



Sunsational DURBAN

FUN SEASON IN DURBAN

A New Tourism Initiative for Durban

The Tourism Committee of the Durban Chamber, together with key stakeholders and Durban Tourism, have constructively envisaged a new season to attract more domestic tourists during the low off-peak season of May and June, which has an action-packed calendar of fun events that will attract tourists to the city. The warm weather all year round makes Durban a preferred destination compared to other cities. The campaign aims to sell Durban as an all-round city that offers tourists so much to do, from family fun at the beach, to game watching in the bush, to business networking, to catching world-class sporting events, winter in Durban truly is a 'Fun Season'. This campaign will lead on to the Durban winter campaign, and 'Fun Season' is a universal mantra that relates to all markets.

Shaun Thompson, Chief Executive of uShaka Marine World, said uShaka was looking forward to playing its part in attracting visitors to a vibrant city that offers the excitement of the Comrades Marathon, Top Gear Festival, a rugby

showdown between England and the Springboks, packed Sharks and soccer calendars, a number of surf, sailing and boating events, and more. He said he was confident that Durban would live up to its reputation as the surf, sun and sea capital during May and June.

"Many of us believe that the wonderful mild but warm months of May and June are Durban's best. We're looking forward to showing visitors the very best that our Golden Mile has to offer as well as providing a feast of food and sport."



ANDREW EVANS visits Durban

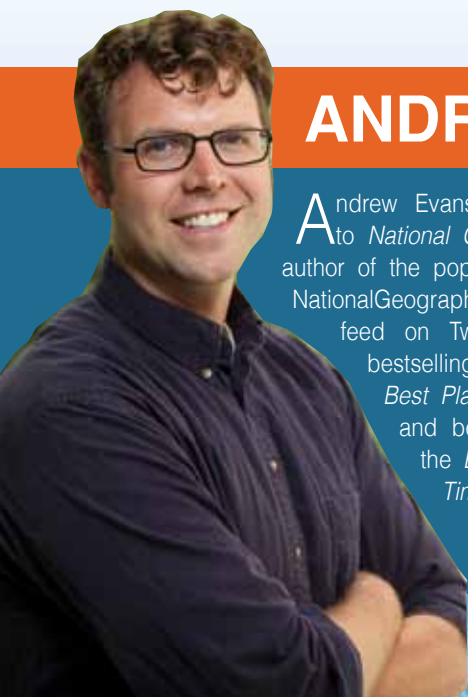
Andrew Evans is a longtime contributor to *National Geographic Traveler* and the author of the popular Digital Nomad blog on NationalGeographic.com and @WheresAndrew feed on Twitter. He has also written bestselling guidebooks such as *1,000 Best Places To See Before You Die* and been a contributing editor to the *Economist*, AOL and *London Times*.

Durban Tourism hosted Andrew Evans and his

National Geographic camera crew from 24 April to 3 May 2012. He visited many 'off the beaten track' places in Durban to have face-to-face shoots with members of our local communities, particularly in our townships and some rural districts.

Andrew updated his Digital Nomad blog and @WheresAndrew twitter feed on a daily basis. Some of the content will be used to produce a 60-minute documentary which will be televised in February 2013 in the UK, Europe, Asia, Australia, Africa and the USA in five languages.

To follow Andrew, go to <http://digitalnomad.nationalgeographic.com> or @WheresAndrew on Twitter.



Message from His Worship the Mayor, eThekweni Municipality

From 12-15 May we welcome delegates to the all-important Tourism Indaba at the Inkosi Albert Luthuli International Convention Centre in Durban.

In mentioning Indaba, and based on the huge number of world-class events Durban has hosted over the last two decades, it is evident that we have demonstrated the City's ability to put a wide range of measures in place to ensure that everything runs efficiently and effectively.

One thing we never do is become complacent that Indaba has been held in our City for over two decades; each year numerous City officials and departments as well as business stakeholders are involved in intricate and detailed planning to ensure that the event happens with the clockwork organisation that our international and local delegates have come to expect from this globally prestigious event. We build every year on our knowledge gained from past events.

Our planning covers every aspect, from traffic routing, to security, to public transport, to tours to local attractions that showcase all the cultural, visual and tangible experiences that Durban has to offer. We want all our visitors to experience the best of this wonderful sun-filled east coast destination.

