

Media Release - 12 January 2001

Bumper Holiday Season For Kruger National Park

Despite all the talk of malaria, cholera and foot-and-mouth disease, the month of December has been a bumper holiday season for the Kruger National Park.

Tourism data released by the Park this week show that accommodation unit occupancy for December 2000 increased by 8% (compared to December 1999), bringing the cumulative unit occupancy to 70% for the year to date.

While the total number of vehicles that entered the Park during the December period decreased by 3% compared to the same month last year, the number of caravans and trailers, on the other hand, registered a whopping 39% increase (from 1 515 in December 1999 to 2 101 in December 2000). This confirms Kruger Park's status as a top destination among camping enthusiasts.

The number of foreigner visitors to the Park in December 2000 also increased significantly going from 14 790 visitors in December 1999 to 17 693 in December 2000, which represents a 20% increase.

According to Richard Willys, the SANParks' Director for Tourism Development and Marketing, the turnaround is evidence that the intensive marketing campaign initiated by SANParks to promote Kruger nationally and internationally after the floods last year has been a great success. Mr. Willys says he is confident that, with the launch of the final phase of the Kruger marketing campaign for the current financial year, the Park's tourism statistics will show a net improvement on last year's figures, reversing for the first time a five-year downward trend.

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