



Sun-sational DURBAN



A SUCCESSFUL FUN SEASON IN DURBAN

by Andrew Layman, Chief Executive of the Durban Chamber of Commerce and Industry

The Chamber, and its members in the tourism sector, are very encouraged by what we perceive to be some new vigour in the marketing of Durban as a top-class destination. We are pleased that the private sector has become more integrated in its input to this trend, and that cooperation between public and private sectors has improved.

This was illustrated by the initiation of the so-called Fun Season, a concept of highlighting the attractions of Durban during May and June so as to improve tourist activity at this traditionally out-of-season time of the year. The number of significant events which were planned to take place during those months was a surprise and provided a wonderful opportunity to link them together in the Fun Season. The marketing, handled by Durban Tourism, made every effort to convey a sense of synergy. From the private sector's point of view, it was clear that more co-ordination was required to stimulate the development of Fun Season package offerings.

Indeed, it has become increasingly clear that this is a standout weakness in our efforts to draw people, especially from abroad, to Durban. We are pleased that a positive and constructive start was made this year in introducing this new season. Next year, we will start earlier and attend to co-ordination so that more tangible products could be taken to the market. The search for Durban's unique iconic event continues.

Durban ready for National Geographic

The global marketing campaign as part of the 3 City Strategy with National Geographic will commence in July, with the Durban Digital City Guide appearing on the National Geographic website. The July edition of National Geographic Magazine will include feature an advertorial and an advert about Durban, the first of 36 adverts featuring the city.

The content for the one-hour documentary about Durban has been shot and is now in the editing phase for global viewing early in 2013. The 30-second vignette focusing on the unique sounds and sites of our city has been completed and is scheduled to be televised in August. This will feature in 363

million households across 160 countries.

The focused target markets for the campaign will be in accordance with the 2 Cities primary tourism source markets of the USA, UK, Germany, Netherlands, India, China Australia and Africa. The United World Tourism Organisation's research shows that up to 80% of international tourists are in search of urban tourism – exploring rich and different cultures and experiencing a country through the entry and viewpoint of their cities. The campaign will showcase the diversity and multiculturalism of each city and tell unique stories about the destination through the eyes of its people.



Phillip Sithole

Message from Durban Tourism Head

With the publication of this newsletter we find ourselves at the tail end of Durban's Fun Season – and it's been a really action-packed last few months. It's also been a hugely successful time for the city and we are really establishing a reputation as a major force to be reckoned with when it comes to events.

No sooner were we finished with Indaba, when Top Gear arrived which was a huge hit with visitors. The famous BBC trio said that Durban had the best spectators and the best stadium in the world. And then with the International Boat Show, the Vodacom Durban July and a host of fashion and party happenings, Durban is the place to see and be seen.

Coming up soon is the much-anticipated Man United game and the Airshow, and to top it all, our Tourism team will soon be off to sell Durban in an icy, wintery and cold Gauteng!

Our Tourism team is always hard at work to ensure that Durban has the best events in the country. There will never be a time when there is not a very good reason to visit Durban, no matter where you are! Enjoy this warm event-filled season with Durban Tourism as your host.



Kenyan Tour Operators visit Durban

Durban Tourism and Thompson's Africa hosted 23 Kenyan Tour Operators from 28 May to 1 June 2012.

Perry Moodley, who is spearheading this initiative, said that the Kenyans were absolutely amazed with the offerings and experiences that Durban has to offer. Many of them have been to Indaba but never had the opportunity to take in the sights and sounds of Durban. They unanimously agreed that Durban has more to offer than our competitors in South Africa and have expressed a commitment to aggressively

promote Durban and start inbound tours. With SA Express servicing Africa from King Shaka International Airport they were optimistic that the demand for Durban will grow. An appeal was made to the accommodation industry to offer packages to entice tourists from Africa.

This hosting is already proving to be a success as the first batch of 26 visitors from Kenya will be in Durban from 5-8 July. Durban Tourism is extremely positive about this partnership and our attempts at tapping into an important source market in Africa.

NAIROBI ROAD SHOW

Anneline Chetty (Business Intelligence) and Nadine Williams (Marketing Officer) attended a road show in Nairobi, Kenya from 6-7 June 2012.

After discussions, it was found that Kenyans are familiar with Durban as a City in South Africa, but they were not aware of what it has in terms of tourism products. Many of them believed that Durban needs aggressive marketing to capture their market.

Some of the tour operators indicated that Durban is not a

destination often asked for, since people were not aware of its offerings. Following the presentation, they were very surprised by Durban's key offerings.

