

t o e r i s m e N U U S :

1 . N e w M e m b e r s :

We welcome the following new members to our family:

- Kambro Diggers - **076 101 3535**
- MacYoung Helicopters - **082 556 6361/044 695 101**
- Kalbas Nell (Leisure Wheels 4x4) - **076 934 2123**
- Voëlgesang Farmstay - **082 377 0547**
- Tori Anderson - **083 263 4286**
- Van Reenen Gallery - **071 896 3648**
- Ibis Place guest house - **044 870 0264**
- Frisch Gewaagd B&B - **044 272 2615**
- Donkey Trails - **083 628 9394**

2 . M E M B E R N E W S :

- **Indaba Feedback**
- Background: Indaba 2011
 - More than 13,000 visitors are expected to attend the tourism industry showpiece INDABA 2011 in Durban from Saturday.
 - The event, which runs from May 7-10, is themed 'Playing Globally, Winning Locally' this year and will feature 1,300 exhibitors and 170 international buyers.
 - It will pay tribute to the role played by the South African tourism industry in achieving 15.1 percent growth and an all-time high of over 8 million tourists in 2010.
- Objectives
 - The main objectives to attend Indaba:
 - Connect with Industry buyers
 - Identify new trends
 - Integrated development with other LTO's
 - Member representation

- Garden Route Stand – Indaba 2011
 - Connect with Industry Buyers
 - The Chinese delegation had some significant buyers – follow up with these operators will be done through GOT office and after their Post-Indaba trip
 - Other significant operators were:
 - Johnny’s Touring – John Innes
 - Southern Circle – Lodewyk de Klerk
 - Tide Reiser (Norway) – Jan Sunde
 - African Tours & Safaris (Sweden) – Ann Johansson
 - Kerstin Kromker (German)
 - Eco-Tours SA – Andy Rice
 - Pro-Tours (Botswana) – Vincent Mongati
 - Imagine Africa (UK) – Milandi Joubert
 - Fairfield Tours – Nina Assenmacher
 - Tours for South Africa – Elizna Barnard
 - Clear Thinking Transport – Clinton Johnson
 - Alendo Travel & Tours (Zambia) – Alexis Phiri
 - Studiosus (Germany) – Ulrich Rosenbaum
 - Roar Africa (USA) – Geoff Calmeyer
 - Eternity Adventures – Anki Riemer
 - InterCape – Andries Le Grange
 - Clickety Click (UK) - Michelle Lutener
- New Trends – 2011/2012
 - Linking with LTO’s
 - Important forging of new symbiotic relationships with other LTO’s
 - Development of routes and information sharing:
 - Efficient brochure exchange
 - Educationals to know each others regions
 - Informing the ‘en route’ tourist correctly
 - GOT to do a ‘road show’ to take brochures to other LTO’s + an opportunity to showcase Oudtshoorn to these offices
 - Twinning opportunities with towns like Stellenbosch and Mosselbay
- Member Representation
 - All members were invited to send their brochures with - 14 members responded and their brochures displayed on the stand

- New brochures were designed for Indaba 2011 with the focus to retain visitors in Oudtshoorn and to change the perception to Oudtshoorn as DESTINATION
- New GOT maps were designed with the help of the Congo Caves to showcase the area more comprehensive
- Oudtshoorn also took prizes and gifts with to distribute through Eden's Chinese Delegation lunch and lucky draws were made where tour operators could win fantastic prizes donated by our members
- Focus on activities, such as mountain biking and Eco adventures were highlighted.
- Lessons learned
 - Own stand
 - Take more products with
 - Represent GOT as a comprehensive destination – inclusive
 - More Pre- and Post tours – invite key market operators timeously
 - GOT roadshow post-indaba to relevant LTO's.
- Next steps - 2012
 - GOT's own stand – similar concept as Knysna 2011 stand
 - Have a central theme with all the GOT has to offer – invite GOT products to participate and share costs
 - Have unique offerings on the stand – 'the big 5 – plants' or the 'high 5 – star gazing'
 - Interactive experiences on the stand – ie carbon calculator + offset with 'spekboom' badges (future project with Cape Nature)
- Challenges 2011/2012
 - Encourage the 3 largest hotels in town to upgrade
 - Get all establishments accredited by the Dept

- **CP Nel Museum's Ope Dag en Redenaars Kompetisie**

Ope Dag: Ons het op Sondag, 15 Mei, 'n ope dag by die museum gehad. 237 mense uit ons breër plaaslike omgewing het die CP nel Museum besoek terwyl 119 besoekers by Le Roux Dorpshuis ontvang is.

