

EASTERN CAPE

September is
Tourism Month

DATE	EVENT	DESCRIPTION OF EVENT	VENUE AND TIME	ATTENDANCE REQUIRED	RESPONSIBILITY (EVENT OWNER)
1 Sep 2023	Tourism Month – Launch Event	In a fitting honour to Chief Maqoma (150 year anniversary of his death) and in remembering the rich cultural history and his contribution towards the struggle for freedom the ECPTA will host the Tourism Month launch event at the Fort Fordyce Nature Reserve. This also aligns well with September being national heritage month.	Fort Fordyce – 11h00	MEC, Media, Tourism Stakeholders	Lavinia.Shaw@ecpta.co.za
September	Travel Deals	The ECPTA has developed and launched a travel deals portal. ECPTA will encourage provincial product owners to upload deals valid for the month of September and beyond with the aim of encouraging domestic travel through affordable deals. These travel deals will be promoted on the ECPTA's website, social media platforms and Explore Eastern Cape mobile application.		Public and Product Owners	Lavinia.Shaw@ecpta.co.za
September	Media Tour	Tourism Month presents an opportunity to host national and provincial media on a planned tour to experience tourism products in the province. This is an essential part of the Tourism Month celebrations as it provides the destination with the necessary media coverage that will encourage the domestic market to visit some of the areas profiled by the media representatives.	Eastern Cape	Media	Lavinia.Shaw@ecpta.co.za

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September	Fall in Love with YOUR EC	The 'Fall in Love with YOUR EC' initiative will promote the destination utilising third party references.	EC	Public and Product Owners	Lavinia.Shaw@ecpta.co.za
September	Twenty Free	To encourage Eastern Cape locals to travel during Tourism Month and beyond, the ECPTA is launching the Twenty Free campaign. Through this campaign, the Marketing Department will promote all the free tourism attractions that are available in the province. In this instance, free refers to the attractions that can be accessed or enjoyed at no cost. These attractions will be sourced from the tourism offices and associations across the 9 regions of the Eastern Cape, compiled into an easy-to-distribute document and then be promoted via social media.	EC	Public	Lavinia.Shaw@ecpta.co.za
01– 09 October	Free Access Week (Provincial Nature Reserves)	The purpose of the “free access week” is to allow members of the public to experience the provincial nature reserves first-hand with the hope that, not only will they return to them, but also share their experiences with friends and family. The “Free Access Week” will take place in selected provincial nature reserves.	Selected Provincial Nature Reserves	Public	Lavinia.Shaw@ecpta.co.za