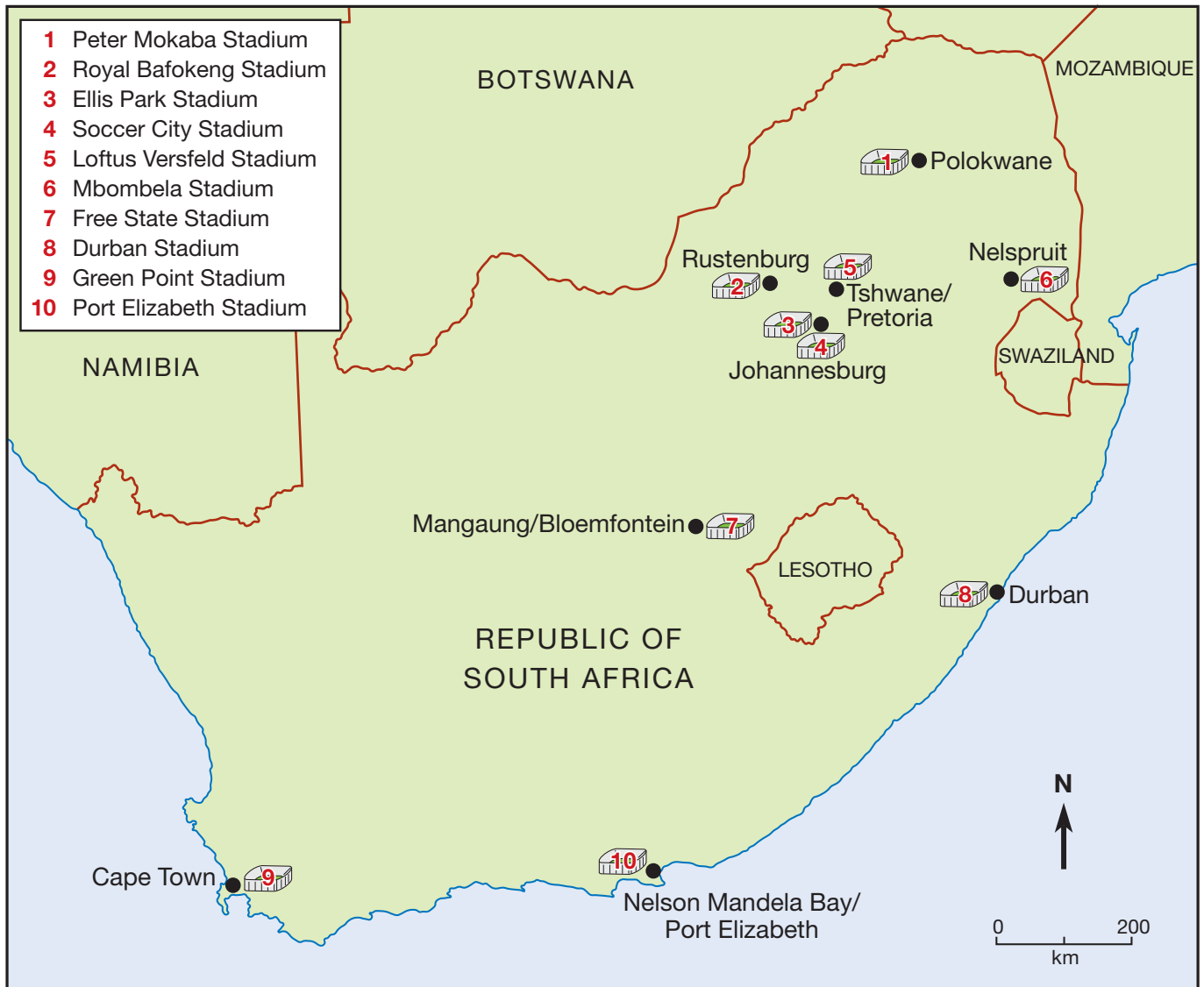


LESSON 6: Information Sheet 8

The 2010 World Cup in South Africa

'We said we will host the most successful FIFA World Cup and we will keep that promise... Africa is ready, Africa's time has come, Africa is calling. Come to Africa in 2010!'
(Thabo Mbeki, President of South Africa).



Estimated costs of hosting the 2010 World Cup in South Africa:

- £600 million for stadiums
- £250 million for other capital investment
- £370 million for upgrading airports
- £250 million for better roads and railways

The matches will take place in ten stadiums across South Africa and the final will be decided in Johannesburg's Soccer City Stadium with a capacity of 95,000.

The World Cup, with travel and tourism as its main thrust, represents an opportunity:

- To promote Africa as a whole in international markets
- To reinforce the image of the continent as a safe and significant tourism destination by means of promotional and publicity campaigns through the media
- To turn football into a factor that contributes to the development of closer relations among peoples for mutual understanding and respect among cultures with a view establishing lasting peace in the world
- To maximise the immediate and long-term social, economic, cultural and other benefits generated by this event.