



Zulu Kingdom. Exceptional

Media Release

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For immediate release

To: All media

Attention: News Editors and Journalists

**BUMPER CROWD FOR HOLLYWOODBETS DURBAN JULY 2023
AND A BIG BOOST FOR KWAZULU-NATAL ECONOMY**

[Durban, South Africa, June xx, 2023]: A bumper crowd of 50 000 people, over R431 million contribution the local economy, and out of this world fashion, are some of the elements that will again make the Hollywoodbets Durban July 2023, Africa's greatest horse racing spectacular.

The Durban July is a major event on the KwaZulu-Natal calendar and drawcard that brings people from across South Africa and beyond to Durban and is one of many events which have a huge economic impact on the city and KwaZulu-Natal, and which helps to sustain the tourism industry.

The eThekweni Municipality said it was ready to host the R5 million record stake Hollywoodbets Durban July horseracing event this weekend (1 July). While the City is anticipating between 35 000 and 48 000 punters and fashionistas to converge on the Greyville Racecourse Hollywoodbets is betting on a 50 000 strong crowd.

The event is expected to generate a direct spend of R65 million, contributing a whopping R130 million to the GDP and creating 1,500 job opportunities.

“But more than the direct economic benefit, the event draws the world’s focus to the Zulu Kingdom, giving the destination immeasurable PR and destination coverage which is invaluable,” said Economic Development, Tourism and Environmental Affairs MEC Siboniso Duma.

“As the provincial government, and through our tourism promotion entity, Tourism KwaZulu-Natal, we continue to work closely with tourism partners from the continent to grow this event into a truly Pan African event boosting tourism,” he said.

To further raise the visibility and brand awareness of the Zulu-Kingdom, Tourism KwaZulu-Natal has bought the naming rights to the 5th race of the Durban July, now called the *Zulu Kingdom Golden Slipper*.

Racing commentators have said that the event is probably the most fascinating race on the big day as sixteen aspirant two-year-old fillies line up for a closely contested race over 1400m and a prize purse of R400 000.

If you are not at the Greyville racetrack on July1, then watch Supersport on DSTV which will be covering *Zulu Kingdom Golden Slipper* race at around 14h25.

The safety of the thousands of residents and visitors at this event is a priority and eThekweni will deploy some 100 Metro Police officers at all strategic areas of Greyville during the Durban July.

“It is unfortunate that as we get ready for this magnificent event some of Durban’s most popular beaches have closed following a failure of sewage infrastructure in the Umhlanga area.

“Therefore, I would like to remind visitors that KZN has a 600km coastline with pristine beaches close to Durban both to the North around Ballito and southwards from Amanzimtoti.

“I hope that you thoroughly enjoy the electric atmosphere of thundering hooves pounding the racetrack, the frenzied shouts of jockeys charging to the finish line, and the roar of the crowd rising from their seats and of course the fashion that brings glamour to the event.

If you haven’t already done so, I urge all those from other provinces planning to be at the Durban July to spend more than one night in KZN. Take time before and after the race to enjoy the myriad of tourism products that KwaZulu-Natal has to offer, and create unforgettable winter memories,” concluded Duma.

Ends.

For updated information go to:

Website: Tourism KZN: www.zulu.org.za

Facebook: Page: Tourism Kwazulu-Natal

Twitter: @TourismKZN

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