



# Sun-sational DURBAN

## Durban is ready for the Africa Cup of Nations!

**A**s one of the host cities of the 2013 Africa Cup of Nations (AFCON), Durban has pulled out all stops to ensure that this is the most successful edition of Africa's biggest tournament.

Activities started off with the unveiling of the 2013 AFCON composite logo flower bed at Jameson Park, followed by a series of street parades that took place at KwaMashu, the City Centre and Umlazi to get the public into the spirit of the tournament and to create awareness about it.

The successful hosting of the AFCON Final Draw was the ultimate testimony that Durban is more than ready to welcome the thousands of soccer lovers who will be descending on our shores to watch this spectacular showpiece, scheduled for 19 January to 10 February 2013.

For further details refer to the AFCON website: [www.cafonline.com](http://www.cafonline.com)



## National Geographic Global Marketing Campaign Update

**N**ational Geographic, Durban Tourism's global multi-media partner, hosted a series of rich content pieces focusing on key promotional themes for Durban Tourism, looking at the City's multi-culturalism, adventure and urban lifestyle. These ran across multiple editions of *National Geographic Magazine*, *National Geographic Traveler* in the US and in the Chinese local language edition. The exposure in these magazines was fantastic for the City, with an estimated reach of over 17.5 million individuals from August 2012 to date.

The National Geographic Channel also ran 60-second vignettes about Durban. The vignettes were broadcast 674 times on global television networks, seen by more 170 million

households in America, Europe, Africa, Asia and the Middle East. The vignettes are available on YouTube, the National Geographic website, the Durban Tourism website, and Digital Nomad.

The National Geographic website, NG.com, featured a range of content promoting Durban, and has delivered 5,678 clicks to date.

The documentary filmed in Durban in May 2012 is now being edited to meet international filming standards. It covers the history, culture, lifestyle, and experiences of Durban. The documentary will be officially launched in London in March 2013 to key stakeholders and trade.



Phillip Sithole

## Message from Durban Tourism Head

year for Durban Tourism and major milestones were achieved. The strategic partnership with National Geographic Television has taken off extremely well globally and we are ready to launch the mind-blowing documentary in March next year.

Durban was also aggressively marketed nationally and internationally on various platforms. The Durban footprint into the emerging markets of Brazil and Africa, and most recently tapping into the potential market of the Nordic region, will definitely yield long-term results in achieving our marketing objectives. We have realised that we need to work more forcefully and strategically with our trade partners to meet the demands of the international market, that are constantly scouting for new destinations with a difference. So we are in for some exciting and challenging times ahead!

The City is now in full preparation for a successful summer combined with anchor events like AFCON and the Metro FM Awards early next year. Our Summer Activation plans this year include a strong media partnership with 2000FM, which will have outside broadcasts at all the major beach festivals and iconic attractions stretching from the Sapphire Coast and the Valley of 1000 Hills to Umhlanga and our central beaches. The main aim is to nationally inform listeners about

the attractions of the city and describe the vibe of the beach festivals to entice more domestic visitors. So be on the look-out for 2000FM as the crew invades our shores from 7-15 December 2012 and then heads off to KZN Wildlife's properties. This year Durban Tourism is also in partnership with Engen One Stop on a massive activation drive to ensure all visitors coming into the city are warmly welcomed and handed out a Summer Guide as a tool to plan their days ahead in the city.

The Durban Tourism Team is constantly coming up with innovative and creative ways to market the city of Durban, and next year we will definitely arrange more forums to collectively discuss future initiatives.

I would also like to take this opportunity to thank all our trade partners who fully supported all our initiatives this year and had the confidence and trust in us to lead the way. Without you Durban could never have accomplished all that we have achieved!

Have a wonderful festive season and a prosperous New Year, and we look forward to strengthening our relationships and creating new bonds in 2013.



Warm greetings to our valued trade members and stakeholders. We welcome you to the Festive edition of our Sunsational Durban Newsletter. The last issue focused on Celebrate Durban and therefore this issue will showcase projects and initiatives that our team was busy with for the past few months. 2012 has been a very successful

## Durban Community Tourism Organisation officially launched



The Durban Community Tourism Organisation (CTO) was recently launched at a Special General Meeting at North Beach Southern Sun with an audience of approximately 80 stakeholders, where their Constitution was adopted and the Elected Committee was ratified.

The Durban CTO represents the corporate and community tourism stakeholders and service providers in the areas from the Umgeni River to Glenwood, South Ridge Road on the Berea to the Harbour and Durban Beachfront/CBD inclusive. Their core mandate is to represent the interests of their members in all matters relating to tourism.

For enquiries and more information regarding membership, please contact Durban CTO on [membership@durbancto.co.za](mailto:membership@durbancto.co.za).

