

NEWSLETTER  
SEPTEMBER 2012

**SPECIAL POINTS OF  
INTEREST &  
SPECIAL DATES**

- **RTO EXCOM**
- **TOURISM AWARDS  
Deadline 25 Sept. 12.**
- **WORLD CARFREE DAY  
22 Sept. 2012**
- **WORLD TOURISM DAY  
27 Sept. 2012**
- **VINDABA - CTICC  
25-27 Sept. 2012**
- **SATTIC** - I attended the SA Travel and Tourism Industry Conference in JHB from 2-4 Sept. 2012 and it was really excellent. SATTIC is about strengthening partnerships within the travel and tourism private sector, as well as propagating for greater collaboration with the public sector.
- **BRANDING**  
Your BRAND is your REPUTATION and your reputation is who you really are and not what you try to be. Be authentic, not artificial by copying others.
- **TOURISM should be FARMED, not HUNTED. (Anonymous)**
- SATTIC report will be circulated.



**RTO EXECUTIVE COMMITTEE**

At the RTO AGM, held on 28th August 2012, the following executive committee was elected:

Chairperson:	Jolene Janse van Rensburg
Vice-chair:	Hillary Morris
Marketing Chair:	Monika de Jager
Development Chair:	Dave Osborn
EDP Representative:	Kiewiet van Rooyen
RTLIC Chair:	Dave Cornelius

Hillary decided that it was time to hand over to the younger generation but we are very happy that we could convince her to stay on as part of the executive committee. Her leadership and knowledge is indispensable.

Jolene-  
Janse v  
Rensburg



Hillary  
Morris



**EXCELLENT FLOWERS**

This year we had an excellent flower season and although the visitor numbers to some of the tourism offices dropped a bit in August, the visitors to the WCNP shows a major increase. We do hope that the flowers keep on blooming for quite a while.



**SMME SHOWCASE**

The Tourism Awards Function takes place on 19th October 2012 in Paternoster. Min. Alan Winde will be the guest speaker. An Accommodation- and a Black Tourism Business category were added to the tourism awards for this year.

- Emerging Entrepreneur
- Tourism Event
- Tourism Facility/Activity
- Information Office

- Tourism Personality
- Accommodation
- Black Tourism Entrepreneur

The closing date for entries is 25th September 2012.

**Please encourage the tourism businesses to enter.**

Contact Dave Cornelius at 022 433 8518, or [dcornelius@wcdm.co.za](mailto:dcornelius@wcdm.co.za) for more information.

**WORLD CARFREE DAY**

On the 22nd Sept. 2012, people from around the world will get together to remind the world that we do not have to accept this car-polluted society.

World Carfree Day is the perfect time to give priority to walking, cycling and public transport. Let us all do our bit!

**WORLD TOURISM DAY**

International World Tourism Day will be celebrated on 27th September 2012, under the theme: 'Tourism and Sustainable Energy: Powering

Sustainable Development'. and you can follow the WTD conversations on twitter @ UNWTO hashtag #WTD2012.

Also check out our website and Facebook pages for happenings on the West Coast.

**EDUCATIONALS**

In July 2012 an educational was hosted for tour guides and -operators to experience the southern part of the West Coast and in Oct/Nov. 2012 another one will be hosted in the northern parts of the West Coast.

**VINDABA**

The RTO will market the West Coast at Vindaba, where the local wine and tourism industry are uniting to present the country's first specialist wine tourism exhibition. With the backing of national- and provincial government, Vindaba will be showcasing the best in South African wine-related tourism when it is held in Cape Town at the CTICC from 25-27th September 2012.

**TOURISM OFFICIAL EDUCATIONAL**

The educational for the tourism officials on the West Coast will take place in Cape Town from 8-10 Nov 2012, in partnership with CTT. Tourism officials, please let Dave know by 28th September 2012 if you will be joining the team. Do not miss out!

**West Coast  
Greetings**

**Kiewiet  
Tourism  
Manager**

