

NEWSLETTER
JANUARY 2011

Special points of interest:

- **Best Wishes for 2011**



- **Legacy of the FIFA World Cup.**

- **Expos for 2011**

- **Surprising facts**



WISHING YOU PEACE, LOVE AND LOTS OF GOOD BUSINESS

Aisha Elderwyn wrote:

‘Every new year people make resolutions to change aspects of themselves they believe are negative.

A majority of people revert back to how they were before and feel like failures. This year I challenge you to a new resolution.

I challenge you to just be yourself.’

Tourism Expos 2011

Beeld Holiday Expo will be held at Gallagher Estate in Midrand from **11-13 February 2011**. Last year it was a huge success with 19,045 visitors attending the show.



Surprising facts ...

It was a huge surprise to find that **overpricing** was a bigger issue for UK travelers than perceptions of safety and security in South Africa.

Another surprise is that **print media will survive** and William West, a Sydney-based freelance journalist who has had wide experience in both print and online publications,

Legacy of FIFA World Cup

Statistics showed a drop of about 30% in visitors to the West Coast between June and October 2010 compared to the same time the previous year. This is probably due to the FIFA World Cup, the economic dip and the lack of veld flowers in Spring.

November showed a slight drop of 2% - the good news is that there was an increase of 22% in visitor numbers in

December 2010 compared to December 2009.

Paternoster and Yzerfontein showed remarkable increases in visitors over this time and it seems that the hosting of festivals remains the answer.



The Cape Get Away Expo will be hosted at Lourensford from 25-27 March '11.

After a few years of not being hosted in the Cape, the Get Away Expo is back with a bang. Gurshell will attend it over the weekend at Lourensford and if it proves to be more successful than the Outdoor Show we need to consider to rather exhibit there in 2012.

Indaba -7-10 May 2011

We are still waiting to hear how much space has been allocated to us, after which we will be able to identify the sharing exhibitors. Hopefully this will be by the end of January 2011.

Namibia Expo- 8-11 June '11

The RTO will be attending the expo and invites regions to join us. Detailed information will be circulated by the end of February 2011.

motivates it as follows: ‘Printed publications don’t suffer from the technical headaches that plague portable electronic devices, they are not susceptible to reception black spots, and there is no need to wait for them to boot up before we can access their content. Printed publications are highly portable and accessible and research indicates that most people retain much more information they take in from a printed

page, than from a computer screen. The printed media that will survive are the ones that will consistently produce information that is easy to access, read and understand.’

Let us keep the balance.

West Coast Greetings

**Kiewiet
Tourism Manager**

