

Sun'sational DURBAN

Message from His Worship the Mayor, eThekweni Municipality



Cllr. James Nxumalo

While Durban has always been South Africa's holiday destination of choice, on recent years the city has played an increasingly prominent role both nationally and internationally. The Soccer World Cup, major international conferences and events, accompanied by good marketing are ensuring that Durban is top of mind for sun seekers and event organisers worldwide.

I'm very pleased to see that the Business Support, Tourism and Markets unit have seen fit to begin a regular newsletter to keep stakeholders informed of the many important initiatives being undertaken by Durban Tourism to keep the city where it deserves to be – at the forefront of global tourism.

I would like to wish Durban Tourism well with its projects and congratulate them on all they have achieved recently.

Message from Deputy Mayor

It gives me great pleasure to introduce to you our Valued Trade and Durban Tourism Members, our first edition of the Durban Tourism Newsletter. The City of Durban has recently embarked on various initiatives, both domestically and internationally, to actively increase brand exposure and visitors to Durban. We therefore wanted to share this exciting news with you and we welcome your input in collectively marketing the city of Durban in this very challenging and exciting time ahead.



Cllr. Nomvuzo Shabalala

Message from Durban Tourism Head

I would like to thank the private sector for the incredible support that we received in our recent activations – namely The Southern Sun Group, Signature Life Hotels, Ushaka Marine World, Ezemvelo KZN Wildlife, Moses Mabhida Stadium, Durban Invest, Sapphire Coast Tourism, Tourism KwaZulu-Natal and Moyo's – uShaka. We have realised that we need the support of our Durban product owners to market exciting holiday packages to entice our source markets and this can only be effective and successful if done in collaboration with our trade partners. The City has some exciting plans ahead in collaboration with the three cities (Johannesburg, Cape Town and Durban) to maximise tourism development and marketing on international platforms, and to ensure that the top three urban hubs are continuously in the global spotlight.



Phillip Sithole

UNITED NATIONS Climate Change Conference 28 Nov – 9 Dec 2011



COP 17/CMP 7 will meet to negotiate the future of our planet as they seek to reach agreement on reductions in global greenhouse gas emissions, the key contributors to man-made climate change. Durban has always been innovative in its response to environmental challenges and works to ensure that projects have a long-term legacy value for the city.

This will be a critical opportunity for Durban to demonstrate its environmental approach through the COP17/CMP7 Greening Programme, local government engagement and showcasing the city's climate projects. In addition, a conference of this size (potentially attracting between 20 000-30 000 people), presents key opportunities for accommodation facilities to benefit from COP17/CMP7. eThekweni Municipality's **COP17/CMP7 Responsible Accommodation Campaign** has been created to encourage Durban's hospitality sector to adopt 'responsible tourism' and green approaches in their businesses.

www.cop17-cmp7durban.com

DURBAN
THE WARMEST PLACE TO BE

WINTER CAMPAIGN



Durban Tourism formed a collaborative partnership with various stakeholders in marketing the City during the 2011 Durban Experience Campaign, which was held in Johannesburg on 9-12 June 2011. The Launch took place at Southern Sun Hyde Park on 9 June. Southern Sun Group was the main sponsor for the launch and Durban Tourism received excellent support from the Johannesburg Trade and Media.

ARGENTINA ROADSHOW



The South African Embassy in Argentina organised the 'Visit South Africa EXPO', which took place on 1 September 2011 at Emperador Hotel in Buenos Aires. The objective was for tourism bodies to showcase their products and network in order to establish business opportunities and create interest in South Africa as a tourism destination.

UPCOMING NEWS

The Business Intelligence & Quality Assurance Department of Tourism has recently embarked on an intensive media campaign and arranged roadshows to encourage all Durban product owners in the tourism industry to become a member of Durban Tourism. A new Accommodation Guide is also being published highlighting all the registered members' accommodation. For more information contact Ramona on 031 322 4175 or Nangamso on 031 322 4191.