# Durban Tourism attends World Travel Market

The World Travel Market (WTM) has once again proved to be an essential platform to showcase the City of Durban to potential trade and travel buyers. The UK is a key source market for KwaZulu-Natal and the interaction with local trade and tour operators worked well to market the city as a destination with a difference in South Africa. There was a definite increase in interest in the City of Durban from the trade and media. It was evident that travellers are looking for new experiences and operators have exhausted selling traditional places of interest in SA like Cape Town/Kruger Park and are now looking for new destinations to market. The show also created a platform to market Indaba and encourage on-site pre-registration for delegates. SA Tourism designed a new stand for international shows that was very effective and digitally interactive.

It is evident that after the World Cup and other international marketing initiatives the interest from the trade has grown for the City of Durban. The majority of the enquiries were for international outbound operators looking for local operators to form linkages with or to enter JMAs to sell Durban. It was also evident that tremendous effort needs to be made to ensure that the international operators selling SA are familiar with Durban's key experiences and offerings.



*The MEC and KZN Tourism team hosted a bunny chow social event at the stand.*

## Spotlight on Africa Nordic Workshop

Durban Tourism attended the Spotlight on Africa Nordic Workshop from 12-16 November. Statistics have revealed that almost 94,000 visitors from the four Nordic countries (Sweden, Denmark, Norway and Finland) visited SA last year, and that tourist arrivals from Nordic countries to Africa have not been affected by the global financial crisis. The four countries that were visited are seen as key markets for South Africa, with excellent growth potential.

Durban Tourism met with the trade and SA Ambassadors in these countries to create awareness and promote the city. The feedback received will help inform us how to target and strategise for each region.



*Durban Tourism team with the SA Ambassador to Sweden.*

## Meetings with Tourism Strategic Media Partners

Deputy Mayor Nomvuso Shabalala also attended WTM and meetings were held with strategic media partners like National Geographic, Eurosport and Skysport, to assess the relevance of their programmes with Durban Tourism's international marketing objectives.



# Explore South Africa 2012

Durban Tourism Head, Philip Sithole and Regional Manager, Sjabu Cebekhulu exhibited at the Explore SA Expo, which was held in Sao Paulo, Brazil on 28 August 2012 and in Buenos Aires, Argentina on 30 August 2012. The Expo was a vibrant two-day business-to-business event that attracted a record 2500 visitors in Buenos Aires and Sao Paulo. Its primary objective is to develop expertise, knowledge and awareness about South Africa and other SADC guest countries, creating the best platform for exhibitors to do business with key travel trade buyers from top markets in South America. Durban was well exposed to this emerging market and excellent relationships were forged with key trade.



## Sanganai Hlanganani World Tourism Africa Fair

Durban Tourism participated in the 5th annual Sanganai Hlanganani World Tourism Africa Fair at the Harare International Conference Centre (HICC) from 17-21 October 2012. Over 82 international countries participated in this year's four-day event and this year's edition was bigger than ever, with more than 250 tourism stands.

Sanganai Hlanganani is an event featuring all the top travelling companies, looking to promote their services to the visiting participants at the show. Durban Tourism co-shared an exhibition stand with KwaZulu-Natal Tourism and the City of Bulawayo, which is a sister city of Durban. It was an opportune time to tap into this market, as Durban's inaugural flight into Harare was launched at the show.

Direct flights from Durban to Harare will be in operation by SA Express. This air traffic will ignite great interest between the two cities and therefore aggressive marketing and activation needs to be done to educate and inform the potential trade and tourists on the City of Durban and our offerings.

## ITB ASIA 2012

This year's ITB Asia took place from 17-19 October 2012 at Marina Bay Sands in Singapore, with the different venue for this year adding a new dynamic to the show. Attendance was up with final statistics showing 12% more trade visitors, 15% more exhibitors and more than 750 hosted buyers. Almost 8500 attendees from 92 countries (a 12% increase from 2011), 865 exhibitor organisations from 72 countries (a 15% increase from 2011) and more than 750 buyers representing 92 countries were

recorded at this year's event.

According to the latest statistics, South Africa's core growth in 2011 was largely due to a 14.6% growth in the emerging markets of Asia. The objective of exhibiting at the show was to promote Durban as the preferred tourist destination, including its products, experiences as well as events that take place during seasonal campaigns.



## Durban hosts Chinese Film Crew

15-17 September 2012

The city of Durban hosted a film crew from China Central Television (CCTV), the biggest TV station in China. The station has 15 channels, including an international channel, CCTV4.

