

Eastern Cape Parks and Tourism Agency Events Strategy 2013 – 2015

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1. Introduction

The Eastern Cape Parks and Tourism Agency (ECPTA) is tasked with regulating and developing tourism and managing for biodiversity conservation in reserves assigned to the entity in the Eastern Cape Province. As part of its mandate to advance the role of the tourism industry as its contribution to the economy of the Eastern Cape, the ECPTA has identified the hosting of Events as a key part of its strategy.

In line with this mandate, the hosting of events is seen as a catalyst for facilitating the development of local tourism products, marketing the province as a destination and increasing visitor numbers to and within the Eastern Cape Province. It is further felt that by hosting events, the ECPTA will also be able to create opportunities for job creation and local economic development within the province while at the same time creating awareness about the Eastern Cape as a tourist destination.

A thriving events industry will play an important role in realising this ambition. Major events already draw thousands of visitors to the Eastern Cape creating economic benefit, they raise the profile and showcase the area's assets through national and international media coverage and enhance the quality of life of the Eastern Cape as place to live, work and visit. Events also play a vital role in tourism. Their ability to attract visitors, extend the visitor season, increase average spend and increase the average length of stay make events an important tool in developing the tourism industry. Events are therefore an essential element of the Marketing Strategy of the ECPTA.

This Events Strategy outlines the vision, aims and objectives for the Eastern Cape over the next five years with a revision of the strategy proposed in 2015.

2. The Purpose of this Strategy

There is an urgent need to extend the key success factors of the dedicated events to on-going planning to ensure growth in the sector. The purpose of this strategy is a need to create a leverage platform and plan for the future that will help to:

- build on the resources put into the 2010 World Cup and the resulting legacy infrastructure
- develop and implement valuation techniques that evaluate whether the public funding for promotion and attraction of events is well spent
- ensure that there is a strategic spread of investment across events by supporting existing 'signature' and emerging events
- create new events to fill year-round calendar and geographic gaps

