



CACADU COMPASS NOVEMBER 2009

Welcome to the fourth 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.

Following numerous requests, we have changed the format of the Compass to a PDF document, that is more easily downloadable (is that a word?!) for a greater number of our product owners. We trust that this makes life easier (and) cheaper, especially for our member with a dial-up Internet connection.

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

The Swiss Tourism Awards Committee from the City of Lugano, Switzerland 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".

Cacadu District Municipality received the Swiss Tourism Award on 29 October 2009 in Lugano, Switzerland. The Executive Mayor accepted the award on behalf of the district.

The award is a testament to the strong and strategic marketing strategy nurtured by the district.

WORLD TRAVEL MARKET

Cacadu District Municipality participated 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.

WORLD TRAVEL AWARDS

While on the note of World Travel Market...

“At last night’s [9 November 2009] grand finale of the prestigious World Travel Awards (WTA) Ceremony held in London, Shamwari Game Reserve, a five-star Mantis game reserve situated near Port Elizabeth in the Eastern Cape was awarded two top international awards. Shamwari Game Reserve received the World’s Leading Safari & Game Reserve Award and World’s Leading Conservation Leading Company for 2009.

Over and above this, about a week ago, Shamwari Game Reserve walked away with the Leading Eco Retreat in Africa at the Amarula Best Retreats in Africa Awards 2009 for its ecological and conservation principles.”

Source: <http://www.travelwires.com/wp/2009/11/shamwari-game-reserve-bags-2-world-travel-awards/>

Well done Shamwari. Cacadu is proud of you!

AMAKHALA GAME RESERVE FEATURED IN UNITED NATIONS ENVIRONMENT PROGRAMME PUBLICATION

Amakhala Game Reserve featured in United Nations Environment Programme publication

FTTSA [Fair Trade in Tourism South Africa] was asked by the United Nations Environment Programme (UNEP) to submit an article featuring FTTSA-certified clients, demonstrating how the clients make concrete differences in the tourism sector through their positive influence on peoples’ lives and the environment. The article is published in UNEP’s *The Environment and Poverty Times*, entitled “Reducing poverty and conserving nature through responsible tourism development”. The article features FTTSA-certified establishments in the Amakhala Game Reserve and their social, economic and environmental contributions.

Source: <http://www.fairtourismsa.org.za/newsflash/newsflash.html>

Well done, Amakhala. Cacadu is proud of you!

DEDEA TOURISM INDUSTRIAL ACTION PLAN WORKSHOP

The Department of Economic Development & Environmental Affairs requested to meet with Cacadu District Municipality and its tourism stakeholders on Monday, 16 November 2009. Unfortunately, the meeting was requested at very late notice and only one product owner, in addition to the district, was able to attend.

DEDEA have recently completed the Provincial Tourism Master Plan and is in the process of developing a Tourism Industry Action Plan. The district has submitted its Tourism Master

Plan to DEDEA, for incorporation in the Tourism Industry Action Plan template. The template, when drafted, will be circulated to district municipalities. Cacadu District Municipality will circulate this template to its members, once received from DEDEA.

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 contact 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 numerous fun-filled festivities happening in the district over the festive season. Here are all the festivals that we know about and are included in our events calendar on our website:

CHRISTMAS @ HOPEFIELD COUNTRY HOUSE

13 December 2009

A feast of Classical Evergreens and Christmas favourites. Hopefield Country House presents a concert for the Festive Season. Port Elizabeth based mezzo soprano Lucretia Geswint will join Hopefield hosts Kobus Buys & Gerhard Maritz together with pianist Frelet de Villiers in a programme of Christmas favourites and Classical Evergreens.

Presented for the fourth time this year, Christmas at Hopefield Country House has grown in popularity and promises an afternoon of beautiful music in a relaxed country atmosphere. Festive favourites will be coupled with light classical music to ensure an unforgettable experience. As has become customary, Kobus & Gerhard bring the afternoon to a rousing

end performing a Christmas Medley on their two grand pianos. Refreshments will be served in the garden after the performance.

Christmas at Hopefield Country House takes place on Sunday the 13th December 2008 at 15:30. For more information and to reserve your seat please call Kobus or Gerhard on 042 234 0333.

Tickets cost R50 per person.

FOR MORE INFORMATION:

Contact Person: Kobus Buys

Phone: 042 234 0333

Website: www.safarinow.com/go/HopefieldCountryHouseandGuestFarm

HARTSNAAR

22 December 2009

Hartsnaar is 'n musiekstorie wat vertel van die mees ondefiniëerbare fenomeen op aarde - MUSIEK. Dit gaan oor liedjieskrywers, sangers en musikante jonk en oud, oor hulle drome, ekstase en frustrasie, oor hulle lag en hulle huil. Die vyf musikante sing almal, speel hulle instrumente hartstogtelik, en het die meeste van die musiek self geskryf. Die musiek oorspan die volle spektrum van emosies, en die genres wissel van ballade tot folk-rock. Musikante sluit in Christa Steyn (klawers), Jannie du Toit (sanger), Mariëtte Galjaard (perkussie en kitaar), Douw Steyn (kitaar) en Hilton Oosthuizen (kontrabas).

FOR MORE INFORMATION:

Contact Person: Eugenie

Phone: +27 (0)42 2932500

Email: eugenie@pottersplace.co.za

JAZZ FESTIVAL

22 December 2009

The Jazz Festival will be hosted at Yellowwood in Hankey. Jazz lovers are welcome to come and enjoy local artists and bring along a picnic basket. Braai facilities will be available and there are walking trails to explore.

FOR MORE INFORMATION:

Contact Person: Almarie

Phone: 042 291 1760

E-mail: kougaculture@ec108.org.za

KERSDAG MIDDAGETE

25 December 2009

Ripple Hill Hotel in Patensie at 10:30. Hot, Cold and Dessert Buffet.

Tickets: R215 p.p and R100 per child between the ages of 6 and 12 years old.

FOR MORE INFORMATION:

Contact Person: John Moore

Phone: 042 283 0625

Website: www.patensieaccommodation.co.za

NEW YEARS FESTIVAL OF LIGHTS

31 December 2009 to 01 January 2010

The New Year's Eve Lantern parade is a truly inspiring community event. A powerful symbol of hope and beauty, the parade crosses cultural and religious barriers in a joyous celebration. Come and make your own lantern at one of our workshops, then join the parade for a magical night walk through starry Nieu-Bethesda in the Eastern Cape. Assemble at 20:00 at the Bethesda Arts Centre.

FOR MORE INFORMATION:

Phone: +27 (0)49 8411 729

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

All the best in for the festive season!

