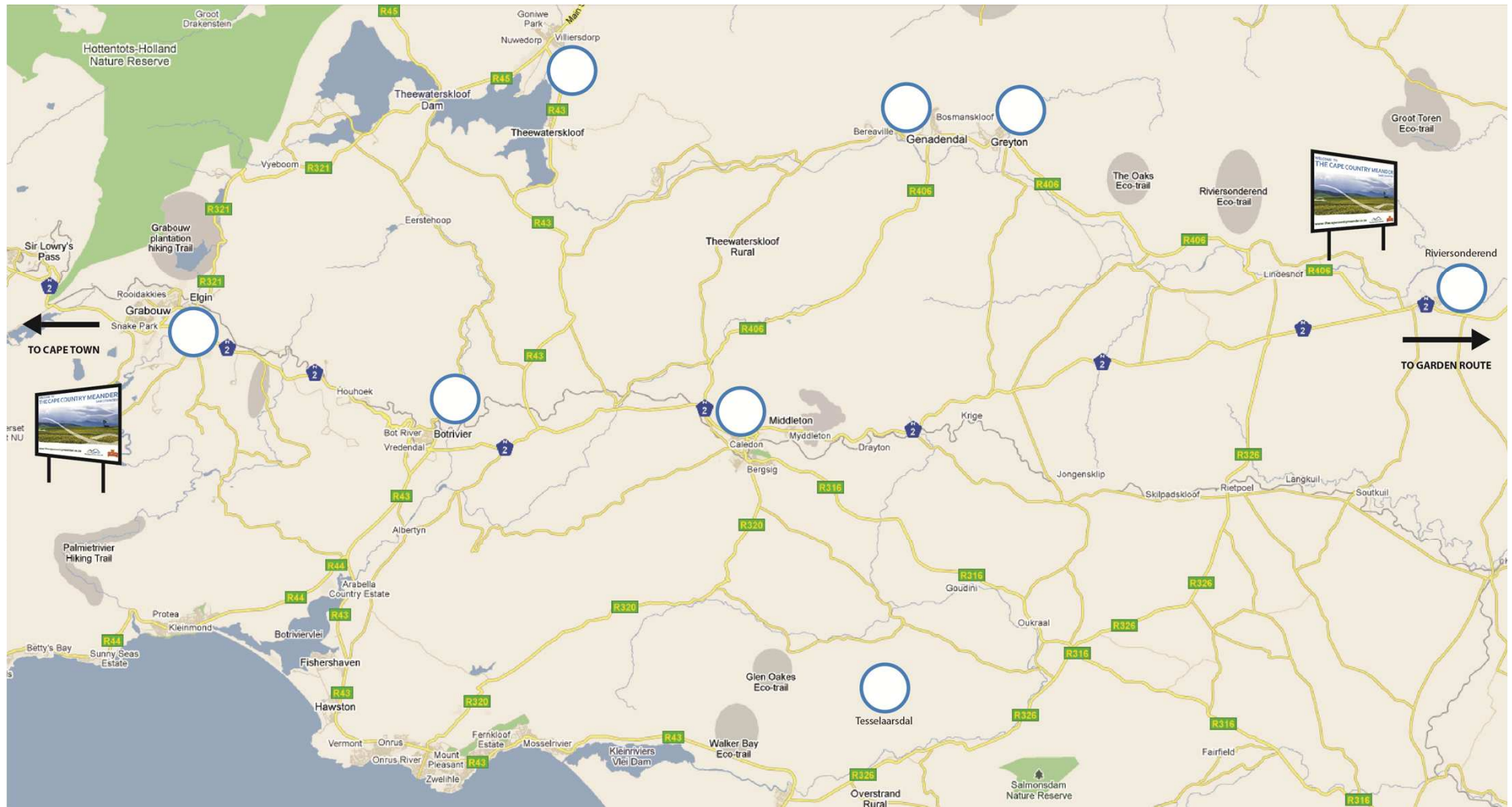




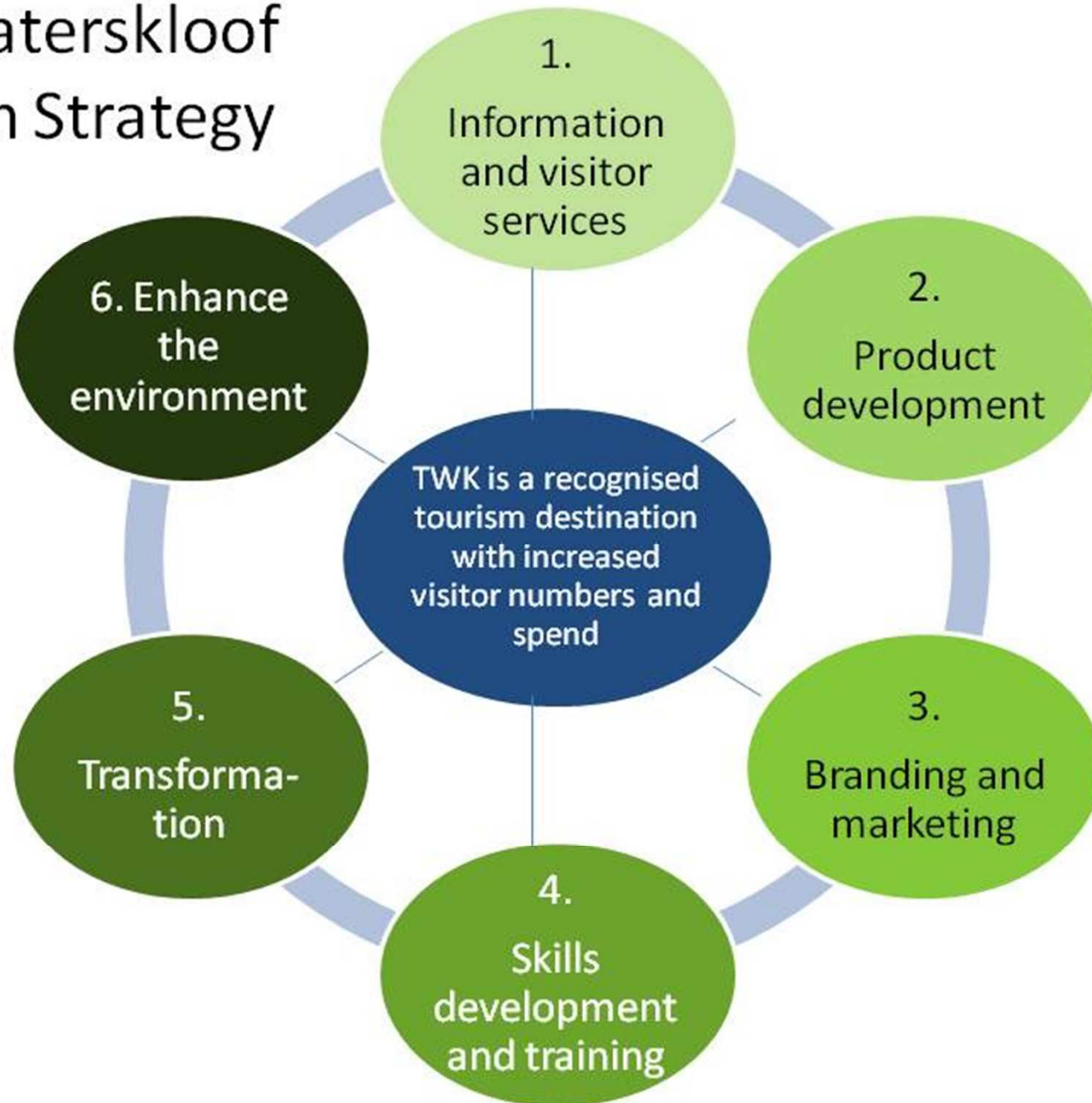
Local Government Tourism Conference February 2013