The Kenyans who visited Durban recently were very impressed by all of the offerings presented, including the beach, uShaka Marine World, the Rickshaw Bus, the hotels, Durban's rich history and cultural experience, the shopping options as well as the township experience. Many of them were keen to sell the destination based on their experiences in Durban.

Durban hosts SABC 3 celebrities in style

Durban Tourism recently welcomed the SABC 3 regional road show to Durban, giving fans the opportunity to meet much-loved Isidingo, 3Talk, Top Billing and Espresso cast members in person and to experience their personalities out of character.

The stars were given the royal treatment at a VIP Function at Durban's trendiest venue, uShaka Moyo Pier. The pier was transformed into an elegant, chic venue for the night, and was the perfect setting to showcase Durban's breathtaking beauty and amazing nightlife.

The KZN Porsche Club sponsored 15 Porsches to transfer all our guests from Suncoast to Moyo Pier, red carpet style. The Porsches provided an amazing sight and sound, and profiled Durban as a sophisticated, chic nightlife destination, which was the ideal ambience for SABC 3.

Durban designer, Haroun Hansrot provided a mini fashion experience at Moyo. His designs created a nice angle for the guests to get a glimpse of Durban's fashion and added glitz and glamour to a typical Durban nightlife scene.



The next morning, guests were taken on a Ricksha Bus Tour to get a true Durban experience. At Moses Mabhida Stadium the crew was taken on a Sky Car Tour, and the Top Billing stars gave it their best when they found the courage to do the Big Rush. Excellent coverage was obtained for Moses Mabhida Stadium on Top Billing the following week.

The SABC 3 team engaged in a charity drive in Umlazi, before ending the day off at Max Lifestyle, where they were given an authentic shisanyama experience.

Thank you to our sponsors and partners Tsogo Sun, KZN Porsche Club, Haroun Hansrot, Moses Mabhida Stadium and CC Food & Beverage.

Durban International Boat and Lifestyle Show a huge hit



Three days of nautical entertainment saw the Durban Marina transform into an international boating destination for the Durban International Boat and Lifestyle Show from 22-24 June 2012, with gorgeous and glistening boats on display. "Exhibitors seemed extremely happy with the show this year, and our new layout worked exceptionally well. The highlight of the show would have to be the cardboard boat race; the event seems to have ignited a huge amount of interest with loads of people already plotting for next year's race," stated one of the Boat Show organisers, Barry Meehan. "We are turning ten next year, so we are looking forward to staging an even bigger and better show in 2013."



TOURISM INDABA IMPACT ASSESSMENT

Durban pulled out all the stops for Tourism Indaba this year, and the end result was a very successful Indaba 2012. Delegates to Indaba were treated to a huge welcome party held for the very first time at Moses Mahbida Stadium. Both local and international delegates danced the night away as they were entertained by local artists.

Durban continues to display itself in a very good light. Both domestic visitors from outside the eThekweni region and international visitors claim to have had enjoyable, trouble-free experiences whilst in Durban, and

the level of negative responses is extremely low. Durban's branding as the 'Warmest Place to Be' continues to grow in stature and appears to have impacted on the perceived friendliness of the locals.

There were, however, suggestions that were proposed to look at improving the offering in years to come. With respect to marketing issues, whilst internet marketing efforts received favourable responses, over 30% of respondents felt that more effort should be put into travel guides with local tour operators in their countries/towns of origin. Respondents mentioned

that more advertising and marketing of attractions is needed in order to make it more recognised as a tourist destination.

It would appear that many visitors to Tourism Indaba did not get the opportunity to visit the attractions on offer in the city, and better organised city tours need to be provided. This may present a good opportunity for previously disadvantaged people. There was also overwhelming support for Durban to continue being the host as opposed to Johannesburg and Cape Town, which proves that Durban is indeed the warmest place to be!

Sunshine Tour comes to the warmest place to be

The City of Durban recently hosted the Durban Sunshine Tour, which attracted the country's top show jumpers. The tour took place in the heart of the city and comprised three events: the World Cup Qualifier, the Show Jumping Championships of South Africa and the KwaZulu-Natal Grand Prix. The Durban Tourism Brand Team ensured that 'Durban – the Warmest Place to be' received maximum exposure.



TOP GEAR a huge hit



The Top Gear Festival was a great success, with the crowds being wowed by the antics of the Top Gear presenters, the cars on display and the exciting racing. Thousands of people attended the festival over the two days, and Durban Tourism was there to give them a warm welcome!

