

MEDIA RELEASE

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VOORTREKKER MONUMENT WINS TOP INTERNATIONAL AWARD

Pretoria, 22 April 2013. The Voortrekker Monument has just been awarded the overall gold winner award at the China Outbound Tourism and Trade Market in Beijing, China. There were 5 categories for achievement, each with a bronze-, silver- and gold award. The ceremony was attended by about 150 tour operators and other prominent role players in the tourism industry, amongst others America, Africa and Europe. The Managing Director of the Monument, Ms Sonja Lombard, received the award in Beijing and had the opportunity to address the representatives.

Nearly 50% of all Chinese visitors to South Africa come to the Monument, which they view as one of their preferred destinations. The fact that Chinese visitors to the Monument has grown with 45% during the last year, was a contributing factor in the Monument receiving the overall winner award at the show in China. Southern Sun was awarded a bronze award in the innovation category.

The Monument website is available in modern Chinese on the Chinese Wide Web, which has more users than the western World Wide Web. The Monument has Chinese guide books and explanatory panels in modern Chinese which makes it easier for them to understand the historical background that lead to the building of the Monument.

This award to the VTM confirms the growing perception that it is a hospitable centre of excellence, both as a heritage institution and as a tourism destination.

Photo available on request

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