Theewaterskloof Tourism

Map of area



Theewaterskloof Tourism Strategy



1. Visitor information services



- Create a centralized number and email address to service areas not covered by LTB
- Develop media package to support visitor information services
- Create information boards at strategic points – farm stalls, Casino and garages & along the N2
- Supplied CT Tourism with generic brochures on the area
- Support LTB Visitor Information Services with matching grant



The Cape Country Meander

2. Branding and marketing

**Welcome to the Cape's Freshest
New Destination ...**

**Welcome to a World of Adventure on
Cape Town's doorstep ...**

**Welcome to a Land which is healthy,
green and wholesome ...**



The Cape Country Meander



Welcome to The Cape Country Meander!

We bring you this important news from the TWK's tourism sector.

The tourism market is crucial to the region's economy

This beautiful Western Cape region comprises eight towns ...



... forged into one fantastic new destination, one powerful new tourism brand.

... to benefit the tourism industry, tourists, investors and the people of the region.



This beautiful Western Cape region comprises eight towns ...

Botriver ... The Historic staging post of centuries past, where winemaking and country life are taken slowly



Botriver



This beautiful Western Cape region comprises eight towns ...

Caledon ... The Farming Heart of the Cape's rolling hills, and home of the famous Hot Springs



This beautiful Western Cape region comprises eight towns ...

Elgin Valley ... A green paradise ringed by mountains, experience its magic as a visitor or business person!



This beautiful Western Cape region comprises eight towns ...

Genadendal ... South Africa's oldest mission, bursting with history, beautifully preserved ...



This beautiful Western Cape region comprises eight towns ...

Greyton ... A country village paradise for the whole family ... you'll love it!



Greyton



This beautiful Western Cape region comprises eight towns ...

Riviersonderend ... A land of wide open spaces, beneath a range of majestic mountains.



This beautiful Western Cape region comprises eight towns ...

Tesselaarsdal ... The Cape's best-kept secret, where time has stood still, sitting snugly between the mountains behind Hermanus



Tesselaarsdal



This beautiful Western Cape region comprises eight towns ...

Villiersdorp ... “The Apple of the Cape”, home of fresh fruit and the Theewaterskloof Dam



Villiersdorp
the apple of the Cape


On The Cape Country Meander

The brand:

The Cape Country Meander Brand focuses on positioning the region as the best of the Cape Countryside

- A wholesome country experience represented by its earthy people, wine and fruit farms, fresh produce, scenic beauty, etc.
- A meander through eight lovely Towns, offering scenic journeys and breathtaking country experiences
- A huge diversity of natural and cultural experiences and activities
- Close to Cape Town, yet away from the city rush, relaxing and enjoyable
- Affordable and offering excellent value for money
- A broad network of tourism facilities - managed on a sustainable basis and supported by enthusiastic communities and operators offering high quality services



The Cape Country Meander

The Cape Country Meander offers experiences across four delightful themes

- Food & Wine Taste Sensations
- Adrenalin Adventure!
- A Journey into History & Culture
- Fresh Local Produce



The market:



Focused on:

- Domestic market visitors from Cape Town and surrounds
- Weddings and team building
- International touring visitors
- Sports and leisure enthusiasts

Within these markets targeting:

- “Golden Actives” (50+)
- Young independent couples
- Families with resources



The Cape Country Meander

Marketing materials

Photos Built up a photo library of over 200 pictures

Map An area wide map that is a complete guide through the Meander

Billboards: N2 and provincial roads billboards

Newsletter: A branded newsletter to be sent out in email format

Stationary: An array of branded stationery

Media: Organise a fund media trips to the area

Website: Area wide website

Brochure: TCCM brochure

Marketing Material

Mailers:

