



NEWSLETTER  
October 2010

## SPECIAL POINTS OF INTEREST :

- **Tourism Awards**
- **Cape Outdoor Expo**  
Another Gold and an Award of Excellence for West Coast Tourism
- **Collaborative Model for Tourism Marketing in the Western Cape**  
*Click here to download the model and our comments.....*
- **Opening of R27 HUB**
- **Qualified Tourist Guides for the West Coast**



## THE WEST COAST AWARDS

West Coast tourism hosted the 2010 Awards Evening at the Riviera Hotel, Velddrif on 23rd September 2010.

To make a success of a tourism business takes passion, determination and lots of hard work.

### Congratulations to all the winners!

The results were as follows:

#### Emerging Tourism Entrepreneur:

Winner : Rondeberg Resort  
Runner up: Tweekuylen Bewarea

#### Tourism Event:

Winner : Riebeek Olive Festival  
Runner up : Paternoster Heritage Festival

#### Tourism Facility or Activity:

Winners : Duinepos Chalets and West Coast Fossil Park

#### Tourism Official:

Winner : Coleen Paul  
Runner up : Lizelle Strydom

#### Tourism Personality:

Winner : Hillary Morris  
Runner up : Marion Lubitz

#### Special Award:

Winner : Hennie Mathews (IT Manager)  
Hennie received this award because of the great service he delivers to West Coast Tourism. Without IT we are lost!

For more information on the winners [click here.....](#)

### Thank you to Namaqua wines for sponsoring the wines!

Unfortunately some guests could not attend because of the long weekend and we will keep that in mind for the next year.



Left to right:  
Hillary Morris,  
Cllr. René  
Kitshoff (Mayor  
WCDM) &  
Hennie Mathews



Bottom:  
All the winners





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### CAPE OUTDOOR EXPO 1—3 OCT. 2010

West Coast Tourism won a **Gold Award for Stand Design and Presentation** as well as the **Award of Excellence** at the **14th Cape Outdoor Eco Adventure Travel Experience** held at **Bien Donne** from **1st to 3rd October**.

Bergrivier, WC Peninsula, Swartland and the Swartland Wine Route exhibited with us on the West Coast stand. We assisted the Heuningvei Donkey Cart Route to attend the show as well as some of the emerging entrepreneurs.



Thank you very much to each and everyone for their assistance in bringing these awards home.

The organizers reported that visitors to the show increased by 18% with a full compliment of over 18,000 people over the weekend.



### TOURISM EXPOS FOR 2011:

The RTO identified the following Tourism Expos to exhibit at in 2011:

- |                           |                        |
|---------------------------|------------------------|
| <b>Beeld Holiday Expo</b> | <b>11-13 Feb. 2011</b> |
| <b>Tourism Indaba</b>     | <b>7-10 May 2011</b>   |
| <b>Namibia Expo</b>       | <b>1—4 June 2011</b>   |

The **Get Away Show** will be back in the Cape at **Lourensford Estate** on the **25-27th March 2011**.

It is imperative for us to know who will be interested to join us at the coming Expos since we have to book the stands way ahead of time. Please let us know **before 19th Nov. 2010** which of the shows you are planning to attend.

### R27 INFORMATION HUB

After many years of negotiating with different stakeholder a MOA was eventually signed with CWCBR to run the R27 HUB at the Yzerfontein crossing.

The doors of the information office were officially opened on the 1st September 2010 and we want to thank the CWCBR for the efficient way they are running it.

A warm welcome to Val Priesley who was appointed by the CWCBR as the tourism official for the HUB.

Please pop in - make sure that your brochures are displayed and available to tourists.

### TRAINING OF TOURIST GUIDES

Anually, WCDM offers tourist guide training in collaboration with DEDAT. The students are expected to contribute a small commitment fee towards the training.

16 Students qualified in September 2010 and were registered as tourist guides. This is an accredited course which allows entrance to the tourism industry and opens up the West Coast and Cape Town regions to the students.



Besides tourism in the region, they also learn about safety and security issues, wine appreciation as well as level 1 First Aid.

**May the last few months of the year bring many more tourists across the borders of the West Coast!**

Kind Regards

Kiewiet van Rooyen  
**TOURISM MANAGER**

