



Sunsational DURBAN

Message from His Worship the Mayor, eThekweni Municipality



Cllr James Nxumalo

I was very pleased to be able to attend the recent opening of Durban Tourism's new office in January and see the enthusiasm with which the city's tourism team is approaching its core task of putting Durban on the global and local map.

Tourism is very important for all our communities, and for the development of our city and the process of job creation. I am pleased to see that Durban Tourism is expanding its focus into many of Durban's historically important and disadvantaged communities as there is a rich heritage there waiting to be explored by locals and international visitors.

I wish Durban Tourism well during 2012 and I hope that all stakeholders, both public and private, will continue to forge strong relationships that will boost numbers to our wonderful city and create much needed employment for our citizens.

Message from the Deputy Mayor

I have been very pleased to see the results of Durban Tourism's summer campaign "Sunsational Durban". I know that the beaches and major attractions were very busy this year, as were the accommodation establishments – and at the opening of Durban Tourism's new offices, my discussions with other tourism stakeholders made me feel very positive about the impact that Durban Tourism is having on bringing people into the city.

Tourism is a huge contributor to the city's economic wellbeing and I regard it as being a very important part of overall economic development.

It is good to see our private sector stakeholders being praiseworthy of Durban Tourism's efforts to reinvigorate tourism even at a time when the global economy is facing threats

and pressures on all fronts. As a city we are very results driven, and the results achieved by Durban Tourism are very positive.

I'd also like to congratulate Durban Tourism on their new head office. I believe they will continue to serve our visitors well from this new office as well as their other satellite offices spread across the city.

I wish prosperity and a sense of imaginative vision for 2010, not only for Durban Tourism, but also for our tourism stakeholders at all levels across the city.



Cllr Nomvuzo Tshabalala

NEW OFFICE OPENS ON FLORIDA ROAD!



On 20 January 2012, Durban Tourism's new office on 90 Florida Road was officially opened by his Worship the Mayor Cllr James Nxumalo. The new office is centrally situated in a trendy area of Durban and is very well located to cater for all tourist needs. The Information Office operates from 08h00 to 16h30, weekdays only.



Message from Durban Tourism Head



Phillip Sithole

Welcome to our first issue of 2012. This year starts off as being a very important year for Durban Tourism and it promises to be a very exciting time for tourism in the city.

For a start, our new head office has just opened at 90 Florida Road. Located in the heart of the popular Florida Road entertainment area, with easy transport access to the beach and Moses Mabhida Stadium, we are moving ahead with the philosophy of bringing our services to tourists and improving access to information. We had a wonderful response to our opening from the Mayor, Deputy Mayor (Chairperson of Economic Development and Planning Committee), the new City Manager, local councillors and tourism stakeholders, and we will be pleased to welcome all tourists there for the months and years to come.

In addition, we had a fantastic festive season in the city with accommodation establishments and restaurants reporting excellent patronage. Hotels enjoyed 90-100 per cent occupancy, over 1 million visitors passed through the doors at Suncoast, and uShaka Marine World had one of its best seasons ever. Andrew Layman, CEO of Durban Chamber of Commerce and Industry, said he received positive feedback from members and everything went extremely well this festive season. We believe that much of this success is due to our road shows across the country – again, taking tourism to the people.

Finally, we are embarking on a process of cooperative marketing with Johannesburg and Cape Town, and this will bear fruit in terms of increasing visitors to all of our cities.

2012 will be a very good year!

WELCOME TO DURBAN



Durban teams up with Cape Town and Joburg for Three Cities strategy

Late last year eThekweni Municipality approved the Three Cities strategy, a joint marketing campaign for Durban, Johannesburg and Cape Town. The campaign will target both local and international tourists. International tourism television networks will drive the campaign, and so far two international television networks have been approached, namely Discovery and National Geographic.

World Travel Market International Tradeshow 2011

The World Travel Market (WTM) is the premier global event for the travel industry and is a vibrant four day business to business event presenting a diverse range of destinations and industry sectors to UK and international travel professionals.

