



CACADU COMPASS OCTOBER 2009

Welcome to the third 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.

A reminder that 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 and tmgulwa@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. Thank you to those who have sent information about festivals and seminars and other initiatives. You will see all information reflected in this edition of the Cacadu Compass.

1. HOT & HAPPENING

SWISS TOURISM AWARD & SWISS INTERNATIONAL HOLIDAY EXHIBITION

The Swiss Tourism Awards Committee from the City of Lugano, Switzerland has selected Cacadu District Municipality as a nominee for the Swiss Tourism Awards 2009 in the category Sport and Adventure Destination: "an adventurous experience surrounded by amazing nature".

The Swiss Tourism Awards are tourism awards presented every year during the Swiss International Holiday Exhibition, in order to reward international destinations and resorts which distinguish themselves for special naturalistic, cultural and artistic characteristics and for their strong tourism vocation.

The Swiss Tourism Awards have the following objectives:

- Encouraging and helping tourism
- Introducing destinations that have a strong and organized tourism industry or that are working hard and professionally reach it
- Promoting each year different destinations offering to operators and foreign institutions the possibility of establishing a net of contacts and international relations that might lead to the development of new business and tourism growth
- Setting the natural and cultural heritage of some places off, presenting the traditions and characteristics that make them unique

- Encouraging competitiveness and excellence in standards of service
- Strengthening year after year the trust of the Swiss public towards the international tourism industry

All nominees will receive an award plate, stating the category and recognition, which will be presented at a prestigious awards ceremony, attended by Swiss officials and international media. The international award is presented on the basis of a selection process carried out by The Swiss Tourism Awards Committee.

The Swiss International Holiday Exhibition is aimed at promoting a high-quality of tourism offerings and presenting destinations still to be discovered and often “off the beaten track” of mass tourism to the public, but also to operators and to the media that participate in the event. The Swiss International Holiday Exhibition is anticipated to attract approximately 80,000 international visitors, predominantly from Switzerland and North Italy. An international workshop during the first day of the exhibition will afford organisations the opportunity to attend to several seminars and conferences organized in collaboration with the University of Lugano.

Cacadu District Municipality will receive the Swiss Tourism Award on 29 October in Lugano, Switzerland and will participate in the Swiss International Holiday Exhibition from 29 October to 1 November whereat representatives from the district will meet with international tour operators to promote the region.

WORLD TRAVEL MARKET

Cacadu District Municipality will participate at World Travel Market in London from 9 – 12 November 2009. World Travel Market (WTM) is a four day business to business event presenting a diverse range of destinations and industry sectors to UK and International travel professionals. The event is staged annually in ExCeL London. It is a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business under one roof.

Kagiso Exhibitions & Events, on behalf of South African Tourism, has reserved space with ExCeL London to provide a platform for members of the South African travel and tourism industry to participate. Cacadu District Municipality will participate in WTM on the SAT platform.

All the best to product owners who will be participating in WTM. Visit Cacadu District Municipality on the South African Tourism stand.

MINISTERIAL TOURISM ROAD SHOW

Cacadu District Municipality was invited to participate in the Ministerial Tourism Industry Stakeholder Engagement. The Eastern Cape Ministerial Tourism Industry Stakeholder Engagement was hosted by the Department of Tourism on 30 July 2009 at the Kelway Hotel in Port Elizabeth. Many private and public sector tourism practitioners and product owners converged to highlight key challenges in the tourism industry.

The most pertinent issues that were raised in terms of tourism through the ministerial tourism stakeholder engagements in all provinces are included in the consolidated report received from the Department of Tourism on 19 October 2009, attached hereto.

Following this workshop Cacadu District Municipality received verbal confirmation from the provincial Department of Roads and Transport that the Motherwell to Addo Road has been prioritized for 2010 and the upgrade will commence in December 2009. The district is awaiting formal communication to confirm this.

TOURISM SERVICE EXCELLENCE INITIATIVE

The Tourism Service Excellence is an initiative driven and funded by the national Department of Tourism. The aim of the initiative is to improve service excellence in the tourism industry, both in the public and private sectors. Focus groups were hosted throughout South Africa during the months of September and October. The focus groups were facilitated by the Disney Institute, who has been contracted by the Department of Tourism to facilitate the Tourism Service Excellence Initiative. The Disney Institute is renowned for its service excellence.