SUMMER CAMPAIGN/ROAD SHOWS

Durban Tourism, together with its trade partners, launched its Summer Season Campaign at Sandton Sun on 22 September 2011. At the launch, Mr Phillip Sithole unveiled the summer campaign for the 2011/2012 season: SONSATIONALDURBAN-100%PURE SUMMER. Members of the press were given a presentation on all the exciting adventures that the Durban coastline has to offer. Dumi Mbatha highlighted the fact that Durban is one of the most cost effective holiday destinations in South Africa and offers unique experiences and activities. Signature Life Hotels gave away fantastic holiday prizes and Southern Sun sponsored the venue for the launch. The key objectives were to access the Gauteng



market and promote Durban as a tourism destination. The launch also provided a national marketing platform for the trade partners to sell summer packages and promote the company brand.

The Gourmet Burger and Beer Festival



The Gourmet Burger and Beer Festival was held on 25 September 2011 at the 1000 Hills Chef School in Botha's Hill with loads of fun activities for the whole family, a wide variety of locally brewed beers and a selection of gourmet burgers. The event is to become an annual event for the Valley of 1000 Hills.



AREAS OF ACTIVATION

THEMBISA



The Durban Activations took place at the popular Busy Corner in Tembisa – a hot-spot that attracts people from all over Johannesburg wanting to return to their 'kasi roots'. Fabulous holiday prizes were up for grabs and the majority of the guests were very enthusiastic, making enquiries about Durban's winter packages.

MAPONYA MALL

This activation was extremely successful, drawing a crowd of 1 500 people. Live broadcasting by Kaya Fm and non-stop entertainment from the fully branded, Durban open-roofed bus, created a great deal of hype and interest in our seaside city.





SOWETO FESTIVAL

Durban Tourism had a great opportunity to tap into a diverse market at the Soweto Festival held on 23-25 September. This event attracted a variety of people: media

representatives, tourists, celebrities and various race groups looking for a unique holiday destination. The activation focused on successfully getting the

message across; that there is only one place in South Africa that can offer you a 100% pure summer experience and that is Durban!

Durban Tourism participated in delegate boosting at the Union of International Architects Congress in Tokyo, Japan. The next UIA Congress will take place in Durban, August 2014.



SUNSATONAL DURBAN 100% PURE SUMMER ACTIVATION AT MACUFE (Loch Logan Waterfront)

The streets of Bloemfontein were overflowing with people from all over South Africa during the Mangaung African Cultural Festival (MACUFE) held on 3-9 October 2011. Sunsational Durban was in the midst of the action at the Loch Logan Waterfront. Shoppers and festival-goers were treated to three days of fun, competitions and prizes. A Little Mr and Miss Sunsational pageant was held, gathering cheering crowds as the kids strutted their stuff on the ramp. The kids also played with real beach sand and Nintendo Wii, while bigger kids 'chilled' with a glass of crushed Tropica from the bar and watched the rugby. All-round fun!



Celebrate Durban

Throughout the Heritage month of September, the City of Durban came alive with a series of events that celebrated its cultural diversity through music, arts, dance, culture, sport and food. The month-long festivities saw people from Durban and KwaZulu-Natal joining in the variety of celebrations

on offer. Durban was bursting with colour and culture with events like the Celebrate Durban Street Parade, Blue Lagoon Indian Dance Festival and Spirit of America Field Band Exploration Show, bringing the City to a standstill with world performances and celebrations!



Florida Road Lifestyle Market



The Florida Road Lifestyle Market is a platform for local producers of organic, environmentally friendly and healthy products and promotes the living of a healthy lifestyle. The market is traditionally held on the last Sunday of every month, but will be held every weekend from 26 November – 18 December 2011 on both Saturdays and Sundays due to the Climate Change Conference and the start of the festive season. Trading hours are between 11am – 8pm. Contact: Celiwe Nsibandwe 031 311 4500.

