

EASTERN CAPE

DATE	EVENT	DESCRIPTION OF EVENT	VENUE AND TIME
September	Training Tourism Officers	ECPTA will work with local tourism offices across the Eastern Cape to offer in house destination training for frontline staff. The training will not only focus on the rich tourism offering across the Eastern Cape but will also be utilised as an opportunity to encourage local tourism offices to link in and utilise the various platforms offered by ECPTA. There is great value in amplifying campaigns and messaging especially when it comes to building a strong brand for the Destination.	N/A
1-9 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 from the 01– 09 October 2022 in selected provincial nature reserves.	Selected Provincial Nature Reserves
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	Eastern Cape

		<p>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.</p>	
September	By Nature	<p>The focus of this initiative is to create awareness for the natural beauty of the Eastern Cape by highlighting its natural attractions. The province has many man-made offerings that can compete with the very best in the country. However, what sets the Eastern Cape apart from other provinces are its natural attractions. These include the Hole in The Wall, Valley of Desolation, Mkambati waterfalls etc. Each of the attractions will be accompanied by the “By Nature” tagline while promoting its unique qualities. <i>“Wild, By Nature; Beautiful, By Nature; Magnificent, By Nature”</i> are examples how the tagline will be used on marketing collateral.</p>	Eastern Cape