The crew filmed an episode of a programme called *One to One*, as part of the Sister Cities relationship between Durban and Guangzhou, supported by the Department of International Relations & Governance. The 45-minute programme showcased Durban's scenery and traditions, with the crew visiting places like the Valley of 1000 Hills, Gateway Theatre of Shopping, KZN Sharks Board, Moses Mabhida Stadium, uShaka Marine World, and the Oyster Box Hotel for a unique bunny chow experience.

The programme was televised recently and was a great success. Thank you to all the Durban trade that were so enthusiastic to host the crew and welcome them to our city.



Bunny chow live cooking demo hosted by the Oyster Box hotel



Elvida (Cape Town Tourism), Zureya (Cape Town Tourism), Sipho (Joburg Tourism), Sbu (Durban Tourism), Thulani (Durban Tourism), Brenda (Durban Tourism), Zimasa (Durban Tourism) and Kenneth (Joburg Tourism).

## 3 Cities Educational Tour

Durban Tourism recently participated in the 3 Cities Educational Tour, which came out of a cooperative working agreement between Cape Town, Johannesburg and Durban. The Tourism Services staff from each city visited all three cities from 24 October to 1 November 2012, on a learning mission to share information and learn more about each other's tourism product offerings.

# Summer Season campaign launched at the Soweto Wine Festival

The Soweto Wine Festival is a premier wine-tasting and lifestyle festival that attracts more than 8000 visitors annually. Durban Tourism identified the festival as an opportune event to promote Durban's Summer Season campaign, hosting a cocktail evening at the event in partnership with Ezemvelo KZN Wildlife, Tourism KwaZulu-Natal and uShaka Marine World. Our trade partners the Pavilion Shopping Centre, the Oyster Box Hotel and Ezemvelo KZN Wildlife offered great prizes to visitors. Durban Tourism also produced a tabloid highlighting trade packages to entice holiday makers to plan their summer holiday early, and a competition was run to win an all expenses paid holiday in Durban.

The Durban delegation was also joined by C de C e'Durban, aimed at profiling KZN and particularly Durban as a preferred destination to people and communities in the various townships within South Africa, inculcating the desire to travel, learn about and experience different places, cultures and people. Weekend packages to Durban were sold, which included three days away with two nights at the Afriportico Lodge. This marketing drive was extremely successful, with almost 1200 enquiries and confirmed bookings made over the weekend.



Durban KZN stakeholders with MC Minenhle Dlamini.



Durban exhibition stand at the show.

## Durban Good Food & Wine Show Township Cookout



Durban Good Food & Wine Show Township Cook Out Celebrity Chefs Cyrus Todiwala and Masterchef SA Judge Benny Masekwameng were invited to Sbus Lounge, a Township restaurant to do a live cooking demo on the Woza Inanda Heritage Route. This event went off very well and the chefs enjoyed using local products in a unique setting to prepare a Shisanyama meal with a difference. A film shoot of the cooking demo was screened on *Expresso* on SABC 3 and on SAA domestic in-flight videos.



# Woza eNanda Challenge 2012

The Know Your City Campaign was initiated to encourage Durban's locals to "become tourists in their own city." We want our citizens to be exposed to the great tourism potential and unique attractions that are embedded in Durban's rich history and culture. As part of this campaign, Durban Tourism hosted the Woza eNanda Challenge, which aimed to profile the Woza eNanda Heritage Route and highlight key attractions like the Inanda Dam, Umzinyathi Falls, Rasta Caves, Ohlange and Ghandi Settlement. Fifty people were selected from the media, local trade, Facebook fans, INK Councillors and local community to participate in a day of fun activities and exposure to this exciting tourism route. Radio 2000 was the official media partner for the event and provided a live broadcast. Valuable media coverage of the fun and successful day can be viewed on YouTube.



# SUMMER EVENTS

For a full summer programme, please refer to [www.durbanexperience.co.za](http://www.durbanexperience.co.za)

## AQUAFEST SUMMER RENDITION BEACH PARTY

When: 1 December 2012  
Where: New Beach, Durban  
Contact: 083 280 1100

## GOLF: NELSON MANDELA GOLF CHAMPIONSHIP

When: 6-9 December 2012  
Where: Royal Durban Golf Club  
Contact: 031 309 1373

## UMHLANGA SUMMER CARNIVAL

When: 7-23 December 2012  
Where: Umhlanga Millennium Stage and Main Beach  
Contact: [www.umhlangatourism.co.za](http://www.umhlangatourism.co.za)

## Dolphins by Starlight - Ushaka Marine World

When: 13 - 16 December - 19h00  
Bookings at Computicket - [www.ushakamarineworld.co.za](http://www.ushakamarineworld.co.za)

## SAPPHIRE COAST TOURISM: THE TOTI ENDUROX

When: 15-16 December 2012  
Where: Circus Site/Old Mutual Site  
Contact: 031 903 7498