The Durban Tourism team attended last year's tradeshow, held on 7-10 November 2011, for the purpose of establishing and strengthening relationships with key stakeholders and generating new leads for the city from the international travel trade market. The intention was also to gain insights about the UK market and be able to align and adapt all our future marketing initiatives accordingly. To achieve this, the Durban Tourism team

conducted networking sessions, workshops and seminars with key stakeholders and new leads.

Research of the industry's senior buyers revealed that more business was contracted at WTM 2011 than ever before, beating 2010's record of £1,425 million. Despite this clear desire to conduct business, the industry faces many hurdles and challenges as major global economies continue to struggle with crippling debts and the threat of double dip recessions. Almost 48,000 senior travel industry professionals, government ministers, international press and visitors attended WTM 2011.



SUMMER Events

Umhlanga Summer Carnival: 9-23 Dec 2011

The Summer Carnival, held annually in Umhlanga, is the end-of-year holiday that's all about relaxation and family time. The Umhlanga Summer Carnival 2011 featured 14 days of fun-filled beach events designed for the young and old, jointly hosted by Umhlanga Tourism, Makulu Events and key sponsors MTN, Castle Lite, Liqui Fruit and eThekweni Municipality. From 9 December 2011, fun for the whole family took place every day on the beach, including surfing, beach volleyball, soccer, sandcastle building, tug-o-war, treasure hunts, egg and spoon races and lots more.

Sapphire Coast Report: 15 Dec 2011-1 Jan 2012

The town of Amanzimtoti is some 30km south of Durban and is a popular destination for tourists, especially scuba divers who come to explore the reefs of Aliwal Shoal. The Sapphire Coast consists of Amanzimtoti Main Beach, Warner Beach, Winklespruit Beach, Umgababa Beach and Umkomaas Beach. Durban Tourism supported the Sapphire Coast's summer activities by participating in the branding of the event alongside Volt energy drink.

1000 Hills: 10 Dec 2011

1000 Hills Tourism organised a Heritage Day event at KwaNyuswa Primary School, using the advent of COP17 to promote climate change awareness in rural areas, as well as to educate community members on the fight against crime, drugs and woman abuse. Talented local youth showcased their singing and dancing talents at the successful event, which was attended by local councillors and KwaNyuswa community members.

Durban Summer Beach Festival (New Beach): 26 Dec 2011-1 Jan 2012

Durban stepped up in the festivals game in 2011 with lots of entertainment happening during the busy festive season, including headlining local and international artists. The festival went down at New Beach, the best destination for most summer activities. Journalists from Isolezwe, Ilanga, SABC and eTV News, as well as uKhozi FM, attended the festival, helping to showcase what a Durban summer is all about.





Lvovo, Professor and a number of DJs, including Oskido, Siyanda, Deep, Tira, Fisherman, DJ Bongos and many more. Durban Tourism had a strong presence at the event through branding material.

MTN Durban Jazz Festival: 26 Dec 2011

The annual MTN Durban Jazz Festival takes place at Inanda Dam and celebrated its ninth birthday in 2011. The event continues to be a huge success, growing each year and attracting thousands of international and South African jazz and Afro pop music fans. The event was organised through a partnership between MTN, Durban Tourism, the Office of the Premier, the Department of Transport KwaZulu-Natal, the Department of Health, SABC 1, Hunters and a number of other sponsors. Our Branding Team did a great job of advertising Durban Tourism at the event.

Fact Durban Rocks: 31 Dec 2011

Fact Durban Rocks was held on 31 December 2011 at Moses Mabhida People's Park and was organised through a partnership between Durban Tourism, IGagasi FM, the Office of the Premier and Afrotainment, which is owned by Dj Tira. There was loads of entertainment by local stars, namely Big Nuz, Busie, Teargas, Zaks Bantwini, Zulu Boy, Amagroovies, Da Babes, Msawawa,

Umgababa Beach Festival: 1-2 Jan 2012

The Umgababa Beach Festival started in 2007 and has enjoyed great success. Targeted at locals, the event has grown since its inception turning it into a two-day affair, and the event features the talents of artists, comedians and poets. Sponsors included eThekweni Municipality, IGagasi FM, Ilanga, the KwaZulu-Natal Provincial Government and others.

