

# Eastern Cape tourism gets major boost

By **NOMUSA GEMBI**

IN A bid to promote tourism, two major attractions were launched at the Algoa Bay Yacht Club yesterday.

They were the Sunshine Coast and Country Tourist Route Map and the Continental Week 2000 sailing regatta.

Tourism Port Elizabeth and Tourism East London were major funders and instrumental in the development of the Sunshine Coast map.

The route extends from the Tsitsikamma National Forest to Kei mouth incorporating country towns and resorts.

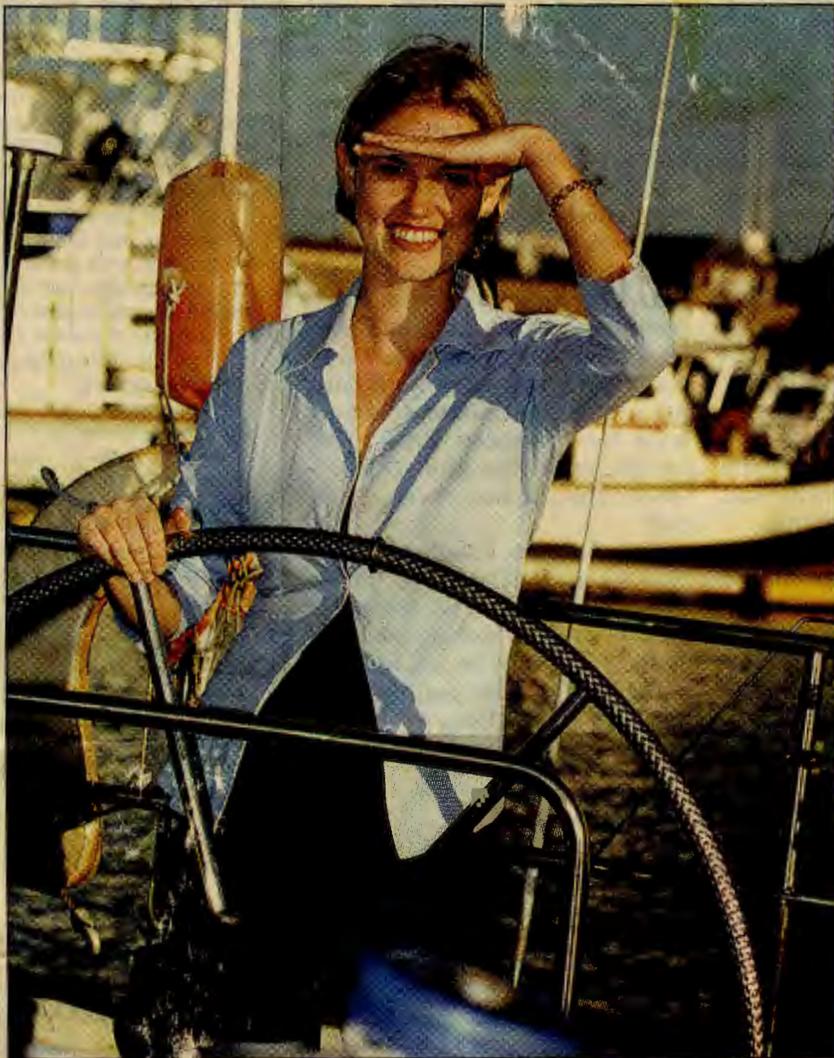
Launching the map, East London Tourism Director Craig Nancarrow said: "It's an embodiment of partnership with the Western Cape. It brings an end to territorialism in that East London and Port Elizabeth will be working together for tourism in the Eastern Cape," he said.

Mr Nancarrow said the map was a teaser featuring a detailed Sunshine Coast and Country regional map and generic and eco-tourism product information.

The map will be supplemented by a Sunshine Coast and Country Visitor's Guide which will be launched in November.

Launching Continental 2000, promotions manager Wayne Asher said it was hoped this year's event in which at least 80 yachts would be participating, would be the largest sailing regatta yet held.

He also announced that Port Elizabeth was to host



**AT THE HELM . . . PE Tourism's Lindi Ann Landman was at this week's launch of the Sunshine Coast Tourist Route Map and Continental regatta.**

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Picture: FREDLIN ADRIAAN

the J22 World Championships in Algoa Bay next year. The event will be linked to the annual Conti Week, making it a major event on the international calendar.

Other major sailing events to take place are the Splash Festival at Easter weekend. The festival will kick off the sailing week with the Continental EP J22 Championships to be

contested on Saturday, Sunday and Monday.

Continental Week will begin on April 30. More than 400 sailors from around the country will compete in the regatta.