

Turning Moments into Memories in Buffalo City



## Dear Tourism Partners and Stakeholders



May is an important month on the South African tourism calendar as the most influential and trendsetting tourism operators, product owners and industry leaders gather for the annual Tourism Indaba in Durban.

Buffalo City Tourism will again be attending this prestigious event to showcase our fantastic region to the wider world, on behalf of all operators and product owners in and around our city.

This year we are using the Indaba platform to launch an exciting new campaign with which we will be promoting our city and the wider region both nationally and internationally in the weeks and months to come.

The 50 Fabulous Reasons campaign has been designed to flag our city's rich and

compelling diversity, and to promote our attractiveness as a long, medium or stop gap destination to national and international tour operators.

50 Fabulous Reasons showcases our status as a modern and vibrant city geared to host and entertain pleasure seekers of all ages, while also reminding potential visitors of our unique eminence as a springboard location to many exciting regional attractions and adventures.

To launch this campaign, Buffalo City Tourism has produced a dedicated 50 Fabulous Reasons booklet, which we will be distributing widely at Indaba from 9-11 May. Copies will also be available from our four dedicated tourism offices in the metro, and will be available to tour operators and product owners on request.

## Indaba 2015

### 50 FABULOUS REASONS CAMPAIGN

While Buffalo City Tourism will be pulling out all the stops to promote our city, at Indaba 2015 and all subsequent platforms, tourism is definitely a team sport and we need all tourism stakeholders to embrace and run with the 50 Fabulous Reasons campaign.

Please do your bit to promote our city on social media by posting or tweeting using the #50FabulousReasons hashtag. Let's get Buffalo City trending.



Find us at any of the Metro's four dedicated tourism offices

📍 East London Airport ☎ 043 736 3019

📍 LED Department, Fleet Street ☎ 043 705 2111

📍 27 Taylor Street, King William's Town ☎ 043 642 1215

📍 Wall of Fame, Main Road, Dimbaza ☎ 040 656 2062

✉ [tourismunit@buffalocity.gov.za](mailto:tourismunit@buffalocity.gov.za)

🌐 [www.bctourism.co.za](http://www.bctourism.co.za)

f Buffalo City Tourism

🐦 @\_bc\_tourism

📷 buffalocitytourism

📌 buffalocitytourismBCT

This newsletter marks the start of a new initiative by Buffalo City Tourism of communicating our various tourism activities and promotions directly to our tourism partners. Buffalo City Tourism is committed to forging strong links and partnerships with product owners, and to clearly communicating our strategies and activities in this regard. This newsletter is an important component of that strategy, and will be produced regularly to keep all our valued stakeholders informed of our activities and to share important developments affecting the industry.