In the build up to the festival, Durban Tourism held activations at Fourways Mall, Menlyn Park Eastgate Shopping Centre and Maponya Mall in Gauteng. Durban Tourism ran a ticket giveaway competition which was very popular, and as a result Durban Tourism built up a good database of contacts for future marketing initiatives.

Durban Tourism also held local activations at the Galleria in Amanzimtoti, Bridge City in Kwamashu and Megacity in Umlazi. These were a great success, with many people buying tickets instantly and entering a competition that created huge hype.

Hosting the Top Gear Festival had huge economic spin-offs for the city, estimated at R59 million, and the vast international exposure meant a massive boost for Durban and the KZN region. The Top Gear Show aired on BBC, is the biggest motoring show in the world and is screened in more than 170 countries with an estimated audience of more than 350 million viewers worldwide.



Gauteng Outdoor Eco Adventure and Travel Expo

Durban Tourism attended the Gauteng Outdoor Eco Adventure and Travel Expo 2012 on 8-10 June at the Waterfall Polo Club in Midrand to promote Durban as a winter holiday destination for these school holidays.

The weather certainly did not hold up and the icy windy conditions kept away a lot of visitors, with the final count being 9700 visitors over the three days.

The Warmest Place To Be team kept the Jozi visitors warm with giveaways such as Durban branded hats and bags.





DURBAN BUSINESS FAIR

18-24 SEPTEMBER 2012

REGISTER NOW!

DEADLINE: 31 JULY 2012

GROWING SUSTAINABILITY

The Durban Business Fair is a unique and highly interactive business gathering aimed at exposing businesses to potential clients and new markets; create linkages through networking opportunities and information sharing sessions. This year, the Durban Business Fair will be Bigger and Better taking place for the whole week - the Business Week will commence with a Business Conference on 18 and 19 September 2012. The exciting part is that the exhibition has been extended to FOUR days at no extra cost to exhibitors! 24 September 2012 will be a BONUS DAY.



EXHIBITION ENQUIRIES & BOOKINGS:
031 266 9937/8 • nokuthula@ikhono.co.za • www.ikhono.co.za

CONFERENCE ENQUIRIES & BOOKINGS:
031 824 9427 • enzamanagement@gmail.com



@DBNBusinessFair



Facebook fan page:
Durban Business Fair

www.dbnbusinessfair.com

UPCOMING EVENTS

East Coast Radio House and Garden Show
Venue: Durban Exhibition Centre
Date: 29 June - 8 July
Computicket

Vodacom Durban July 2012
Venue: Greyville Race Course
Date: 7 July
Computicket

KZN Military Tatroo
Venue: Natal Mounted Rifles
Date: 5pm, 11 July
Computicket

Durban Airshow
Venue: Virginia Airport
Date: 10am, 14 July
Computicket

Manchester United vs AmaZulu
Venue: Moses Mabhida Stadium
Date: 8pm, 18 July
Computicket

33rd Durban International Film Festival
Venue: Multiple venues
Date: 19-29 July
www.durbanfilmfest.co.za

Taste of Durban
Venue: Suncoast
Date: 27- 29 July
www.itickets.co.za

16th SAWomen's Art Festival
Venue: Durban Playhouse
Date: 3-11 August
Computicket

Good Food and Wine Show
Venue: Durban Exhibition Centre
Date: 23-26 August 2012
www.goodfoodandwineshow.co.za
Computicket

COMMENTS CORNER

“The industry is very supportive of the Fun Season initiative and loves the idea of packaging fun and exciting events happening in Durban over this period. The Flavours of Durban Food Festival has brought great excitement, and the food and beverage participants are extremely excited about this event and its potential going forward. There is no doubt that the Fun Season will grow in stature with time as new events are added. The ultimate vision is to have a jam-packed calendar with something happening every weekend over the two months, but with a few iconic events anchoring the season, such as the Food Festival.”

Shawn Thompson, CEO uShaka Marine World

“Durban certainly does live up to its slogan ‘the warmest place to be.’”
Keketso Semoko, best known for her role as Ma Agnes Matabane in Isidingo, thanked Durban Tourism for hosting SABC.

“Durbanites welcomed and supported the Fun Season activities and this is just what Durban needs to create excitement and a great vibe for Durban's best tourist attractions. The people of Durban and our out of town tourists benefitted and we must now grow this event for next year and in the years to come.”

**Mike Jackson, GM
Elangeni Hotel**

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:

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