

DURBAN AND THE SHARKS STRIKE A WINNING PARTNERSHIP



Sharks CEO John Smit, Head of Durban Tourism Phillip Sithole Deputy Mayor Cllr Nomvuzo Shabalala, Speaker Logie Naidoo and Chairman of the Sharks Stephen Saad

eThekweni Municipality has signed a three year deal with the Sharks which will see the City of Durban being the Official Tourism Partner of the Sharks.

The Deputy Mayor, Cllr Nomvuzo Shabalala said forming a public private partnership with the Sharks is a momentous occasion for the City.

“The city leadership understands the importance of high level co-operation in the promotion, support and leverage of the Sports Tourism industry, which is a growing global industry with significant economic implications on the destination. This partnership also augers well with the City’s plans of positioning Durban as a top sporting destination,” said Shabalala.

Shabalala said the partnership is as a result of the forward thinking of our City and the vision to develop Sport brand leaders like the Sharks as a major tool to enhance the economy, attracting more events, increasing tourist arrivals and provide a global stage to showcase what the City of Durban has to offer.

“By forging this three year partnership

with a financial investment of R 12, 7 million, the rewards are far greater and sustainable for Durban and our city can build even more momentum to attract major international games. Our strategy of Taking Durban to the World will be underpinned by the extensive global marketing of the Sharks Brand in key source markets with aggressive in-market activations that will take place in Australia, UK that will in the long term boost tourism for the city and the province,” Shabalala added.

Commenting on the partnership, Sharks CEO John Smit said: “This partnership brings together two iconic Durban brands who share similar values and a pioneering spirit. It is our honour to closely align ourselves with the Municipality to showcase our City and what we have to offer on an international platform,” said Smit.

Smit added that the Sharks was looking forward to a successful and mutually beneficial partnership with the City of Durban.