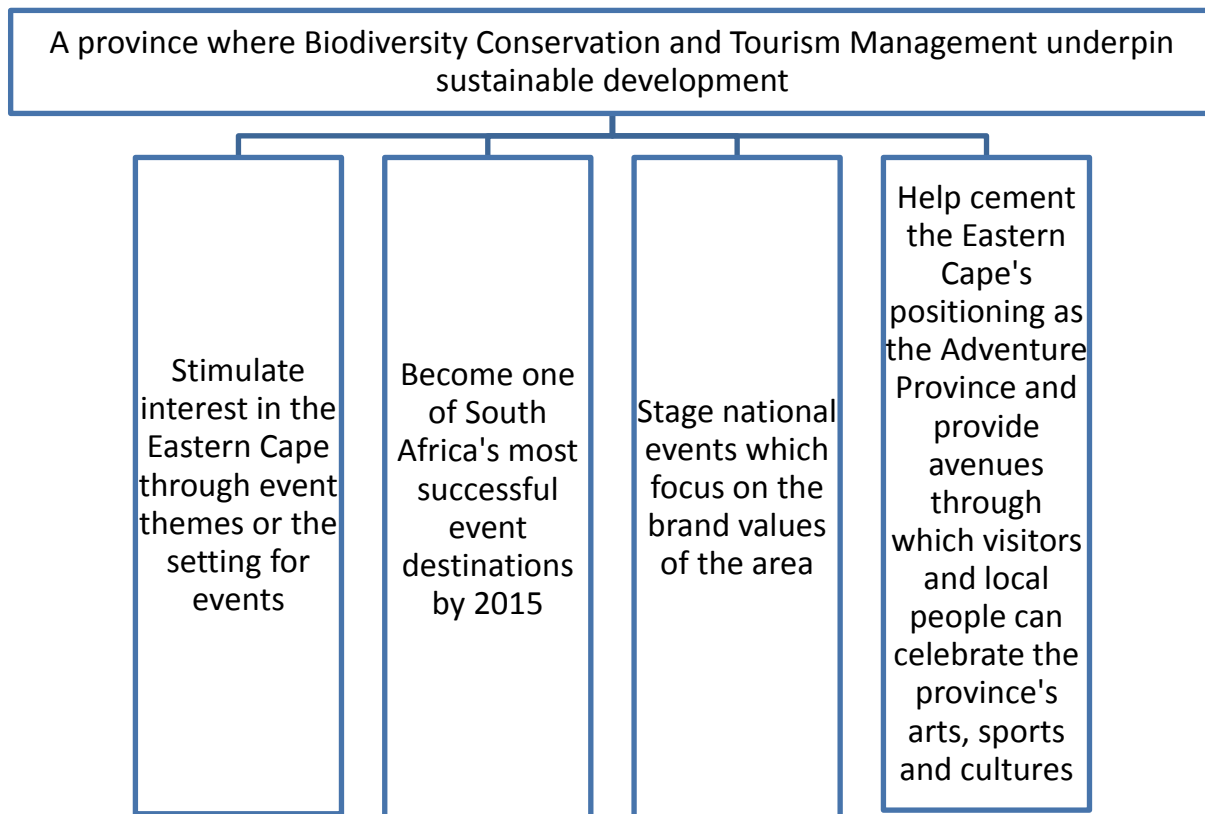


- better use of events to meet growth, development and objectives

It is important to be clear about the purpose and scope of this strategy. Its aim is ***the development and management of a portfolio of events designed to achieve growth and development for the Eastern Cape.***

3. Context and Current Situation

The vision of the ECPTA is:



Above is an illustration of our vision and how event partnerships contribute to our vision.



The Eastern Cape has a range of existing events that could, with careful management, grow to an icon scale. Currently, there are very few events that attract a significant number of visitors to the Province – this is one of the key challenges that the Events Strategy sets out to overcome. With some of the best venues in the country, the Province is also well placed to attract major national and international events.

Positive Features

- A strong and growing events sector
- Established track record with events
- Fantastic and distinctive geography
- Significant existing level of funding from DEDEAT

What are the Threats?

- Ignoring the importance of growing existing events in favour of trying to attract new events
- Competition from other provinces

What are the challenges?

The challenges highlighted below relate to all the major and signature events that may be held in the Province. For these events to occur successfully in the Eastern Cape these challenges must be addressed.

- **Lack of Strategic Focus**

- There is no collective agreement within the tourism industry on which types of events to support to strategically maximize the tourism benefits from these events.
- There is an absence of a set of criteria that will determine which events will receive ECPTA support.
- There is a lack of awareness of the types of support that ECPTA can offer to the events.

- **Poor Information Management**

- There is no information available about the profile of visitors that attend sports and cultural events
- Information about the attractions in a location and the facilities available are not provided to visitors
- Information about the numerous events available in a destination is not always available to visitors



- Information about the schedule of various sporting and cultural events held annually in the province to enable the tourism industry to plan effectively is not available
- **Insufficient Accommodation & Transportation**
 - There is often an inadequate supply of graded accommodation in certain provinces
 - There is no provincial accommodation booking platform
 - High pricing of accommodation and transport
 - Inadequate transport linkages especially to rural areas and small towns
 - International and national air routes are constrained
 - Public transport services such as the mini-bus taxis are inadequate
 - There is a shortage of accredited hired vehicles
 - Constraints within the transport regulatory framework creates barriers to entry for tourism transport operators
- **Poor Service Levels & Skills Shortages**
 - Lack of adequate skills within catering, event management, language training and service standards sectors
 - Poor skills levels of administrators and managers of certain sports federations
- **Insufficient Compelling Attractions & Activities**
 - Limited events and activities available such as cultural and entertainment events before and after a major sporting event that appeal to an international audience. Currently, most events and activities appeal to a domestic market.
 - Limited diversity and attractions available in certain destinations within the province. Cultural products and events require improvement
 - Insufficient packaging and awareness creation of tourism products and experiences
- **Insufficient Focus on Tourist Safety & Security**
 - Limited specific focus on tourist safety
 - Negative perceptions around crime
 - Limited tourism related crime prevention
 - Absence of a provincial tourism safety and security plan
 - Safety concerns exist around some sports venues and facilities



- **Lack of Coordination**

- There is no coordination between the tourism industry and the sports and cultural sectors
- Domestic events are not coordinated provincially to ensure that the tourism industry benefits significantly
- Events are not used effectively to market the destination
- Bidding for major international and national events are not coordinated at a central point
- Events organized at a local level are not aligned to ECPTA branding and marketing strategy

The Key Issues

- Decision making over event funding lacks a clear framework
- Lack of major events that attract visitors to the Eastern Cape
- Funding is spread thinly across many events
- Timeframes for funding decisions in general appear too long, meaning potentially opportunities are being lost
- Limited ability to respond to significant opportunities quickly

What are the Opportunities?

- Development of 2-3 major visitor-oriented events that focus on the distinctive features of the Eastern Cape
- Identify successful local events and assist in growing the capacity, overall impact and sustainability
- Winter, autumn and spring events will fill gaps in the events calendar and be supported by the visitor industry
- Rationalise funding to focus on fewer, quality events for residents and visitors
- Develop marketing packages around signature events



Events tourism together with leisure and business tourism is aimed at achieving the mandate and objectives of ECPTA as defined in the Tourism Act.

