



Hangklip-Kleinmond | Hermanus | Stanford | Gansbaai

APRIL - JUNE 2014

WWW.WHALECOAST.INFO
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 TWITTER: @WhaleCoastSA

Shows and exhibitions

INDABA: The annual Tourism Indaba was held from 10 -12 May 2014 in Durban, and Cape Whale Coast's team, represented by Overstrand Municipality's Solomzi Madikane, Suné Greeff, Adinda Jantjies and Glenda Kitley (Gansbaai Tourism), once again participated at this trade fair. Cape Whale Coast took a space on the Cape Town & Western Cape (Wesgro's) stand, together with the other tourism regions of the Western Cape. The Cape Town & Western Cape stand won a Gold Award for the design of the stand.



WTM AFRICA: Celeste Scheepers represented the Cape Whale Coast on Wesgro's stand at this brand new exhibition held at the Cape Town Convention Centre from 2 - 3 May 2014.

GAUTENG GETAWAY SHOW: The 22nd Gauteng Getaway Show will return to Johannesburg's ever popular Coca-Cola Dome from the 29 – 31 August 2014. Cape Whale Coast will be exhibiting at the Gauteng Getaway Show to promote our region's tourism offerings.

GUESTS AND TRADE



JIVE CAPE TOWN FUNNY FESTIVAL: For the second year in a row, Cape Whale Coast Tourism was involved with the Jive Cape Town Funny Festival and hosted the group of international and local comedians for a day of fun and laughter in Gansbaai and Hermanus on 15 June 2014. In the attached photo the comedians are enjoying wine tasting offered by Hamilton Russel, Whalehaven, Sumaridge and Domaine Des Dieux in the Hermanus Wine Route.

INDIAN TRAVEL AGENTS: On 16 July 2014 a group of ±50 Indian travel agents will undertake a one day educational tour to the Cape Whale Coast and visit some of the attractions in Kleinmond and Hermanus.

THOMPSONS HOLIDAYS PACKAGES

During the winter months Cape Whale Coast Tourism is doing a joint campaign with Thompsons Holidays whereby travel packages are sold promoting the Hermanus FynArts, Kalfiefees and Hermanus Whale Festivals. Travel packages are displayed on the Thompsons Holidays' website, Facebook/ Twitter mentions, MySchoolHolidays website and agents dedicated mailer. We will confirm the number of travel packages sold in our next newsletter.

HERMANUS – AWESOME FESTIVALS. VIVID MEMORIES.

<p>HERMANUS FYNARTS MUSIC WORKSHOPS FOOD & WINE EXHIBITIONS Celebrate art at the HERMANUS FYNARTS 06 – 16 JUN '14</p>	<p>KALFIEFEES Join in the festivities at the HERMANUS KALFIEFEES 07 – 10 AUG '14</p>	<p>WHALE FESTIVAL View the star performers of the ocean at the TWO OCEANS HERMANUS WHALE FESTIVAL 03 – 06 OCT '14</p>
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#Where'sWendy social media campaign



The #Where'sWendy campaign launched at the beginning of May 2014. This online campaign was initiated to showcase the best of Cape Whale Coast's four towns over the winter period.

Named after a female Southern Right Whale who visited Walker Bay over a number of years starting as early as the 1930s, #Where'sWendy is running for a total of 16 weeks. This online-driven campaign is focused on uncovering the hidden secrets that make this pristine coastline a must-visit holiday destination, and fans following Wendy's trail can win some super prizes, all kindly sponsored by the region's members.

Simply 'Like' the 'Cape Whale Coast' Facebook page, follow the weekly clues, and click on the Where's Wendy icon to enter.

Helping Wendy in her quest to share the magic of the Cape Whale Coast is a team of local bloggers, passionate about their 'backyards', and eager to share their insights and secrets. Follow our home-grown bloggers on <https://www.facebook.com/whalewatchingsouthafrica> as we spend winter exploring The Cape Whale Coast!

Key statistics to date after 4 weeks:

CWC Facebook has grown from 468 to 979 fans
CWC Twitter has grown from 371 to 559
- 523 entries to campaign

This campaign has been mentioned on RSG radio station's 'Reisnuus' programme, and our Tourism Ambassador, Bob Skinstad, has talked on Whale Coast FM and tweeted about the #Where'sWendy campaign.

We have a new website!

Cape Whale Coast has developed a brand new, mobile-friendly website – have a look on www.whalecoast.info. We would welcome any news, press releases and events information from tourism members to ensure that our website is up-to-date and the information is relevant.



Events/festivals

This is the time of year when many of the Cape Whale Coast's Events & Festivals are taking place. Whether it is Hermanus FynArts, Kalfieees, Hermanus Whale Festival or the new Fynbos Funky Festival in Gansbaai, please encourage your friends and family to partake, sleep over and stay longer while they visit our area!



The Funky Fynbos Festival will be held from 12 - 14 September 2014 in and around Gansbaai. It will include activities such as mountain bike races and trail runs, fynbos displays, fynbos walks, fresh water fishing competition,

4x4 routes, horse riding, local arts and crafts, quad biking, artesian food and wine tasting, reforestation, forest walks, sustainable fynbos harvesting demonstrations and much more.

For more information about the Funky Fynbos Festival, contact Mariana Smal: info@overbergonline.co.za, or cell: 079 951 0455

Hermanus Times Winter breakaway supplement

The four towns of the Cape Whale Coast have advertised in this supplement which was printed on 12 June 2014. 40 000 copies were distributed in Somerset West, Northern and Southern suburbs of Cape Town and Stellenbosch. The aim is twofold: to attract weekend visitors for the long weekend of 16 June and to attract holiday makers for the school holiday period from 28 June to 20 July.

Staff news

* **Newcomer to the Tourism Scene:** A warm welcome to Madeleine Coetzee who was appointed Tourism Manager at Hangklip-Kleinmond!

* **Leaving Cape Whale Coast:** Suné Greeff resigned from Overstrand Municipality and will be taking up a new position from 1 July 2014.