

F1 POWERBOAT FESTIVAL A SUCCESS

November 2, 2012

The Free State Tourism Authority (FSTA) and Zam Entertainment left the Parys community gasping for air this past weekend, when it hosted the annual F1 Powerboat Lifestyle show.

Held at the majestic Parys Golf and Country Estate, the show lived up beyond its expectations and more according to FSTA communication officer Tshidiso Lerumo.

Lerumo said over the past years FSTA has strived to position the Free State province as an event destination with the view to grow domestic tourism grown.

According to the National Domestic Tourism Growth Strategy, event promotion and packaging for sports, music, lifestyle and cultural events is one of the pillars that underpin the domestic growth campaigns to ensure that there is growth within the industry.

The two day event was divided into different themes for each day. The first day focused on the lifestyle, where vintage cars, bikes, wine and art were exhibited to different target markets. The second day was set aside between professional and development powerboat pilot competition.

The F30 development heat saw the Phakisa Freeway development side pushing hard to take positions in the top three. The F1 was won by Andre Kemp and by virtue of winning the Phakisa F1 Powerboat earned himself points to the South African championship challenge.

FSTA Care Taker CEO, Louis Moahlodi, said the entity will continue to partner with event organisers around the province over the year to ensure that the entity address the tourism geographic spread and seasonality.

“This will also ensure that the FSTA respond to the challenge posed by the Domestic Tourism Growth Strategy that calls for growth in numbers of South African who visit their own country to learn and experience the world class destinations that are at their doorsteps,” said Moahlodi.

[Source: www.theweekly.co.za]