As Mayor of this wonderful city, I can assure all our Indaba visitors that each and every eThekweni Municipality staff member



Cllr James Nxumalo

is committed to ensuring the success of Indaba. Delegates will get to enjoy a professionally managed event, eat at a variety of restaurants in our entertainment hotspots and get on with their business, and can have peace of mind knowing that behind the scenes there has been months of planning.

That level of commitment and the realisation of the importance of tourism to both Durban and South Africa by all involved in the organisation of Indaba shows how much can be achieved by teamwork. As Mayor, I am extremely proud to welcome visitors from over 90 countries to our City during Indaba. May your business deliberations be all you expect and wished for!



Cllr Nomvuzo Tshabalala

Message from the Deputy Mayor and Chair of ECOD

I would like to take this opportunity to welcome all our visitors to Durban this May and June, and a very special welcome to our Indaba delegates who will fill our hotels and bed and breakfast accommodation between 12-15 May 2012.

We certainly believe that there is no part of South Africa that offers travellers the range of experiences to be had here, in an area that draws you deeply into the roots and culture of Africa. In this age of global tourism and travel, people desire to have unique experiences, be they cultural, natural or urban. The wonderful thing for tourists is that all this is and more is right here in Durban, just waiting for you to enjoy. One can leave the city behind and within a few hours be in the mountains, or within minutes, lie on a golden sandy beach; one can stay anywhere from a luxury tented camp to an indulgent five-star hotel with world-class facilities.

I think those of us who live in Durban sometimes forget how much we have to offer. Indaba opens our eyes to just how fast growing the range of products and services in the tourism sector is, and how, in recent years, individuals and communities throughout the province have embraced the opportunities of tourism willingly.

May you have warm and wonderful experiences in Durban during May and June!

Durban Tourism attends ITB Berlin

The Durban Tourism team attended this year's ITB Berlin tradeshow, held from 7-11 March 2012 in Berlin, Germany, for the purpose of establishing and strengthening relationships with key stakeholders and generating new leads for the City from the international travel trade market.

ITB Berlin presents a whole range of experts from the tourism industry ranging from destination management organisations to tour operators, booking systems, carriers, hotels and all other suppliers who want to improve on their customers' travel experiences.

ITB Berlin is the B2B platform for trade visitors and provides an excellent opportunity to meet potential partners and to do business. Travel and tourism accounts for 258 million jobs globally. At

US\$6 trillion, the sector is a key driver for investment and economic growth at a global level.

Spotlight on Africa

Durban Tourism had the unique opportunity of participating in the Spotlight on Africa road shows in Central Europe covering the Netherlands, Czech Republic and Poland. All three of these countries are becoming key source markets for most African countries.

A total of 221 individuals representing travel agencies, tour operators and the media attended the road shows from all three cities. Durban Tourism was able to generate a number of leads for further engagement from this interaction.



Message from Durban Tourism Head



Phillip Sithole

I am really pleased to be able to welcome visitors to Durban during our May-June season. Appropriately named 'Fun Season', it has lots on offer for everyone. It is part of our commitment to make Durban the number one tourist spot to visit, 365 days a year.

The most talked about event on the calendar is the Top Gear Festival on 16 and 17 June featuring the famous trio of BBC presenters as well as the mysterious Stig. The interest in this event has been phenomenal and SAA have also come to the party with specially reduced fares, and this is a very positive move.

For rugby fans, we have a big event when South Africa faces England on 9 June. For Soccer lovers, there is the Nedbank Cup final. And let us not forget the Comrades Marathon on 16 June, one of South Africa's iconic sporting events seen all over the globe.

Indaba 2012 is easily our most important Tourism Industry event, and we as a city are very proud to be the host again this year, making it the 23rd year we have had Indaba in Durban.

Durban Tourism has been making an impact at important industry events in Europe, such as ITB Berlin, as well as in Poland, the Czech Republic and in other destinations on the African continent. We are determined to make Durban a household word and a destination of choice for travellers globally seeking a dream holiday destination. Our commitment to not just Durban, but South Africa as a whole, is echoed in our recent and ongoing strategic marketing partnership with Cape Town and Johannesburg.

Although there are numerous events in the city, do not forget the excitement of the township lifestyle, history and heritage routes such as our Woza eNanda trail, nearby game reserves, relaxing beaches, an exciting and varied nightlife, or even the pleasure of a beach sunrise. Take time out to enjoy Durban!