## DURBAN SUMMER FESTIVAL

When: 16 December 2012  
Where: KwaMashu Bridge City  
Tickets: [www.computicket.com](http://www.computicket.com)

## CHRIS BROWN CARPE DIEM SA TOUR

When: 17 December 2012  
Where: People's Park, Moses Mabhida Stadium  
Tickets: [www.computicket.com](http://www.computicket.com)

## CRICKET: SA VS NEW ZEALAND

When: 21 December 2012  
Where: Kingsmead Stadium, Durban  
Contact: 031 335 4227

## COSMO BEACH PARTY

When: 26 December 2012  
Where: Moyo, uShaka Marine World  
Tickets: [www.computicket.com](http://www.computicket.com)

## DURBAN JAZZ FESTIVAL

When: 26 December 2012  
Where: Hazelmere Dam  
Tickets: [www.computicket.com](http://www.computicket.com)

## DURBAN SUMMER FESTIVAL

When: 26 December 2012 - 1 January 2013  
Where: New Beach, Durban  
Contact: 073 805 9348

## SAPPHIRE COAST SUMMER FESTIVAL

When: 27-31 December 2012  
Where: Toti Main Beach  
Contact: 031 903 7498

## HIP HOP FESTIVAL

When: 29 December 2012  
Where: Skateboard Park  
Contact: 073 727 2545

## NEW YEAR'S EVE CELEBRATION

When: 31 December 2012  
Where: Suncoast Casino  
Contact: 084 974 3972

## FACT DURBAN ROCKS NEW YEAR'S EVE MUSIC FESTIVAL

When: 31 December 2012  
Where: People's Park, Moses Mabhida Stadium  
Tickets: [www.computicket.com](http://www.computicket.com)

## UMGABABA ANNUAL NEW YEAR'S PICNIC

When: 1 January 2013  
Where: Umgababa  
Contact: 082 833 1810

## GOLF: VOLVO GOLF CHAMPIONS

When: 9-13 January 2013  
Where: Durban Country Club  
Tickets: [www.computicket.com](http://www.computicket.com)

## SOCCER: AFCON CUP

When: 19 January - 10 February 2013  
Where: Various stadiums  
Tickets: Spar outlets / 087 930 3000 / [afcon2013.eqtickets.com](http://afcon2013.eqtickets.com)

## METROFM AWARDS

When: 23 February 2013  
Where: ICC Durban  
Contact: [www.metrofm.com](http://www.metrofm.com)

# DURBAN EVENT STATS

## FEEDBACK

For the entire Winter Season it is estimated that approximately 509,320 people visited eThekweni and spent approximately R1057 per person per day for an average stay of 3.8 days, resulting in a direct and indirect economic spend of some R2 billion, with a total economic impact (after multiplier effects are taken into account) of some R2.6 billion. The total number of permanent employment opportunities created by this is estimated to be in the region of 6137 jobs.

In addition to the above, a significant amount of spending was made on infrastructure and media/marketing, the latter of which will have a direct impact on future tourism and social entrepreneurial development. In this respect, whilst some of the events did not attract a large number of foreign visitors to Durban per se, it must be taken into account that these events will have added to the City's reputation as a fun, vibrant and event-filled destination, and will have had a long-term benefit on tourism simply via the likely "word of mouth" endorsement they will have induced in these visitors when they return to their homes outside of eThekweni.

## COMMENTS CORNER

“Durban's winter is even better than our European summer, and I strongly recommend that this has to be communicated to the German market – promoting winter packages is a must.”

Susanne Brittorf, Travel Journalist from Germany

“Durban reminds me of India – people are so friendly and warm! I just love Durban and wherever I go in the world I talk about how magnificent the city is!”

Chef Cyrus Todiwala from London

Become a fan of the  
“Durban – The Warmest  
Place to Be”

Facebook Page & stand  
a chance of constantly  
winning tickets to the  
City's great events!

 [Durban-The-warmest-place-to-be](https://www.facebook.com/Durban-The-warmest-place-to-be)



## TOURISM INFORMATION OFFICES:

Durban Tourism (Florida Road) – Tel: +27 31 322 4164  
uShaka Office – Tel: +27 31 337 8099  
Beach Information Office – Tel: +27 31 322 4205  
Green Hub Office – Tel: +27 31 303 8476  
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  
Airport Office – Tel: +27 31 322 6046  
Inanda Tourism Office – Tel: +27 31 519 2555  
1000 Hills Tourism (West) – Tel: +27 31 777 1874



Produced by Durban Tourism  
Contact: May Moodley on 031 322 4169 or  
[moodleymay@durban.gov.za](mailto:moodleymay@durban.gov.za)