Two representatives from Cacadu District Municipality were invited to participate in a Tourism Service Excellence Initiative focus group in Port Elizabeth on 5 October. The aim of the focus group was to identify challenges related to service excellence in South Africa in the tourism industry.

The district will communicate the consolidated outcomes of the focus groups, as soon as it is sent by the Department of Tourism.

2. UPCOMING ACTIVITIES & EVENTS

EASTERN CAPE TOURISM SUMMIT

The Eastern Cape Tourism Summit, Exhibition and Adventure Province Tourism Awards Function will be held on 26 and 27 November 2009 at the Regent Hotel/International Convention Centre, East London.

All Eastern Cape tourism stakeholders are invited to participate in the Eastern Cape Tourism Summit, Exhibition and Adventure Province Tourism Awards Function. The theme for the summit is **Tourism is Everyone's Business – Celebrating Diversity** and we aim to achieve the following objectives:

- Provide a platform for the Eastern Cape tourism industry to profile all the facets of the tourism industry
 - Provide a networking opportunity for all tourism stakeholders in the Eastern Cape
 - Provide an opportunity for information sharing and discussion on where we are and where we are going
- There is no charge to attend the summit.

An exhibition will run concurrently to the summit. Exhibition setup will take place on Wednesday, 25 November. For the programme, costs of stands and more information on the exhibition contract Samantha at Intengu Communications: samantha@intengu.co.za. The Adventure Province Tourism Awards Function will also be held in conjunction with the summit and will take place on Thursday, 26 November.

3. FUN-FILLED FESTIVITIES

There are a few fun-filled festivities happening in the district over the next month. Here are all the festivals that we know about and are included in our events calendar on our website.

8 DAY EARTH BUILDING COURSE WITH LINDEN BOOTH AND CECELIA FRASER

31 October 2009 to 08 November 2009

The Cedar Retreat Centre is dedicated to creating sustainable, tested organic building methods. This course is a must for anyone wanting to build in Cob, straw bale, cordwood, gabion wall or natural stick frame. This course will teach you earth friendly building solutions for creating your home or building. The aim of the course is to give you both a theoretical and practical knowledge of earth building, to enable you to build your own home.

FOR MORE INFORMATION:

Contact Person: Jeanne

Phone: 044 923 1751

ADDO COUNTRY MARKET

Valentine Hall, Addo, 7 November 2009

The monthly Addo Country Market is taking place on Saturday, 7 November from 08h00 – 12h00.

Fantastic breakfast served: 2 eggs, bacon, sausage, tomato, toast and home made marmalade, all for only R30.

Addo Women's Institute famous Recipe Book, Country Cuisine, will be on sale.

Most popular stall is the farm Produce Stall, selling locally grown veggies and fruit!

FOR MORE INFORMATION:

Contact Person: Wendy

Phone: 042 234 0358

GRAHAMSTOWN FLOWER FESTIVAL

Saturday , November 7 – Sunday, November 8

Grahamstown Flower Festival in the Makana Botanical Gardens, Lucas Ave, Grahamstown. Open to the public from 09.00 to 17.30 on the Saturday and 09.00 to 16.00 on the Sunday. Activities include a flower competition in the SA Garden Marquee; the Spring School workshop programme, offering workshops on organic vegetable growing, landscape design, vermiculture, permaculture, orchid cultivation, soil health, flower arranging, traditional uses of indigenous plants; open gardens of winners in the Gardens of Grahamstown competition; Open Stately Homes & Gardens; BotSoc Indigenous Plant Sale; slide presentation on "Royal Roses" by guest speaker, Sheenagh Harris; tea garden; picnic hampers; music, jumping castles, donkey cart rides.

FOR MORE INFORMATION:

Contact Person: Sharon Richner

Phone: 072 244 3863

ORGANIC VEGETABLE GARDENING WORKSHOP

Grahamstown, 21 November 2009

Well known gardening author Jane Griffiths will host an organic vegetable gardening workshop at the Lebone Centre in Grahamstown.

Time: 10:00

Cost: R160

FOR MORE INFORMATION:

Contact Person: Celeste

E-mail: Wolmarans@geenet.co.za

That's all from our side for now. Please send any ideas and suggestions to wfisher@cacadu.co.za.

All the best in November!