Redenaarskompetisie: Op Dinsdagaand, 17 Mei, het ons 'n redenaarskompetisie aangebied vir graad 10 en 11 leerders van ons plaaslike skole. Leerders wat die vak **English**



First Additional Language neem, kon deelneem. Toesprake moes in Engels aangebied word. Ons het 14 deelnemers van 5 hoërskole gehad. Die beoordelaars was baie beïndruk met die standaard van die optredes. 1ste, 2de en 3de prysweners is aangewys en dan is daar ook drie naasweners aangewys. Hierdie 6 leerders dring nou deur na die streekkompetisie wat gedurende September 2011 sal plaasvind. Ander deelnemers aan hierdie streekkompetisie sal die weners wees van die redenaarskompetisies wat hierdie week by George Museum en Bartolomeu Dias Museum op Mosselbaai aangebied word. Ek heg vir jou 'n foto met die name van die weners hierby aan..

GENERAL / ALGEMENE NUUS

1 . 'Think outside the Bottle'

- There's been an ongoing debate whether tap water is better than bottled water. For some it's a case of pure convenience, for others it's a reflection of status, but what's really the deal with the bottled H₂O? According to the South African National Bottled Water Association there are nine different types of water in a bottle. And, truthfully speaking, with some, you are actually paying for the packaging and not necessarily what's inside.
- What's interesting is that South Africa's tap water is rated as one of the best in the world, it's of high quality and compares favourably with that of leading industrialised nations.
- Bottled water does not look so great if you take into consideration that to transport and refrigerate bottles of water requires the burning of fossil fuels, which give off greenhouse gases.
- Also, it takes up to three litres of water to produce one litre of bottled water!



You have to ask yourself: Is the bottle really better? So next time you're standing in front of the fridge deciding which bottle to buy, think about walking to the nearest tap. At least you know what water you're getting, and you're saving the environment.



Did you know?

Current Bottled Water Standards and Government Regulations in South Africa are still very lax with no official body having the authority and teeth to enforce or police the requirements. *Any standards that are being adhered to are purely voluntary.* While this makes this industry particularly attractive as a small business venture it also leaves an enormous opportunity open to unscrupulous operators supplying the public with sub standard quality of Bottled Water.



2 . Low Carbon Tourism:

What is 'carbon footprint'?

A **carbon footprint** is a measure of the impact our activities have on the environment, and in particular climate change. It relates to the amount of greenhouse gases produced in our day-to-day lives through burning fossil fuels for electricity, heating and transportation etc.

The carbon footprint is a measurement of all greenhouse gases we individually produce and has units of tonnes (or kg) of carbon dioxide equivalent.



3 . Zuma visits Dysselsdorp



During a lightning visit to George on 6 May 2011 President Jacob Zuma expressed his shock at the poor living conditions in the Western Cape.

Eight thousand young people have been recruited to the National Rural Youth Service Corps, said President Jacob Zuma on Friday as he launched the programme in Dysselsdorp in the Western Cape.

"This occasion bears testimony to the fact that government is steadfast on its drive to eradicate poverty, fight crime and other social ills affecting youth in rural areas," Zuma said.

He said the programme was launched in Dysselsdorp, near Oudtshoorn, because of the

municipality's high rate of unemployment and the government's commitment to drawing the rural youth into the economic mainstream through skills training.

The programme is aimed at creating work opportunities for at least 10,000 youths from poor rural areas..

PHOTOS: ILSE SCHOONRAAD

4. Oudtshoorn Sports Festival – 22 - June – 3 July 2011



Karate display during the launch of the Oudtshoorn Sport Festival

Over 2500 sport men and women will converge in Oudtshoorn to participate in the second Oudtshoorn Sport Festival which will take place between 22 June and 03 July 2011, the organisers announced at a launch recently.

A new logo for the Oudtshoorn Sport Festival was also unveiled during the launch which was held in a grand-style on May 12.



Ballroom dancers showed what they do best at the launch of the Oudtshoorn Sport Festival

“In addition to the contribution the council has made towards the Oudtshoorn Sport Festival, the Council allocated R 500 000 for sports development in the Greater Oudtshoorn in ensuring that the campaign to make Oudtshoorn the sport Mecca of the Southern Cape realises”, Alderman Pannas said.

The Chairperson of the Sport Festival Steering Committee also the Sport Development Officer of the Oudtshoorn Municipality, Mr. Ian Laubscher told the attendees in his introduction that Oudtshoorn Municipality which has invested R 300 000 in this festival is the leading partner “with the unfailing financial support from Standard Bank who contributed an extra R 100 000”.