Durban Summer Festival: 16 Dec 2011

The Durban Summer Festival's main aim is to develop upcoming artists from the townships in the INK (Inanda, Ntuzuma and KwaMashu) area and around Durban. The event took place for only the second time and was a huge success. Thousands of music fans from throughout Durban and the surrounding areas enjoyed performances by upcoming artists such as Zakwe, local Kwaito groups, DJ Sindo, DJ Sox, as well as a few comedians and drama troupes. The event took place through a partnership between the Department of Arts and Culture, Durban Tourism, Tropica, Transnet and other vital sponsors.

Durban ROCK THE BOAT... ROCKED!

The Durban Rock the Boat Party to Paradise was an experience like no other! Just over 2,100 people lived it up on the Sinfonia luxury cruise ship between 9-12 December 2011, indulging in music, entertainment, games, stand-up comedy and a range of other fun attractions.

The ship docked at Mozambique's Portuguese Island, where people had an opportunity to mingle with the locals, buy memorabilia and enjoy excursions or swimming in the ocean.

The onboard entertainment was top notch. Bands included Goodluck, The Arrows, Locville, Liquid Deep and Teargas, not to mention six of South Africa's most popular DJs, namely DJ Fresh, Euphonik, Erica Elle, DJ Milkshake, DJ Naves & Spectacular, DJ Cli and the incredible Head Kandi team from Ibiza. The on-board comedy festival featured some of SA's most popular comedians, including Conrad Koch, Tumi Morake and Newton. Other attractions include a weekend movie-festival, gaming, a wide variety of sports activities, competitions, swimming pools, jacuzzis, gym, casino, beauty spa and duty-free shopping.





Durban Tourism gives COP17 delegates a warm welcome

Durban Tourism conducted a four-day activation at King Shaka International Airport (KSIA) from 26-29 November in order to create a 'green', energetic and cultural welcome to COP17 delegates, tourists and media.

Having the activation at KSIA meant that we got an opportunity to tap into a diversified market of international media and tourists coming into Durban. The emphasis of this activation was to sell the city of Durban as a city that has a mixed and

rich bag of culture and entertainment. The large number of delegates coming into Durban for COP17 meant that the city could sell itself and gain maximum exposure and visibility amongst international markets. The large number of eco-travellers coming into Durban presented a unique opportunity to sell the various eco-tourism aspects of the city.

Kaya FM Durban Experience Tour

After a successful winter and summer launch in Joburg last year, Durban partnered with Kaya FM to do live broadcasting from the city's popular uShaka Marine World from 18-20 November.

The main objective was to showcase Durban's readiness for COP17 and highlight to the listeners the exciting attractions and luxury accommodation that Durban and KZN have to offer. Mo-G, who presents the Kaya FM Top 40, excited listeners by

experiencing the unique attractions of Durban. He also focused on greening issues relating to COP17. Promotions and a website element encouraged people to come and meet Mo-G at uShaka.

Sponsorship was provided by Signature Life Hotels, KwaZulu-Natal Tourism, uShaka Marine World and Southern Sun Elangeni.



THE QUEEN MARY DOCKS IN DURBAN!



On Sunday, 29 January 2012, the majestic luxury liner Queen Mary

2, the largest passenger liner ever built, arrived in Durban for its third visit.

Durban Tourism together with Transnet offered the disembarking passengers an unforgettable warm welcome to the City with vibrant Zulu dancers and branding at the Port. The Tourist Services Department set up an information kiosk on-board the Queen Mary and we were delighted that Speaker Logie Naidoo and Acting DCM Phillip Sithole met the Captain and presented him with a beautiful piece of local art.

COMMENTS CORNER

Durban Tourism recently hosted representatives from Discovery and National Geographic. We received incredible support from our trade partners, namely Moses Mabhida Stadium, uShaka Marine World, Signature Life Hotels and PheZulu Safari Park, all of whom went that extra mile to make sure the best offerings and hospitality was showcased during their stay. Thank you for all your support!

