



# SUNSHINE COAST TOURISM

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MAY 2017  
Newsletter

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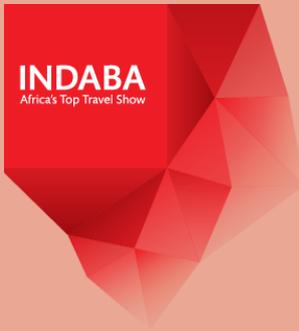
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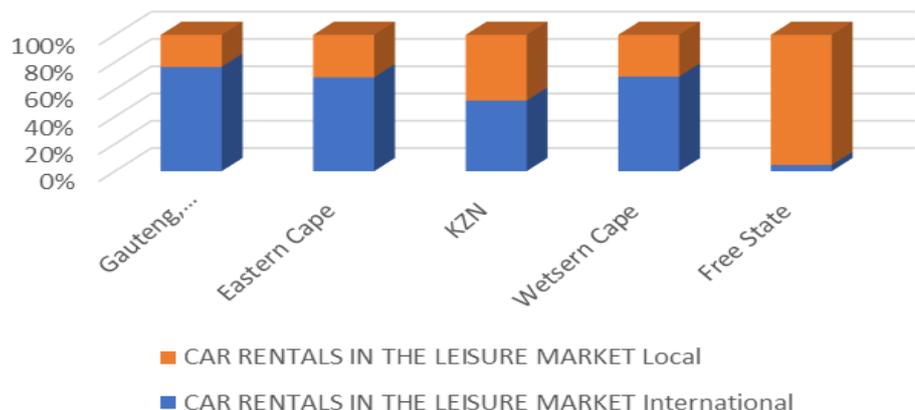
## INDABA 2017

Sunshine Coast Tourism exhibited at the 2017 Indaba Tourism Trade show in Durban under the Eastern Cape Adventure Province banner. [INDABA](#) is one of the largest tourism marketing events on the African calendar and one of the top three 'must visit' events of its kind on the global calendar. The show had over 1,000 exhibitors from 18 different countries and hosted 1,665 buyers.

Indaba offers the opportunity to showcase tourism offerings on the Sunshine Coast. Most importantly, however, is interaction with tourism industry professionals to cement and expand existing business opportunities, and to seek new tourism opportunities for the area. It is also an opportunity to engage with other tourism bodies to discuss marketing strategies, partnership opportunities and gain an insight into how other areas are performing compared to the Sunshine Coast. On all levels, Indaba did not disappoint.

S A Tourism confirmed that 2016 was a bumper year with an 8% rebound in international arrivals, bringing the overall figure to 58 million for Africa. Avis car rentals said that inbound and local tourism rentals in South Africa continues to grow, despite a depressed local sentiment and the impact of ratings downgrades on foreign travel. Growth in the early part of 2017 is pointing to a sound performance from the leisure market. Car rentals have shown an impressive 22% growth, while local leisure rentals have grown by 12% so far this year. The leisure sector accounts for 53% of the total car rental market, with the depressed Rand making South Africa an attractive destination.

### CAR RENTALS IN THE LEISURE MARKET JAN - MAY 2017



We presently have 9 tour busses per week stopping off in the Sunshine Coast, with predominantly German tourists. Discussions were held with tour operators to expand this market and enhance visitor experiences with structured tours whilst in the area. This positive expansion is due to meeting with tour operators at Indaba 2015 and 2016.

**On a very positive note the Sunshine Coast Brand has gained momentum and recognition with industry professionals seeking tour opportunities with the Sunshine Coast.**

# APRIL A BUMPER TOURISM MONTH ON THE SUNSHINE COAST

Tourism increased significantly last month thanks to a number of successful events hosted on the Sunshine Coast, thus boosting the local economy. There was a high demand for beds nights, similar to those experienced over peak season in December.



The month kicked off with the SA Deep Sea National Junior Fishing competition held for the first time in Port Alfred, and hosted by the Ski Boat Club. Fifteen national teams of 3 each took part in the competition, including 3 Port Alfred High School entrants. [Read more...](#)

## ROYAL ST ANDREWS EASTER FESTIVAL OF AMAZING EVENTS SECURED FOR NEXT 5 YEARS!

In the wake of the success of the Royal St Andrews Hotel Easter Festival this year, the event organizers have secured the return of the event to Port Alfred for the next 5 years. Talks are already underway for the planning of the 2018 festival, and we can look forward to an event better event next year. The inaugural event made SABC TV news and was covered by Times Media.

The thrilling Barnacles Challenge, a race incorporating both the Kowie River and Ocean was reintroduced to Port Alfred, after a gap of over 11 years. Competitors intend to increase the number laps for the 2018 event, adding even more excitement.



## SIZA FIT HALF MARATHON A RESOUNDING SUCCESS

Event organizer, Noluthando Vithi was delighted with the number of participants in this year's half marathon, attracting just short of 1,000 runners competing in a 21km scenic run through Port Alfred, Nemato and Station Hill. The event attracted some of the top runners in the country.



## MAD HATTERS GOLF TOURNAMENT

The tournament was fully booked for the last three days, and participants played a total of 915 holes over six days of perfect weather. Club Manager of the Royal Port Alfred Golf Club, Corrie van Zyl confirmed that the tournament, played in April, was one of the best Mad Hatters tournaments over the past 10 years. A record R81 380 was raised through raffles, with charities including the SPCA, Benevolent Society, Harris House and Loaves and Fishes benefiting.



