

# UCI World Cup an opportunity to showcase the Western Cape to international audience

The first leg of the 2018 UCI Mountain Bike World Cup Series, which takes place on 10 March 2018 in Stellenbosch is part of an international series, presented in 10 different countries, with a keen following of cycling enthusiasts from around the world. The races will be televised live and streamed to Red Bull Television and Supersport.

“ The 2018 Mercedes-Benz UCI MTB World Cup starts this weekend in Stellenbosch with the first XCO race of the season!

@RedBullTV #MBWorldCup [pic.twitter.com/rmle0TNcYb](https://pic.twitter.com/rmle0TNcYb)— UCI MTB (@UCI\_MTB) [March 7, 2018](#) ”

Wesgro is a sponsor of the world cup, in line with Project Khulisa deliverables to help build cycle tourism in the province.

Wesgro CEO, Tim Harris is excited about the world cup coming to the Cape: "This major cycling event not only cements the Western Cape as a top cycling destination worldwide but also showcases our province's natural beauty and diverse experiences to a global audience. This will be a major boost for tourism in the Cape.

This event is also a key example of how sustainable water-wise tourism is possible during our drought. The organisers have indicated that no municipal water will be used for the race, helping create a water-neutral event."

Other signature events which Wesgro sponsors include the Cape2Rio Yacht Race, the Sun MET, the Cape Town Cycle Tour, the Cape Town Carnival, the Absa Cape Epic, the Cape Town International Jazz Festival, and the Old Mutual Two Oceans Marathon. In total, these events have an economic impact of more than R926,444,000.



## UCI Mountain Bike World Cup series 2018 to boost Cape's tourism coffers

Danny Bryer 27 Feb 2018



## Western Cape as cycling destination

Western Cape minister of economic opportunities, Alan Winde added: "One of the goals of Project Khulisa has been to centre the Western Cape as the premier cycling destination in Africa. The fact that we have secured the UCI World Cup series proves that the international cycling community has recognised what we have to offer. This is an excellent opportunity to showcase what the Western Cape offers to an international audience."

"South Africa and Stellenbosch specifically are constantly growing as prime mountain bike destinations and bringing this event to Stellenbosch, only elevates the status of the region amongst the mountain bike community. Not only is this good for mountain biking, but also for the local communities who benefit from the economic impact of this event being staged," concluded Glyn Broomberg, race director.

For more, visit: <https://www.bizcommunity.com>