



CACADU COMPASS AUGUST 2009

“Friends, Romans, countrymen, lend me your ears...”

Welcome to the first edition of the electronic version of the Cacadu Compass. The Compass is essentially a means of monthly communication between Cacadu District Municipality and tourism stakeholders, most notably our hard-working product owners, who keep the wheels of the tourism sector turning.

The Compass originated as an A4 glossy publication, printed and distributed to various stakeholders. However, with responsible tourism in mind (i.e. reducing printing with the view of protecting the environment) and inspired by the Baviaans Tourism monthly newsletter (nod to Jane and the team), it was decided to reformat the Compass into a monthly electronic newsletter.

We would like to use this as an information sharing platform and so if you have any news and/or information that you would like to share with product owners and other tourism stakeholders across the district, please send information to [wfisher@cacadu.co.za](mailto:wfisher@cacadu.co.za) and [tmgudlwa@cacadu.co.za](mailto:tmgudlwa@cacadu.co.za). The Compass will contain information related to district tourism development and marketing initiatives and will outline how stakeholders can become involved in some or all of these initiatives.

## 1. HOT & HAPPENING

### 7 WONDERS LAUNCH

The Cacadu District Municipality launched its 7 wonders marketing campaign on 17 July 2009 at Temba Game Reserve, near Grahamstown. The seven wonders, Addo, Baviaans & Gamtoos Valley, Grahamstown, Jeffreys Bay & St Francis, Karoo, Sunshine Coast and Tsitsikamma and Langkloof were presented to honored guest including the Eastern Cape MEC for Finance, Economic Development and Environmental Affairs, Mcebisi Jonas. The MEC, in making reflective remarks about the launch, said he was “very excited” with the creation of the campaign. The MEC went on to say: "We welcome this initiative and the opportunities it presents for future economic development in the district." He said that if the province is to be looked at differently from investment and tourism perspectives, it requires a collective imaging of the province by both government and business.

Thank you to those product owners who sponsored prizes. It added to the excitement of the event. Thank you to all product owners who offered prizes – unfortunately we were not able

to make use of all sponsored prizes. We will be making similar appeals in future, to strengthen collaboration between the private and public sector, so look out for those appeals.

[Hint: the first appeal appears a little later in the Cacadu Compass]

The launch was attended by about 60 people, from local and provincial government and the private sector. More news stories related to the launch are available on the new tourism website: [www.travelcacadu.co.za](http://www.travelcacadu.co.za).

### **NEW TOURISM WEBSITE**

Our new website was ready just in time for the 7 wonders launch. The new website is organized according to the 7 wonders. It contains more information and many more useful features than the previous site. You will be happy to know that the registration and member panels have been redesigned to be more user-friendly.

As with all new initiatives, there have been a few teething problems. One of the challenges is that photographs of tourism products were not able to be relocated to the new site, so we appeal to product owners to please upload a photograph onto the site.

If you have forgotten your login details (which have remained the same), please e-mail: [stuart@boomtown.co.za](mailto:stuart@boomtown.co.za) who will be able to send you your login details.

We also appeal to all current members to update your information, so that our site can remain relevant. Please encourage all product owners in your area to register on the site. Only registered product owners will be able to link up with Cacadu District Municipality marketing initiatives, i.e. be included in brochures, participate in media tours, etc.

### **MINISTER OF TOURISM'S STAKEHOLDER MEETING**

Cacadu District Municipality attended the Minister of Tourism's stakeholder meeting on 30 July 2009 at the Kelway Hotel, in Port Elizabeth. The minister of the newly created tourism portfolio outlined the ministry's main focus areas, namely:

- Increased national marketing to more markets
- Increased product offerings and diversification of product offerings
- Increased quality control
- Increased transformation within the tourism industry

Stakeholders were given the opportunity to give input to the minister on all tourism-related issues. A number of key issues were raised by public and private sector stakeholders, including (but not limited to) backlogs in infrastructure (air, road and rail), platforms for small businesses to market themselves at national and international trade shows and the need for and importance of training.

The minister committed that all issues raised would be included in the national tourism strategy, a draft of which is to be distributed to stakeholders for comment at the end of September 2009. Cacadu District Municipality will post the draft on our new tourism website when received and we will let you know so that we can also give input into the national strategy.

## **2. UPCOMING ACTIVITIES & EVENTS**

### **GETAWAY SHOW**

The Getaway Show takes place on 11 – 13 September 2009 at the Coca-Cola Dome in Northgate, Joburg. Cacadu District Municipality has secured a 6m x 3m stand. We would like to appeal to product owners to sponsor prizes for the show. In exchange, we will take a limited amount of brochures of all prize sponsors and the prize sponsors will be mentioned in the marketing of the prizes (either flyers or Public Announcement at the show) and at the prize draws which will take place at the Cacadu stand.

All product owners willing to sponsor prizes must please e-mail details of the prize to [tmgudlwa@cacadu.co.za](mailto:tmgudlwa@cacadu.co.za) by **Wednesday, 16 August 2009**.

This is a very good opportunity to reach the Gauteng market, which is still the province that spends the most on tourism, so consider that when considering an appropriate prize.

### **WEEKEND POST 7 WONDERS COVERAGE**

The Weekend Post, a publication we're been struggling to get into, has agreed to do a series of articles on each of the seven wonders of the district. Lynne Niemann from Boomtown will be contacting you in due course to ask if you are willing to sponsor activities and/or accommodation for the journalist(s). This is another excellent opportunity for you to gain coverage in the Eastern Cape market.

The Addo itinerary has been put together and we are excited about the coverage that will come out of the story.

### **BROCHURES**

We are in the process of updating our brochures. Again, with all good things, there have been a couple of teething problems. We would like your input into the reprint of the brochures. The brochures are accessible via the website: [www.travelcacadu.co.za](http://www.travelcacadu.co.za) or via the area specific website, e.g. [www.travelbaviaans.co.za](http://www.travelbaviaans.co.za).

All corrections to the brochures should be submitted to Elizabeth Upton: [elizabeth@boomtown.co.za](mailto:elizabeth@boomtown.co.za) by **28 August 2009**. All correction must include the following:

- The brochure (i.e. Tsitsikamma or Jeffreys Bay)
- The page number when the correction should be made
- The proposed correction

Please don't simply say that something is wrong, please provide the correct information.

If you are an accommodation establishment, please ensure that you have been included in the relevant area brochure – we have accidentally let one or two products slip off our radar; apologies for that!

### 3. FUN-FILLED FESTIVITIES

You might notice that the calendar on our website is a bit bare for the month of August. If you are hosting or know of any festivals and events in your area, please send information through to [wfisher@cacadu.co.za](mailto:wfisher@cacadu.co.za), to be loaded onto the calendar of events on our website. The information should include at the dates, brief description and venue for the event. It is also a good idea to include contact details, should potential festival-goers wish to find out more information.

The only festival we have on our calendar for August is the Citrus Carnival on 22 August 2009 to 23 August 2009. The Citrus Carnival celebrates the citrus season with plenty of stalls and a fun-filled entertainment programme suitable for the whole family. A large selection of citrus products can be tasted and will be available for purchase. For more information contact Chenelle on 084 819 9940.

That's all from our side for now. Please send any ideas and suggestions to [wfisher@cacadu.co.za](mailto:wfisher@cacadu.co.za).

All the best in August!

