

Sports Tourism & Mega Events

February saw the inaugural UNWTO Summit on Sports, Tourism and Mega Events which further confirmed the benefits of hosting such events and the legacies that can accrue. Some of the key benefits of hosting mega events such as the FIFA World Cup include:

- Alignment of the event with sector and business growth strategies in the province/nation.
- Labor market effects and social/economic inclusion.
- Environmental improvements, both in the built and natural environments.
- Improved global positioning, events strategy progress, and project management capability.

It is our passion to deliver on the above for the Eastern Cape.

Below are just some of the projects we are currently delivering on. We hope you find this informative and that you contact us for any questions.

Yours in Sustainable 2010 Legacies

A handwritten signature in black ink, enclosed within a hand-drawn oval. The signature appears to be 'P.K.A.' with a period at the end.

Palesa Kadi
Director:2010 Projects Coordination
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Greening

The greening programme for East London, Grahamstown and Port Alfred is in progress with sites identified and arty litter bins already delivered at the municipalities.

- ✓ Opportunities have been extended to 30 young up and coming artists.
- ✓ 4,500 trees will be made available to communities and schools over and above the almost 4, 000 trees to be planted.

Tourism Projects

The hosting of the 2010 FIFA World Cup has proved to be compelling catalysts for support of tourism development. To this end six community tourism projects are being supported in OR Tambo, Cacadu, Chris Hani & Alfred Nzo District municipalities. The support ensures that the projects will be in a more profitable standing due to the interventions.

For more information contact...

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Digital Marketing

The first Eastern Cape tourism digital campaign ran in Dec 2009 – Jan 2010. The results speak for themselves:

- ✓ Digital campaign viewed a cumulative 30 million times
- ✓ Increased visitation to the site by 103%
- ✓ Increased average time spent on site (a measure of brand interaction) by 20%
- ✓ Grew database by from 200 to 30, 000 potential tourists

A staggering achievement whose momentum will be maintained through digital activity right up to the end of July 2010.

The Unit has also been spearheading the revamping of a destination portal that will be launched by the end of March 2010. The site has been benchmarked against the best in the world and will be a key tool in our destination marketing efforts.

For more information contact...

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ISO 22000 Certification

The true test of a skills legacy for any mega event is its ability to create a skills set that is required in the broader marketplace and beyond the staging of the event and therefore yields a meaningful increase in the skills index in a country.

Thirty one previously unemployed graduates begin extensive food health and safety auditing training in East London and Port Elizabeth this month. Currently only 1% of auditors come from previously disadvantaged groups and the small number of available auditors generally, has meant higher certification costs for businesses.

2010 Tourism Activations

Successful activations were carried at provincial gateways during the December leisure period. Tourists entering the province from KwaZulu Natal, Western Cape and Free State were greeted by energetic tourism ambassadors, provided with information packs and Adventure Province branded goods. Research conducted during these activations showed that tourists are drawn to the province by:

Scenic beauty
Affordability
Beaches & Wildlife

We seek to build on these as we carry out further marketing activities.

For more information contact...

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SMME Training

Training for 103 SMMEs commences this month to ensure the provincial tourism sector gets an infusion of the scarce skills identified in the tourism skills plan:

- ✓ Small business management
- ✓ Marketing & packaging
- ✓ Customer care
- ✓ Hospitality

A programme targeting key tourist touch point personnel to ensure they become tourism ambassadors and are equipped to sell the destination to every tourist they come into contact with.

For more information contact...

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