

MEDIA ALERT: KNYSNA TO HOST THE INTERNATIONAL ADVENTURE CONFERENCE IN 2021

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The Cape Town and Western Cape Convention Bureau together with the support of the South African National Convention Bureau, are proud to announce that Knysna, situated in the Garden Route and Klein Karoo region, will play host the International Adventure Conference in January 2021.

The conference, which is an initiative by the Adventure Tourism Research Association, aims to convene a forum of adventure enthusiasts, practitioners, tourism and outdoor recreational scholars from across the globe. The purpose of the forum is to create and disseminate key research about the sector.

The event has the potential to boost the province's economy by R3,84 million, furthermore, 150 international delegates are expected to attend, including leading tourism researchers and professionals. A recent "Allied Market Research" report revealed that the global adventure tourism market was valued at \$586,3 billion in 2018, and is projected to reach \$1,626 billion in 2026 and according to Reuters, the industry will grow at a CAGR (compound annual growth rate) of 45.73% during the period 2018-2022.

Hosted by the Department of Tourism Management at the Tshwane University of Technology's (TUT) and the Adventure Tourism Research Association, the International Adventure Conference is a great way to showcase South Africa and more specifically the Western Cape region. This platform allows students, supervisors, managers, owners and/or operators of small adventure tourism businesses and government to network and exchange information with a global audience.

It is also envisaged that, through hosting this conference, there could be short-term employment opportunities for local communities.

The Garden Route and Klein Karoo region which is referred to as nature's garden, plays home to a variety of outdoor activities, which was a strong motivator for the region winning the bid.

For any media related enquiries, please contact:

Nabiella De Beer – PR and social media officer at Wesgro

nabiella@wesgro.co.za

021 487 8600