04 April 2010

The Cape Country Meander

Latest News

Caledon church gets a make over



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[Read More](#)

Blue Crane population doubles



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[Read More](#)

Top vinyards in the valley



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[Read More](#)

Sport & Outdoor

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[Read More](#)



Upcoming Events

3-5 September 2010:	Botrivier - Botriveria Spring Weeekend - Drink yourself Pink
July - September 2010:	Elgin Valley - Tri Active Lodge offers the following Entertainment
July - December 2010:	Caledon - Marsh Rose Mall - Flea & Craft market
April - December 2010:	Greyton - Rose & Bull Steakhouse and Grill offers live entertainment

Botrivier



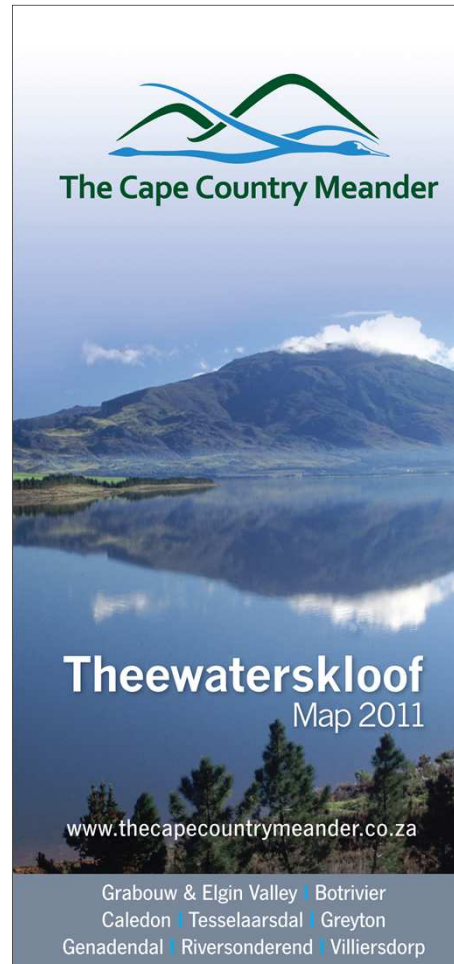
Greyton
Riviersonderend
Tesselaarsdal
Villiersdorp

www.thecapcountrymeander.co.za

[Click Here To Unsubscribe](#)

Marketing Material

Fold out map:



Front

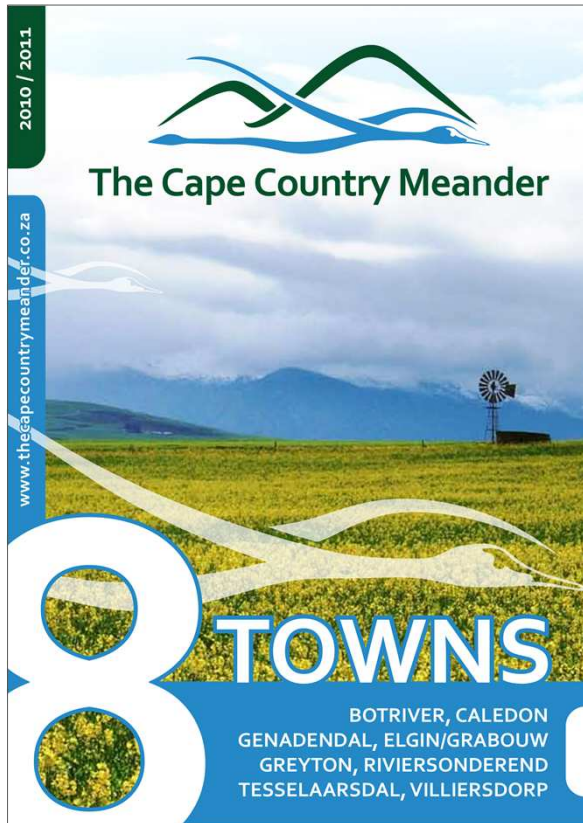


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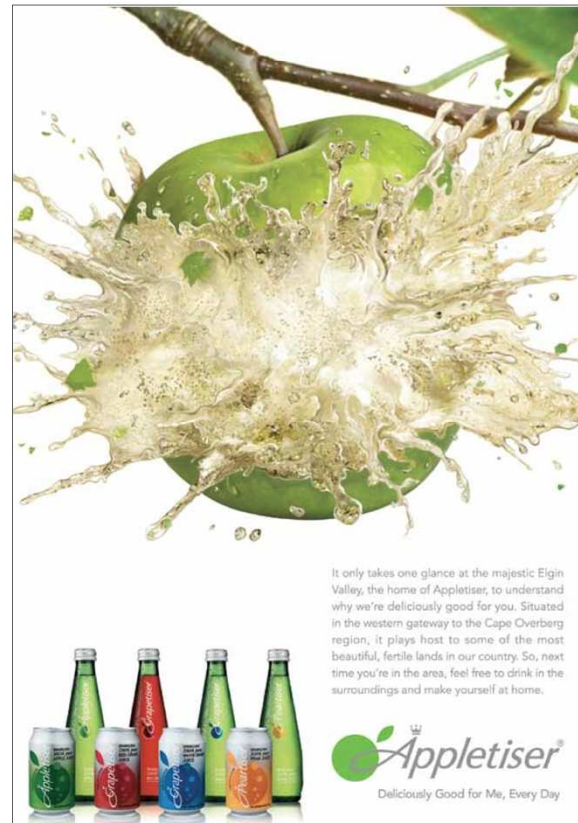


Marketing Material

Brochure:



Cover



Back page



Double page spread

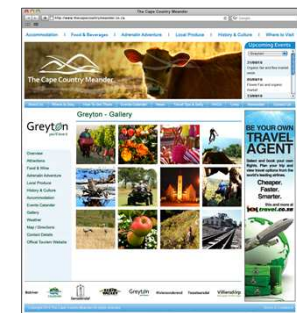
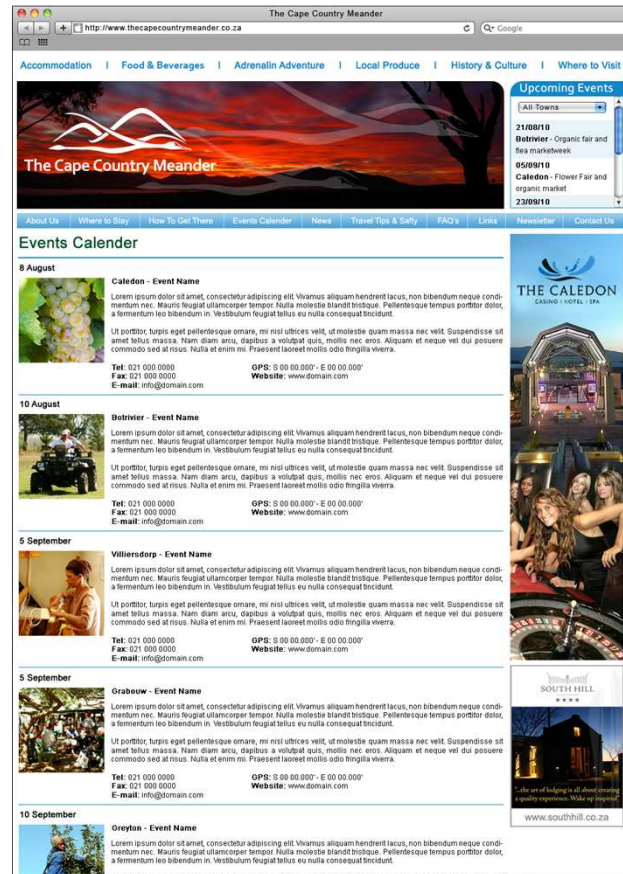


