

Buffalo City

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TOURISM **SEP** 2015 NEWSLETTER

Turning **Moments** into *Memories* in Buffalo City



DEAR TOURISM PARTNERS AND STAKEHOLDERS



Tourism Month is in full swing and Buffalo City Tourism is proud to share a number of exciting initiatives being rolled out throughout the Metro to celebrate our city's many tourism gems.

Tourism Month is an annual event that highlights the important contribution of tourism and tourism-related activities to the local and regional economy. Our aim throughout this month-long celebration is on domestic tourism, with the aim of encouraging local people to discover, explore

and enjoy our many home grown tourism attractions, and in doing so, to increase the number of domestic tourism trips and the overall tourism spend in the city.

As part of this strategy, Buffalo City tourism officials have compiled a full programme of events and competitions to showcase our city, and we encourage all tourism stakeholders to help us promote and drive these initiatives, for the benefit of all in the industry.

TOUR OPERATORS AND MEDIA HOSTING **16 – 18 SEPTEMBER**

Buffalo City Tourism and our tourism partners will host a number of tour operators and members of the media to experience and familiarise themselves with some of our tourism products. These familiarisation trips are a popular promotion technique to stimulate the travel trade to sell a destination, and are particularly useful to introduce new tourism products and also to establish relationships with the trade during visits.

The hosting of tour operators and media houses will give Buffalo City a unique opportunity to showcase what it has to offer as a destination. This is an exciting opportunity for our city. Tour operators and media houses are currently actively seeking new destinations that they can offer to their clients, and we are looking forward to introducing them to our city's diverse tapestry of tourism products.

PRODUCT TRAINING WORKSHOP **17 SEPTEMBER**

The Buffalo City Tourism Unit has identified a need to elevate awareness among products owners about how to package itineraries for the international market and encourage them to tap into this market. This is especially important as we work to improve the chances of local tourism products of working together with international tour operators to drive tourism in our city.

Thus, Buffalo City Tourism will host local product owners at a product training workshop to learn more about how to package their products and develop itineraries. Details of the workshop and how you and your establishment can benefit is available from our office.


My Buffalo Selfie Competition
SEPTEMBER - DECEMBER 2015

#MYBUFFALOSELFIE COMPETITION



Due to run from September until the end of December, the My Buffalo Selfie photographic competition invites residents and visitors to take a photograph of themselves enjoying their favourite Buffalo City activity – a “Buffalo Selfie”. This can include anything from a stroll on their favourite beach, relaxing at a local tavern or pub, playing sport, visiting a museum or art gallery or enjoying a night out on the town.

By encouraging people to post pictures of themselves enjoying their favourite venue or activity around the city, we ensure the competition expands across the entire Buffalo City, including sites and attractions in East London, Mdantsane, King William’s Town, Ginsberg, etc. The format of the competition – the cell phone selfie – and the ease of entering the competition also means it will reach a wide audience spanning all demographics.

Selfies entered into the competition will be uploaded onto the Buffalo City Tourism Facebook page to further drive interest and participation, and to ensure the widest possible exposure for our tourism products / partners. Currently, the Buffalo City Tourism

page has close to 2 500 active users who visit and interact with the page on a daily basis. This reach and participation will ensure wide exposure for all the products featured in these selfies, and we would encourage all our tourism amenities, products and operators to throw their weight behind this exciting new initiative.

Buffalo City Tourism will be sponsoring several main prizes throughout the duration of the four-month competition, but we also urge our tourism partners and stakeholders to get involved by offering a tourism-related prize (eg. meal or drinks vouchers if you own a restaurant; free entry into your establishment; accommodation, etc). It is our aim to give away one main prize every month from September to December, as well as numerous daily, weekly and bi-weekly spot prizes.

If you can contribute a prize or want to get involved in this campaign in whatever capacity, please contact Ms Tamarah Masiza on 043 705 2111 or Ms Yolanda Tshobeni on 043 736 3019, or email tourismunit@buffalocity.gov.za
We look forward to hearing from you.

Happy Tourism Month!

Ms Phindile Mavundla
Buffalo City Programme Manager: Tourism

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CULTURAL AND ADVENTURE TOURS 26 SEPTEMBER

On the 26 September Buffalo City Tourism will take about 80 local residents on an experience of a lifetime as we show off some of the many cultural and heritage treasures that make our Metro so unique. Open to all residents on a first-come, first-serve basis, these cultural and adventure tours will include our local museums, the Steve Biko Centre, Umlakalaka Cultural Village, Bhisho Massacre Memorial, Mngqesha Great Place, Dimbaza Hall of Fame, Endaweni in Mdantsane and Inkwenkwezi Game Reserve, among other exciting destinations.

Our aim with these tours, in addition to stimulating domestic tourism, is to make residents aware of our city’s rich cultural heritage, and to remind product owners of the tourism potential of these unique attractions.

Buffalo City Tourism is committed to working closely with product owners to showcase our tourism treasures, and to communicate effectively with all industry stakeholders about our endeavours to drive tourism and attract visitors. This newsletter is one such platform of communication, and we will be putting out regular future newsletters to keep you updated on how we are promoting our city. Please don’t hesitate to contact us with your feedback and input.



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

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Buffalo City Tourism @_bc_tourism

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My Buffalo Selfie Competition

...Snap 'n Win

Share your favourite Buffalo City moment, and stand a chance of winning your dream weekend getaway, complete with fine dining, adventure activities, animal interactions and two nights' luxury accommodation at one of our region's best hotels or resorts.

Just snap a selfie while enjoying your favourite Buffalo City activity - hanging out at the beach, relaxing at your local tavern or pub, playing sport, visiting a museum or art gallery or enjoying a night out on the town. Wherever you and your besties love to hang out, get snapping! We want to see what you love best about Buffalo City.


How to Enter

- Snap a selfie (or dig out an existing one taken anytime during 2015)
- SMS or Whatsapp to **078 320 2149**
- Email mybuffaloselfie@gmail.com or post to the **Buffalo City Tourism Facebook** page.

Prizes

The My Buffalo Selfie competition runs until the end of **December 2015**. We are giving away four dream weekend away packages - one every month from September to December - as well as a host of spot prizes, including dinner vouchers, movie tickets, free admission tickets, and many more. **Keep checking our Facebook page for daily updates.**

 Buffalo City Tourism

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