

**In a nutshell:** Mark Perryman is coming to SA because he loves football. But he wants to do more than climb into a coach, stay in branded hotels and be herded around to places where all the tourists go. He wants an authentic South African experience.



**Relevance:** Providing an authentic South African experience is what lies at the heart of South Africa's new tourism strategy. This opens new opportunities for small enterprises because providing the authentic experience is where they have a competitive advantage. The Tourism Enterprise Partnership (TEP), initiated by the Business Trust and now substantially supported by the Department of Tourism, saw that gap and developed its South African Hidden Treasures programme to capitalise on it. So Perryman and 80 English fans he is bringing to South Africa will get what they are looking for as part of a South African Hidden Treasures tour. "It is a unique country and there is a lot to learn, so not only will we be coming for football but also to enjoy a uniquely South African experience", says Perryman.

**Detail:** The South African Hidden Treasures programme clusters accommodation, travel guides, crafters and artists into an authentic tourism experiences that gives visitors a taste of South Africa's rich and varied culture. The English fans will watch the England games in the stadiums, but will watch other games in places like Jeya's Jazz Corner Tavern in Port Elizabeth. They will be transported by TEP supported tour operators and will visit local crafters such as Imiso Ceramics in Cape Town, who make world class ceramic items. They will eat traditional South African dishes at restaurants like the Bo-Kaap Kombuis in Cape Town and stay overnight at a local bed and breakfast. As they make their way around the country, they will also visit South Africa's iconic attractions such as the District 6 Museum and the Nelson Mandela Museum in Qunu, to name a few. All of these are part of TEPs Hidden Treasures programme.

Perryman says: "There is a palpable sense of excitement about coming to SA. We have been to a number of World Cups and we are excited, not only about the football but about discovering South Africa's hidden treasures".

Exposing these undiscovered South African gems is helping to bring the small tourism operator into the mainstream tourism economy. TEP's South African Hidden Treasures is working to increase income-generating opportunities and sustainable job creation for small tourism businesses.

"We want kwaito and castle, not fan parks": Saturday Star, May 8

Mark Perryman on SAFM, Part 1, May 17

Mark Perryman on SAFM, Part 2, May 17

Mark Perryman on SAFM, Part 3, May 17

Mary Perryman on 702, April 23

For more information:

Business Trust - [www.btrust.org.za](http://www.btrust.org.za)

Tourism Enterprise Partnership - [www.tep.co.za](http://www.tep.co.za)

SA's Hidden Treasures™ - [www.sahiddentreasures.co.za](http://www.sahiddentreasures.co.za)

Welcome 2010 Booklet - [www.welcome2010.co.za](http://www.welcome2010.co.za)

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