

7-11-92

Cape-to-Rio race boosts CT coffers

THE 1993 Rothmans Cape-to-Rio yacht race is set to boost Cape Town's local trade, industry and tourism by R40m.

Sponsorship contracts and support from big businesses throughout the country could swell the coffers further as interest in the race hots-up, organisers believe.

A R600 000 Corporate Hospitality Village, to be held over two days at the harbour's M-Berth, within full view of the pre start-of-race activity is also being marketed by the Triad Sponsorship Marketing company.

The first of its kind in the country, the "village" will accommodate 16 private marquees with private gardens at a basic cost of R31 500 each, inclusive of food.

The marquees are equipped for 50 guests at a time or 150 guests over the two-day period.

More than two thirds of the fleet coming from up-country and 11 yachts and their crew from overseas.

Rothmans Cape-to-Rio organising committee chairman John Levin predicts a substantial tourism spin-off for the city. Enquiries have indicated the event could bring in R25m.

"Most of the yachts will start arriving at least a month before the start of the race," Mr Levin said. "As it is the holiday season, most crews will be accompanied by family or friends."

He said general expenses, food, accommodation and travel arrangements to and from Brazil would also contribute substantially to business in the city.

Captour chief executive officer Gordon Oliver said the reinstatement of the race after a break of 17 years reinforced the city's links with the sea.

It also assured the race's place on the international yachting calendar.

"The hosting of international events of the stature of the Rothmans Cape-to-Rio race makes marketing Cape Town easier for us and the tourism spin-offs are enormous," he said.