.....10
  - 5.2 Opportunities.....11
  - 5.3 Key Challenges.....13
  - 5.4 Key Tourism Initiatives.....15
- 6. Tourism Plan 2010: Current Situation.....16
- 7. Conclusion.....24
- List of References.....VII
- Appendix.....XI

## List of Figures

Figure 1: International Tourist Arrivals and Tourism Receipts (2006- 2008).....	3
Figure 2: Types of impacts of hallmark events.....	6
Figure 3: Selection of agreements between SA and FIFA.....	9
Figure 4: Objectives andKey Functional Areas of 2010 Tourism Plan.....	10
Figure 5: Impacts of FIFA World Cup 2010.....	12
Figure 6: Impacts on tourism and key focus area of initiatives.....	15