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**MI-HOLM
PROPERTIES**



GUIDLINES FOR 2010 SOCCER WORLD CUP

1. Volume of Travellers expected

The 2010 Soccer World Cup will be approximately 15 times bigger than the 1995 Rugby World Cup. The media contingent that will attend is estimated at 30 000. Business travel is disrupted purely due to the volume of supporters.

All indications are that approximately 220 000 long haul visitors will attend, 180 000 visitors from Africa and an average of 150 000 local supporters. On any match day it is envisaged that 100 000 travellers will need to use a travel commodity i.e. flight or road / rail transportation.

An additional 2 000 buses have been imported (overload on road transport) to carry these supporters. It is predicted that supporters will watch their team play every 3 or 4 days. When their teams are not playing, supporters will frequent the Fan Parks or embark on tours within the city of their choice.

2. Fan Parks

Fan Parks are situated in central areas so that general public can watch all the games. Entrance to the Fan Parks is free and it is expected that these Fan Parks will attract a lot of visitors. In Germany 2006 one Fan Park attracted 500 000 spectators to watch one game. To avoid large transport infrastructure expense, training venues will also double as public viewing sites.

3. Flights

To date no airline has released any prices or strategies for the World Cup period.

On pre- and post- match-days flights into and out of the venue cities will be overbooked. Due to the sheer volume of travellers, huge delays can be expected.

World Cup teams will use charter aircrafts and plan to use 2nd tier airports however their supporters will use the general airports. These airports will focus on scheduled international and domestic flights.

4. Accommodation

All the major hotel brands within South Africa have contracted with MATCH at a pre-defined room rate and therefore the normal Corporate rates will not be available during this period.

According to FIFA there is an approximate shortfall of 18 000 rooms for the World Cup. This supply and demand scenario allows B&B's / Guesthouses to offer rooms at a premium.

5. Car Rental

It is most likely that all car rental companies will go on "stop-sale" for the period of the World Cup and rental cars will be scarce.

6. Road Closures

It is indicated that there will be limited access and in some instances complete road closures in the areas surrounding the stadium and fan parks. This will make it difficult for travellers to move freely between offsite meetings.

RECOMMENDATIONS FOR TRAVEL DURING THIS PERIOD

Do not travel during these periods unless it is critical to travel.

Plan your trip well in advance, changes to a ticket over this period will be extremely difficult and very expensive.

Try to make appointments at a location that is in the opposite direction of a stadium / fan park.

Take flights during the times when the games are being played. Games start at 13h30.

Allow for a minimum of 2 hours to get to the airport in Cape Town and possibly 3 hours for Johannesburg. The congestion on the roads both to and from the airports is going to be chaotic. Plan for delays.

Parking at the airport will be virtually impossible and it is advisable to get someone to drop / collect you from the airports. Transfer companies will be busy with tourists and will also be very expensive.

Oh by the way ... should you know of someone, family or friends who might be thinking of selling or buying a property, please be so kind and give me a call. I'd be happy and would love to tend to their Property needs.

I welcome and appreciate referrals from you!