



Hangklip-Kleinmond | Hermanus | Stanford | Gansbaai

SEPTEMBER - DECEMBER 2013

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Skills development for Tourism Bureau Staff

Overstrand Municipality's Tourism Department offered a two day course on Social Media Marketing to all frontline staff of the four tourism bureaux in order to equip them to promote their respective towns on-line. The tourism bureau managers underwent a two day training on presentation and public speaking skills on 31 October – 1 November 2013.



Our Social Media Experts: local Tourism Bureau staff underwent Social Media training

Summer Campaign – Welcome to our destination!



Celeste Scheepers from Hanklip-Kleinmond tourism handing out frisbees.

As part of our Summer Welcome campaign, the four towns of the Cape Whale Coast teamed up with the Traffic Department to hand out goody bags to motorists en-route to their destination on 13 December 2013. Branded Frisbees, water bottles, water, bags, discounted entrance tickets to some of our attractions, sweets, etc. were given to welcome holidaymakers to our area.

A French affair at Vinidivio



Cape Whale Coast and Hermanus Wine Route exhibited at the International Gastronomy Fair in Dijon, France, from 31 October – 11 November 2013. Frieda Lloyd from the Hermanus Wine Route represented our area and said it was a wonderful opportunity to showcase the diverse culture of our country to over 200 000 visitors. Besides Franschhoek and Paarl, Cape Whale Coast was one of only three South African regions represented at this fair to draw attention not only to its wines, but also its tourism potential.

Frieda Lloyd represents the Hermanus Wine Route and Cape Whale Coast at Dijon, France.

Newsletter

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Tourism Showcase



Lee-Ann Hoogbaard from Stanford Tourism represented the Cape Whale Coast at the Caledon Tourism Showcase.

The Cape Whale Coast was represented at the Tourism Showcase in Caledon on 26 September 2013. Overstrand Municipality's Tourism Department facilitated the attendance and exhibition space of ten SMMEs at this exhibition where they had the opportunity to network with trade and media.

Launch of Tourism Ambassador



The Tourism Bureau managers of the Cape Whale Coast with Bob Skinstad, Nils Flaatten (CEO of Wesgro) and Sune Greeff (Overstrand Municipality).

Bob Skinstad, ex-South African rugby player, broadcaster and businessman, volunteered to be the Ambassador for the Cape Whale Coast. By leveraging off his celebrity status and with his large number of social media followers we know that he will drive more awareness to our region. The official media launch took place on 21 October 2013 in Cape Town. Subsequently, a Social Media and Marketing workshop was held on 9 November with Bob Skinstad, Mike Joubert (BrandsRock) and Blake Albert (Windsor Hotel).

Follow us on Twitter + Facebook!



Visit our new Cape Whale Coast Facebook & Twitter page: @WhaleCoastoff. We would love to share, talk and tweet with you!

Wesgro RTO Forum



Some of the Regional Tourism Coordinators in the Western Cape enjoying their tractor ride in Hermanus with SA Forest Adventures.

Cape Whale Coast invited Wesgro, the promotions agency for investment, tourism and film for the Western Cape to have its quarterly meeting in our area. The meeting was held on 27 and 28 September 2013 and was attended by fifteen representatives from the other Western Cape regions.

Events and Festivals

Overstrand Municipality/Cape Whale Coast contributed financially towards the following Events & Festivals which took place between September and December 2013:

- Hermanus Fernkloof Flower Festival, September 2013
- Hermanus Whale Festival, September 2013
- Stanford Bird Fair, October 2013
- Hawston Sea Festival, December 2013

As 2013 comes to an end
we would like
to wish you a
Happy Festive
Season!