BAFANA BAFANA MEET AND GREET

Durban Tourism hosted a meet and greet activation to welcome Bafana Bafana, the national soccer team, to Durban at King Shaka International Airport on 27 February 2012. The team landed in Durban ahead of their much-anticipated match against Senegal at Moses Mabhida Stadium on 29 February 2012.

Durban Tourism created a fun, festive atmosphere to welcome the team to Durban. A marimba band played tropical tunes to represent Durban's warm vibe. Upon arrival, coach Pitso Mosimane and the team were greeted by the Mayor of Durban, Councillor James Nxumalo, and all team members were given a complimentary goodie bag with exciting branded Durban merchandise, compliments of Durban Tourism. Bafana Bafana received a truly warm welcome by Durban's friendly people.

Spotlight on Africa Workshop

The Spotlight on Africa Workshop was held in Harare, Zimbabwe on 16-17 April 2012, and has been running since 2000. The Workshop is a great networking opportunity for tour operators, incentive travel companies, professional conference organisers and corporate travel buyers, and travel agents to meet with African and Indian Ocean hotel groups, safari lodges, tour operators, tourist boards and airlines in a B2B environment.

Patrick Masinga and Thulani Zungu represented Durban Tourism at the workshop, which attracted a total of 140 tourism trade buyers from various parts of Zimbabwe dealing with in-bound and out-bound travel. The workshop was hailed as an absolute success by the travel trade in Zimbabwe. Durban Tourism engaged with almost all attending buyers and the majority mentioned that they will be attending Tourism Indaba in Durban in May, and further meetings were scheduled to take place then.



1000 HILLS COOLEST CHALLENGE 2012

As part of the Easter initiative, Durban Tourism in conjunction with Thousand Hills Tourism planned a fun day out with the trade and media to the Valley of 1000 Hills on 15 March 2012, and it turned out to be a great success. The objective of the challenge was to remind people of the forgotten treasure that is the Valley of 1000 Hills, to highlight its beauty and to raise awareness about it as a tourist destination. Itinerary highlights included PheZulu Safari Park, Makaranga Garden Lodge, 1000 Hills Bird Park and Craft Village, 1000 Hills Chef School and Quills Brewery. Durban Tourism would like to thank the following sponsors for making the 1000 Hills Coolest Challenge such a success: Intercape, Moses Mabhida Stadium, PheZulu Safari Park, Makaranga Garden Lodge, Quills Brewery, 1000 Hills Bird Park & Craft Village and 1000 Hills Chef School.

INTERCAPE Mainliner



Top Gear Festival hits Durban



Anticipation is building for the Top Gear Festival, set to take place in Durban on 16 and 17 June. Set to be the biggest live event Top Gear have ever staged, the Moses Mabhida Stadium, People's Park and Street Circuit 'stages' are set for a show that is sure to enthrall and inspire.

This year's Top Gear Festival, powered by Shell V-Power in 'the warmest place to be', is expected to attract tens of thousands of petrol-heads keen to see the world famous

presenters, guest drivers, legends and celebrities in action and take part in this true celebration of all things motoring. Visitors are encouraged to book early so as not to miss the most exciting event on this year's entertainment and motoring calendar.

For more information on ticket prices and packages, or to book, visit www.itickets.co.za or www.topgearfestival.co.za.

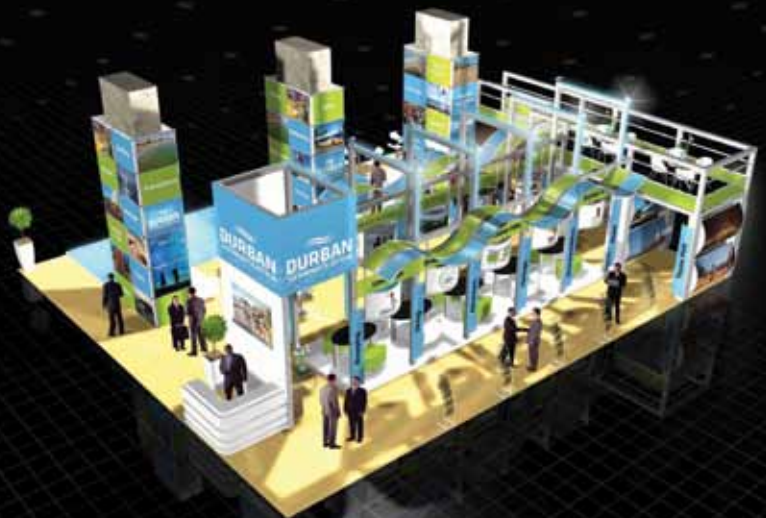
A new lick of paint for the Durban Ricksha Bus

The Durban Ricksha Bus has a fresh new look! We would like to encourage the Durban trade to book the new city tour experience by contacting our North Beach Office on 031 322 4205.