Double page spread



Marketing Material

Web:



The Cape Country Meander

3. Product development

- Hosting series of annual events placing TWK on every tourism calendar
- Establishing Theewaterskloof as South Africa's premier Mountain biking Capital – by developing exciting new routes & linking all towns through one MTB route (400 km in total)
- Develop a cultural tourism route and product package, drawing on the richness of local communities
- Developing tourism experiences on Eikenhof and Theewaterskloof dams



4. Skills development and training

- Work with DEDAT to provide tourism awareness training (SA Host)
- Work with local community collage to provide training for tour guides and other gaps as identified by the local tourism industry
- Work with Province to provide training in responsible tourism
- Provide information on where to list establishments and how to list
- Finally TCCM worked with businesses to develop an ambassadors training programme targeting petrol attendants, farm stall staff, Casino staff and staff at other similar public interfaces



The Cape Country Meander

5. Transformation:



- Did value chain research to identify opportunities for local businesses and SMEs
- Link funding to transformation targets on each committee
- Develop new products that open up opportunities for emerging businesses e.g essential oils, soaps, B&B amenities



The Cape Country Meander

6. Enabling environment

- Set up a area wide tourism forum
- Secured funding for TCCM to supplement the existing small municipal budget
- Maintained and managed a database of tourism providers and used this to collect trends data
- Review red tape to fast track planning processes for new tourism developments (R63mil – value of approved building plans over 3 years)
- Use municipal support to leverage funding or unlock processes for catalytic projects



The Cape Country Meander

The Cape Country Meander responsible for:

- Marketing the region
- Centralised website and platform for members websites
- Research and information on tourism data and trends in the area
- External partnerships with District, Province, National and neighbouring regions
- Indaba presence

TWK Municipality
responsible for:

- Funding
- Logistics support
- Forum meetings
- Facilitating activities

Local Tourism Offices responsible for:

- Visitor information
- Recruiting members and member services
- Database and communicating with members
- Bookings

Tourism reps (where no LTO) responsible for:

- Mobilising tourism businesses to set up LTO
- Communication with businesses

TWK Municipality
responsible for:

- Funding
- Information
- Incentives to encourage membership

Individual tourism establishments responsible for:

- Services to the public
- Own events and marketing
- LTO membership fees and sharing information

TWK Municipality
responsible for:

- Planning approvals



Our partners are

- The Development Bank of South Africa
- The Theewaterskloof Municipality
- Theewaterskloof Tourism's Private Sector
- In association with Cape Town Routes Unlimited
- Department of Environmental Affairs & Tourism

Together, we have injected new life into the region's economy and will catapult tourism development, united under the banner of The Cape Country Meander.

Achieved outcomes

- Increased profile of the entire TWK region, and the eight towns within it (current media exposure valued at R3mil per annum)
- Developed the Brand
- Significantly increased number of tourists visiting the area (7% growth in the sector)
- Increased LTB membership and revenue by 10%
- Jobs created through sector growth : 128
- Private sector tourism Investment to the area : R63mil



Join the excitement about the Cape's NEW Tourism Destination ?



Think green rolling hills ...

Join the excitement about the Cape's NEW Tourism Destination:



The rich cultural history of village life ...

Join the excitement about the Cape's NEW Tourism Destination:



Feel the space of unspoiled natural wonder ...

Join the excitement about the Cape's NEW Tourism Destination:



A vast, secret garden for the whole family

Join the excitement about the Cape's NEW Tourism Destination:



A peaceful country experience ...

Join the excitement about the Cape's NEW Tourism Destination:



Where time slows ...

Join the excitement about the Cape's NEW Tourism Destination:



Just one hour away from Cape Town ...

Join the excitement about the Cape's NEW Tourism Destination:



Welcome to The Cape Country Meander!





The Cape Country Meander

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