The Oudtshoorn Sport Festival is an annual event which is organised by the Oudtshoorn Municipality in conjunction with the Western Cape Department of Cultural Affairs & Sport, Oudtshoorn Sport Council and regional and provincial sport federations.

“The main objective of the sport festival is to promote the Greater Oudtshoorn as a preferred sport destination within the Southern and Western Cape and which would additionally contribute to the sport tourism,” Laubscher explained

5. Avian Influenza – R108 million a month

The Western Cape agriculture department is almost finished with testing on all ostrich farms in the province after the H5N2 Avian influenza virus was detected among a few ostriches in the Southern Cape. According to the department's chief director of veterinary services, Dr Gininda Mzisa, no further cases of the disease have been found.

Following the detection of Avian influenza on one commercial farm in the Oudtshoorn area in April, the agriculture department suspended the export of ostrich meat from South Africa. This strain of the virus is not dangerous to humans but the suspension is in compliance with international requirements.

"The duration of the suspension is unclear as additional tests need to be conducted. Meanwhile farmers outside the control zone are allowed to move birds from the farms to abattoirs and the tested and treated meat can be sold locally," said Mzisa. The diseased farm had to destroy more than 5 500 birds in a bid to stop the spread of the virus. – Denene Erasmus



Hospitality sector minimum wage increases by 5,2%

The Department of Labour has reviewed the minimum wage for the hospitality sector, which will come into effect from July 1 2011.

For the period July 1, 2011 to June 30, 2012, employers with 10 or fewer employees, the minimum monthly rate is R2 084. The minimum weekly rate is R481 and minimum hourly rate is R10,70.

For employers with more than 10 employees, the minimum monthly rate is R2 323. The minimum weekly rate is R536 and minimum hourly rate is R11,92.

U P C O M I N G E V E N T S

1. Turnberry / Vryburgers Golf Day

Saturday 18 June 2011

Venues: Golf at the Oudtshoorn Golf Club and gala dinner and prize giving at Turnberry Boutique Hotel

Format: four ball alliance, 2 scores to count, par 3 – 4 scores.

Prizes to the value of R15000.

Cost: Golf and dinner: R700 per four ball

Golf, dinner, bed and breakfast: R2000 per four ball (shared accommodation) – 2 rooms per four ball.

Dinner, bed and breakfast – spouses R350 per person sharing

Dinner – spouses: R75 per person

Add Friday night stay and enjoy a braai with us at Turnberry at the very low cost of R300 per person sharing, bed and breakfast and R150 per person for the braai.

Bookings: Contact Niel at 0836040887 or 044 2793268 or email manager@turnberryhotel.co.za

2. Orchards Fine Foods Deli&Market



Orchard Fine Foods
DELI & MARKET
Schoemanshoek Country Manor (links agterom kerk)

Nou te koud vir die Aandmark. Baie dankie vir publiek se ondersteuning. Ons gaan vir die wintermaande nie 'n Dagmark op Saterdag hê nie. Hou wel die datum 4 - 7 Augustus 2011 vir die Klein Karoo Klassique oop en hou die spasio dop...

Vir meer inligting skakel Christoffel & Elmarie Spies 076 558 4888

3. Klein Karoo Klassique



**COME RAISE
YOUR VOICE IN
THE KLEIN KAROO**

**KLEIN
KAROO
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CLASSICAL MUSIC, WINE, FOOD & ART

Wil jy deel van die Klein Karoo Feeskoor, onder leiding van John Theodore, wees wat tydens vanjaar se Klein Karoo Klassique saam met die Kaapse Filharmoniese Orkes 'n optrede van Mozart se Requiem gaan lewer?

Ingaba ufuna ukuba yinxalenye yeKwayara yo-Mnyhadala iKlein Karoo ebhexeshwa ngu John Theodore, ezakuba idyusha kunye Cape Philharmonic Orchestra, zicula i Requiem ka Mozart kwi Klein Karoo Klassique yalo nyaka?

Do you want to be part of the Klein Karoo Festival Choir, under the baton of John Theodore, that will be performing Mozart's Requiem, together with the Cape Philharmonic Orchestra during this year's Klein Karoo Klassique?

Kim Smit Design 076 789 6996

i LINDA WILSON  044 203 8600  lwilson@kknk.co.za

4 to 7 August 2011
OUTSHOORN

4. Garden Route Casino



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Price quoted is per person sharing
Single supplement of R200 per full package will apply
Subject to availability

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