## A VERY SUCCESSFUL BATHURST BOOK FAIR

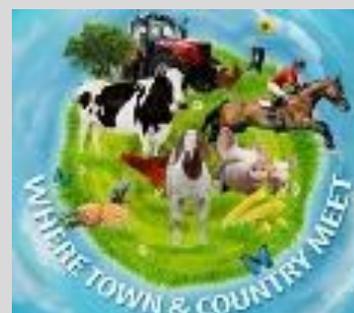
The 14th annual book fair was a raving success, with an estimated 2,000 people attending. The fair included collectables, classics, non fiction and, popular fiction and everything in between. Stall holders, restaurants and shops were all extremely busy of the week-end. The SPCA and Sunshine Coast Feed Scheme each benefited R4,000 from money raised. [Read more...](#)



## BATHURST AGRICULTURAL SHOW

The Bathurst Show is the largest agricultural show in the Eastern Cape and attracts visitors and exhibitors from all over South Africa.

The show was a great success this year and proceeds from the gate benefit Hospice, who help man the gates.



## LOCAL ARTIST BOB MCKENZIE'S WORK CHOSEN FOR LONDON EXHIBITION

The painting (pictured right) by Bob McKenzie, was chosen as part of an exhibition to be held at the Mall Gallery, London in the David Sheppard Wildlife Foundation exhibition. 160 paintings has been chosen for this prestigious exhibition, to be held over 5 days.



Bob has a gallery in Wharf Street, Port Alfred and in addition to exhibiting his work, he hold art classes and workshops in several venues throughout South Africa. Bob starting painting in oils at the age of 13 and was inspired by L.B. Elliot. He said that a meshing of impressionists and loose realists formed the platform of his early work, however his greatest influence is Dino Parravano. When observing Bob's painting, one is immediately struck by the incredible use of light. and we wish Bob every success with the London exhibition.

Bob recently donated a seascape oil for a raffle, the proceeds of which is intended for Wharf Street upgrades. Several projects have been earmarked, including upgrading of the jetty and public toilet facilities. Bob is passionate about the history of the area and is fully committed to making Wharf Street a major tourism attraction. The raffle for the seascape was drawn on 9th May, and won by Charles Johnstone of Johannesburg, who visited the gallery in December 2016.



## SUNSHINE COAST TOURISM KENTON SOON TO HAVE A NEW HOME

The Tourism Information office in Kenton will soon be moving to the main street of Kenton, after many years at the town hall. A decision was made to move the office to the main street making it more visible for tourists. Local architect, FD Theron has designed a striking exterior. The signage will be completed shortly. The interior of the office will have a modern and welcoming look and feel with traditional brochure boards and digital displays. The office will be manned by Nomawethu Ngunu and Este Franz.

## GRAHAMSTOWN NATIONAL ARTS FESTIVAL

The Grahamstown National Arts Festival is a not to be missed experience.

The official programme is available on line and the printed programmes will be available at the end of May at the Tourism offices in Port Alfred, Grahamstown, Kenton-on-Sea. Bookings are open on-line, and can be viewed on the official website.

[Read more...](#)



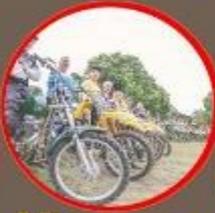
**20 MAY 2017**

Vintage MX Club of SA Presents 

# Bathurst Vintage Fair

@ Bathurst Showgrounds

- ▶ Entrance fee @ R50pp
- ▶ Picnic Baskets available from Rotary Club
- ▶ Racing Starts @ 11am
- ▶ Camping facilities available
- ▶ Kiosk and Bar Facilities


**Vintage Fair**      **Vintage Motocross**      **Vintage Car Show**

VMX Entries | Rob Wicks | 082 563 1635  
 Vintage Fair | Dave Hawkins | 082 453 2618  
 Picnic Baskets | Woune | 046 624 2214

 Right of admission reserved 

## WE NEED YOUR PHOTOS

Sunshine Coast Tourism team will soon be launching our new website.

Key to the design are fresh, new photographs of our area. Please will you share your special photographs with us, so that we can let others see our beautiful area through YOUR eyes.

Please email your photographs to :

[tourism@sunshinecoasttourism.co.za](mailto:tourism@sunshinecoasttourism.co.za). We will credit you with any submissions used on our website.




THE BATHURST COUNTRY AFFAIR

food • wine • living

The dates have been set for the much anticipated Bathurst Country Affair 4 - 6 August. Bookings are open for stall holders and participants, so if you would like to be part of this incredible event, log onto their website and register. [Read more](#)



**For more information on the Sunshine Coast:**

[Visit our website](#) or join our [Facebook Group](#).

Contact our offices:

Port Alfred - 046 624 1235 - email: [tourism@sunshinecoasttourism.co.za](mailto:tourism@sunshinecoasttourism.co.za)  
 Kenton-on-Sea - 046 648 2411 - email: [info@kenton.co.za](mailto:info@kenton.co.za)

Visit our offices for street maps of the area, our Adventure and Leisure brochure has a wealth of information on all activities on the Sunshine Coast, including contact information as well as interesting places to visit. Our Heritage Brochure is packed with information about our historical sites and places of interest. See you soon....