Durban enjoys successful Festive Season

Durban has had a successful Festive Season according to the preliminary research findings of a study conducted by Eureka Market Research on behalf of Durban Tourism. The 2011/2012 holiday season has attracted at least 12% more visitors to Durban than last year, and although they have been more cautious in their spending, they have contributed at least a 15% increase in spending over last year, adding more than R2 billion to the city's coffers. This can be translated into 11,680 permanent and 2,044 temporary jobs created. Beach attendance between December 2011 and January 2012 totalled 2,131,970 visitors.

In addition to this, the significant contribution of the business visitors attending COP17 highlights the importance of continuing to bring major conferences to the city – both from a financial and marketing point of view. In this respect, as it is clear that word of mouth marketing is critical in continuing to bring domestic and international tourists to the city, it is imperative that the city continue to focus on creating world-class business and social events, and ensuring that all visitors have positive experiences. From a branding point of view, the city's slogan "Durban – the warmest place to be" appears to be conveying the right message to a market looking for relaxation and entertainment. FESMAC (Festive Management Committee) ensures a multidiscipline, integrated and coordinated plan when managing the holiday season.

“ I loved my experience in Durban and especially the multiculturalism in the city. ”

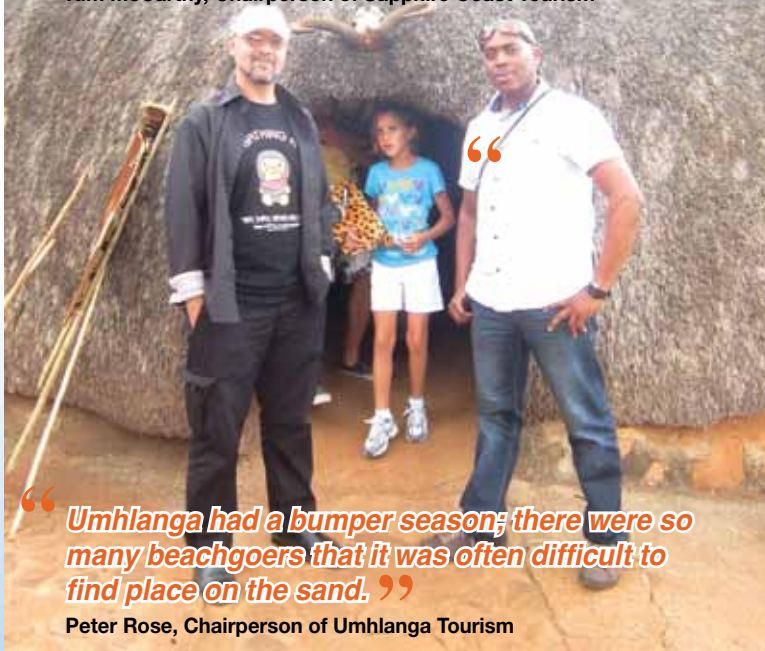
Ivan Bouso, Executive Producer for National Geographic Channel

“ I really loved my time in Durban and really fell in love with your city. I can't wait to make my return visit. ”

Kathy Toher, International Sales Director EMEA, Discovery Communications Europe Ltd

“ Welcoming, wonderful, crazy busy time for tourism in Toti. ”

Kim McCarthy, Chairperson of Sapphire Coast Tourism



“ Umhlanga had a bumper season; there were so many beachgoers that it was often difficult to find place on the sand. ”

Peter Rose, Chairperson of Umhlanga Tourism

Upcoming Events

Florida Road Lifestyle Markets: From 11h00-17h00 on 26 Feb, 25 March and 29 April

Indaba 2012: 12-15 May

Top Gear Festival: 16-17 June

The Durban Chamber of Commerce Tourism Committee together with trade partners are working on a Marketing Plan to increase visitor numbers during the low season of May and June. Affordable packages, attractive events and heavily discounted rates at attractions are on the cards to make Durban favourable during this Fun Season. Watch press for further details.

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

like durbanwarmestplacetobe