



West Coast Tourism

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NEWSLETTER
JULY 2010

SPECIAL POINTS OF INTEREST :

- Planning for 2011
- Tourism Indaba



- Namibia Expo



Another Gold Awards for the West Coast!

- Cape Outdoor Expo
- New Collaborative Model for Tourism Marketing in the Western Cape.
- National Tourism Sector Strategy

Wish you all an outstanding flower season!

Kind Regards

**Kiewiet
Tourism Manager**

THE WEST COAST TEAM

West Coast tourism is now fully staffed with **Lizl Swart** appointed as information/administration office and **Gurshell Abrahams** as marketing officer.

Gurshell studied at the UWC for his BA degree in Tourism and was previously employed by Wellington Tourism. Both fit in very well and are hard at work.

On the **6th July 2010** the officials attended a short course in German and on the **8th July 2010** the staff had a **planning/team building session** for 2011. The report will be circulated.

The photo shows the staff getting ready for the match between Bafana Bafana and

France (was won by SA!). Well done Bafana!



Dave Cornelius (Development), Kiewiet van Rooyen (Manager), Lizl Swart (Admin) and Gurshell Abrahams (Marketing)

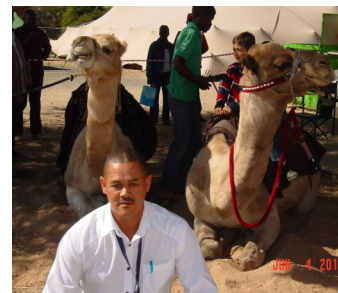
ANOTHER GOLD FOR WEST COAST!

Indaba 2010 was a great success once again and we already started with the arrangements for 2011.

A feedback session was held on 15th June 2010 and all the comments were taken into consideration to plan the stand for next year. The minutes of the meeting were circulated.

The Namibia Expo proved

to be worth attending -the West Coast once again **won a Gold Award!**



..... Some of us came very close to the desert!

We have noticed a definite increase in tourists from Namibia.

Where they previously simply passed by us, by car or plane, to Cape Town, many now take the trouble to stop over and explore the West Coast.

Four LTOs will join us at the **Cape Outdoor Expo** from 1-3 October 2010 at Bien Donne, which has always been a very successful expo for us.

NEW COLLABORATIVE MODEL FOR TOURISM MARKETING IN THE WESTERN CAPE

Min. Allan Winde informed us at the CTRU Conference in March, and again at a meeting at the tourism Indaba in Durban, that the tourism act of 2004 is in the process of being amended.

A meeting was held on 13th July 2010 with the three spheres of government, to discuss the new collaborative model for tourism marketing in the Western Cape.

A draft of the **Provincial Tourism Marketing Model** will be circulated for comments and min.

Winde will arrange a meeting on the West Coast with all the role players to discuss the proposed model.

The draft of the **National Tourism Strategy** speaks very much the same language and has been circulated.

Please send your comments directly to: strategy@tourism.gov.za as well as to us (hvanrooyen@wcdm.co.za) by **26th July 2010**, so that we can compile a unified submission to the Provincial Dept. of Tourism by the 28th July and to the National Dept. of Tourism before 31st July 2010.