EVENTS

MZANSI MAGIC (Springbok Captain, ECR presenter & chefs)

Durban Tourism took a slot on Mzansi Magic to showcase the flavours of Mzansi as an extension of our 'Know your City' Durban Campaign, which aims at promoting the variety of experiences and diversity of people in Durban (from city to township lifestyle, heritage routes, green corridors and adventure). We ensured that the slot represented a mixture of African, Asian and European cultures, delving into the different cuisine, fashion and art that makes Durban so unique. We chose Max's Lifestyle (Bar & Restaurant) as our filming venue because of its style which depicts a mixture of western and African culture and its perfect location at V Section of Umlazi township. Max's is always buzzing with life and entertainment and appeals to a broad spectrum of people. Three Cities, Weber Braai and Bostor Olive Oil partnered with Durban Tourism in the filming of the slot.



Good Food & Wine Show

International Celebrity Chef Ainsley Harriott from the UK (left) braaing at Max's Lifestyle at Umlazi. The Good Food & Wine show (in its third year in Durban): a celebration of good food, delicious wine and healthy living.



International Olympic Committee (IOC) airport welcoming

This event took place at the King Shaka International Airport from 1-4 July 2011, and was a unique welcoming ceremony for the various IOC delegates that arrived in Durban for the much anticipated conference. The welcome included various performances, drinks and messages. The objective of the campaign was to highlight the diversity and fun atmosphere associated with Durban. The welcome highlighted the mantra that Durban is "the warmest place to be", even during winter.

SA Champs Marathon 2011/ Tour Durban 2011

Durban Tourism's strategy was to capitalise on the event by actively marketing the city destination during the event and ensuring that the people who came to the race (participants as well as their supporters) were informed about the city's products, experiences and existing campaigns like 'Know Your City, Durban'.



Durban Business Fair 2011

The revamped 13th Annual Durban Business Fair took place between 23-25 September 2011 at the Durban Exhibition Centre. More than 500 exhibitors showcased a variety of their innovative and unique products and services. The Flavours of Durban was another popular component within the Business Fair, a cuisine showpiece by international and local chefs. The International Pavilion enjoyed the



presence of international delegations who came from eThekweni Municipality's sister cities.

FORTHCOMING EVENT

Durban
rock the boat™

Party to Paradise

with **FUSION** CC
TRIPLE DISTILLED PREMIUM VODKA PRESENTS

The hottest party of the year just got bigger! Come Party to Paradise on Rock the Boat with Durban Tourism and Fusion Ice, triple-distilled premium Vodka.

Book now at rocktheboat.co.za



Enjoy Responsibly. Not for Sale to Persons Under the Age of 18.

TOURIST SERVICES

The Durban Ricksha Bus is back on route. Booking and departure from Ricksha Bus Kiosk at the Old Pavillion Site, Bay of Plenty – North Beach
Prices: Strictly cash
Adults – R100
Children (6-18) & Pensioners – R50
Children under five – Free
TOUR ONE: 09h00-12h00
TOUR TWO: 13h00-16h00
For more enquiries call:
031 322 4209

TOURISM INFORMATION OFFICES:

Durban Tourism (Central) – Tel: +27 31 304 4934
uShaka Office – Tel: +27 31 337 8099
Beach Information Office – Tel: +27 31 322 4205
SA National Parks Reservations – Tel: +27 31 304 4934
Sapphire Coast Tourism (South) – Tel: +27 31 903 7498
Umhlanga Tourism (North) – Tel: +27 31 561 4257
Gateway Information Office – Tel: +27 31 514 0572
King Shaka International Airport Office – Tel: +27 32 436 0035
Inanda Tourism Office – Tel: +27 31 519 2555
1000 Hills Tourism (West) – Tel: +27 31 777 1874

like [durbanwarmestplacetobe](https://www.facebook.com/durbanwarmestplacetobe)

www.durbanexperience.co.za