Durban Tourism goes bigger & bolder at this year's Indaba

Be on the look out this year at Indaba, as the Durban Tourism stand has been significantly expanded from 36m² to 200m². The stand will now aim to offer a dynamic platform for community tourism officers (CTOs) from Durban and city entities to showcase their tourism products collectively. Durban Tourism has also adopted a mentorship programme for the developing CTOs and has created a viable opportunity for effective networking and marketing. The design has encapsulated all the icons of Durban and has effectively created the warmth and essence of our City. We look forward to your visit and welcoming you to our stand: DEC 1E07.



HOT SPOT to visit this FUN SEASON

The uMngeni River estuary in the middle of Durban is one of the most important bio-diversity assets within the eThekweni Municipal area, with great offerings for birders and nature enthusiasts. With uMngeni Adventures you can escape the Durban city jungle!

The Green Hub is located at the uMngeni River Estuary and offers:

Hire of canoes, mountain bikes and pedal cars for use on the beachfront promenade and nature trails.

Mountain Bikes

- R 20: ½ hour
- R 75: 2 hours
- R 100: 3 hours
- R 200: 8 hours

Pedal Cars

- R 20: 10 min.
- R 50: ½ hour
- R 80: 1 hour

Canoes (Double Kayaks, max. 3 persons)

- R 30: 1 hour
- R 50: 2 hours

The following trails are offered as a guided experience. Times are based on a guided walk. All trails are charged at R50 per person, excluding equipment hire:

- Mangrove Trail (2km circuit, time 2.5 hours – suitable for walking only)
- Riverside Trail (4km circuit, 3.5 hours – suitable for birding, walking and trail running)
- African Fish Eagle Trail (10km circuit – suitable for walking, running, mountain biking)

Price: All guided trails are priced at R50 per person

Open daily, 8am-4:30pm

31 Stiebel Place, Durban – just off the M4 on the south bank of the uMngeni River estuary.

Tel: 031 322 6026/7

Web: www.durbangreencorridor.co.za

Facebook: www.facebook.com/TheGreenHubDurban



Music at the Lake

The Parlotones recently wowed locals when they played as part of the ongoing Music at the Lake series of concerts hosted at Durban's Botanic Gardens. The Durban Tourism team worked hard to promote the event, putting up street posters, advertising on the Durban Tourism Facebook page and website, giving away free tickets, erecting branding at the event and hosting competition winners.

Durban welcomes the Arcadia Cruise Liner

On 6 April the City of Durban welcomed the Arcadia Cruise Liner to our port. Durban Tourism conducted activations prior to and during the arrival of this majestic cruise liner, which is the third largest of seven ships currently in service with P&O Cruises. Activations included a live performance of a traditional Zulu dance, which warmly welcomed the passengers as they disembarked the vessel in a perfect display of the province's identity. The Tourist Services Department set up a kiosk with two Tourism Information Officers to service the 1,900 passengers that were on board.

COMMENTS CORNER

“ Thank you for refreshing our memories of one of the hidden treasures of KZN, namely 1000 Hills, and the new developments that have taken place to enhance the experience for visitors. ” Gwyn Heaton, Tourvest

“ The Thousand Hills Amazing Race was awesome and provided an excellent opportunity for networking. ” Terence Naidoo, Intercape

“ Durban is one city that I have visited that has retained its culture. ” Andrew Evans, National Geographic Digital Nomad

Upcoming Events

Durban Top Gear Festival 2012

When: 16-17 June

Where: Moses Mabhida Stadium

Durban International Boat and Lifestyle Show

When: 22-24 June

Where: Durban Marina

Vodacom Durban July

When: 7 July 2012

Where: Greyville Racecourse

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

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Produced by Durban Tourism

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