



## **CACADU COMPASS DECEMBER 2009**

Welcome to the fifth edition of the electronic version of the Cacadu Compass. The Compass is essentially a means of monthly communication between Cacadu District Municipality and tourism stakeholders, most notably our hard-working product owners, who keep the wheels of the tourism sector turning.

A reminder that if you have any news and/or information that you would like to share with product owners and other tourism stakeholders across the district, please send information to [tmgudlwa@cacadu.co.za](mailto:tmgudlwa@cacadu.co.za). The Compass will contain information related to district tourism development and marketing initiatives and will outline how stakeholders can become involved in some or all of these initiatives. Thank you to those who have sent information about festivals and seminars and other initiatives. You will see all information reflected in this edition of the Cacadu Compass.

### **1. HOT & HAPPENING**

#### **DBSA TOURISM PLANS WORKSHOP**

Cacadu District Municipality participated in a workshop hosted by the Development Bank of Southern Africa (DBSA) on 24 November 2009. The Development Bank of Southern Africa (DBSA) is a development finance institutions in South and Southern Africa. Its purpose is to accelerate sustainable socio-economic development by funding physical, social and economic infrastructure. DBSA's goal is to improve the quality of life of the people of the region.

The workshop centred on the development and implementation of tourism plans at a district and local municipality level and the challenges related to these plans. Cacadu District was invited to be the case study for the workshop and to this end was invited to present the findings of the experience of developing and implementing tourism plans at district and local municipal level.

The workshop was well attended by a broad cross-section of participants from all over the country, from service providers to stakeholders. A vibrant discussion dominated the day.

A report detailing the discussions and outcomes of the workshop has been drafted by DBSA and sent to all participants. If anyone is interested in receiving the workshop report, please e-mail [wfisher@cacadu.co.za](mailto:wfisher@cacadu.co.za).

## **NELSON MANDELA BAY FIFA 2010 WORLD CUP INTERNATIONAL MEDIA BREAKFAST**

The Eastern Cape Tourism Board, in conjunction with Nelson Mandela Bay Tourism, hosted a breakfast for the international FIFA media delegation that took a tour of all 2010 host cities following the draw. Port Elizabeth was the first host city to be visited by the delegation.

The breakfast was held at the Radisson Blu hotel in Port Elizabeth on 7 December 2009. Following a series of presentation by Nelson Mandela Bay and Eastern Cape Tourism Board, the media were invited to ask questions. The main questions revolved around whether or not Nelson Mandela Bay will have sufficient accommodation during 2010. NMB is including accommodation within 150km radius of Port Elizabeth as available accommodation for 2010, which is good news for you, the Cacadu product owner!

The draw was most favourable for the Eastern Cape, with countries with big fan followings playing in the Bay. Ke Nako (it's time) to show the world what the Eastern Cape is made of.

## **2. UPCOMING ACTIVITIES & EVENTS**

### **MEETINGS AFRICA**

Cacadu District Municipality will be participating in Meetings Africa in Johannesburg from 24 – 26 February 2010. The summit, to be hosted at the event, has been termed Tourism, Sport and Mega Events International Summit. This summit will provide a forum to consider the impact of mega events - particularly sports, culture, exhibitions and entertainment - from a tourism perspective. It is highly relevant because of the positioning of such events in national development strategies. It is prompted by the growing numbers and effects of such events, at global and regional levels; the economic, social and environmental consequences for host nations and the massive multimedia opportunities for nation branding and export promotion.

## **3. FUN-FILLED FESTIVITIES**

We don't have any events listed on our website calendar for January 2010. We take this to mean that everyone is planning exciting events to coincide with the Soccer World Cup. If you have any events that you'd like to add to our calendar, please send the name of the event, a brief description and contact details (preferably including a contact telephone number) to [lynne@boomtown.co.za](mailto:lynne@boomtown.co.za).

That's all from our side for now. Please send any ideas and suggestions to [tmgudlwa@cacadu.co.za](mailto:tmgudlwa@cacadu.co.za).

May you have a wonderful Christmas with family and friends and a very successful 2010!