Mandate	Destination Tourism – Core Business...	Event Objectives
Sustainable GDP Growth	Leisure Tourism	Increase in tourist volume
		Increase in tourist spend
Sustainable job creation	Business Tourism	Increase length of stay
		Improve geographic spread
Redistribution & transformation	Event Tourism	Improve seasonality patterns
		Promote transformation

4. Strategic Aims

To bring valuable economic benefits to the Eastern Cape through the staging of major events

Major events play a significant role in attracting visitors to the area, increasing their length of stay and expenditure. Events are an important element of tourism and the cumulative economic impact of major events in the Eastern Cape contributes significantly to the local economy both directly and indirectly. It is the aim of this strategy to maximise the potential economic benefits of events in the Eastern Cape.

To heighten the profile of the Eastern Cape nationally and internationally through a portfolio of events which reflect the Adventure Province Brand

Major events can profile an area as an attractive place to live, work and visit. National and international media coverage of major events such as the Africa Open Golf Challenge, Ironman, Buyel’Ekhaya highlight the assets of the Eastern Cape and the quality of life its offers. Events of a smaller scale, but still of national significance, achieve similar domestic coverage. Coverage such as this attracts future tourism and further economic growth to the area. By achieving the objectives outlined in this strategy, the profile of the Eastern Cape will be raised both nationally and internationally.



To create an environment which nurtures and supports events

This strategy aims to assist event organisers and venues by providing a supportive environment which facilitates the effective creation, production and development of events.

To enhance the quality of life of the Eastern Cape as a place to live, work and visit

A sense of community and civic pride can be re-affirmed in those who stage and participate in events. Events also have the potential to promote the history and heritage of an area to its community. Through cultural expression, events will enhance the quality of life in the Eastern Cape.

The next section of this document details the strategic objectives for this strategy. Each objective exists to meet one or more of the above aims.

5. Strategic Objectives

Develop existing events in the Eastern Cape which are, or have the potential to be, of national or international significance

An event of national or international significance brings with it economic benefits to the area. Additionally, media coverage associated with the event increases the profile of the area and location brand. Developing existing events which have the potential to become of national and international significance therefore achieves the strategic aims of increasing economic impact and heightening the profile of the Eastern Cape. The focus for development will be on events which align with the Adventure Province Brand, specifically, events which use and promote the outstanding natural environment the Eastern Cape has to offer, adventure events and cultural events.

Attract events of national and international significance to the Eastern Cape

Attracting events of national and international significance will bring benefits to both the economy and the profile of the area. The area, its facilities and support network therefore have to be attractive to event organisers. Use of the Adventure brand will be essential when promoting the Eastern Cape's unique selling points as an events destination.

Create and support new events which meet the priorities for the area and/or contribute to the national events agenda

Events which increase economic impact, increase the profile of the area, create a vibrant area and improve the quality of life for residents will be created and supported through this strategy. Events which contribute to the national events agenda will be an important element of this objective.



Liaise with Partners, other local authorities and national bodies to create a focussed, cohesive and co-ordinated approach towards events

This strategy provides the direction and focus required to achieve the vision for events in the Eastern Cape. Its realisation is only possible through continued partnership working. Liaison between Partners, local authorities, national bodies and stakeholders will be vital to deliver joint projects and satisfy a variety of priorities and strategies. Building relationships and maintaining excellent communications is essential if this is to be delivered.

Assist event organisers in the management of events through support services

This strategy aims to create an environment which nurtures and supports events and event organisers. It is the role of the Partners to ensure this happens through the provision of support services.

Through the use of events, provide a quality of life which creates an environment which makes the Eastern Cape an attractive place to live, work and visit.

We want the Eastern Cape to be, and to be known as, a good place to live, work and visit. Not only can events use the existing quality of life in the Eastern Cape to attract funding and visitors, they can improve it through adding value to the economy, and raising the profile of the area and staging events which encourage a sense of community and civic pride.

6. Strategic Interventions

In order to address the challenges outlined above strategic interventions are required. These interventions are categorised within six focus areas and are illustrated below. The focus areas are further divided into Core and Non-core interventions. Core interventions refer to ECPTA controlled interventions, whereas non-core refers to interventions controlled by other partners within the tourism industry.



Core Interventions	Key Activities
1. Strategic Focus on Events	Event criteria & selection
	Awareness of support offered
	Leverage opportunities
2. Information Management	Strategic Research
	Calendar of Events
	Communication Platforms
3. Marketing & Branding	Media Leverage
	Brand Leverage
	PR / Communication Campaigns

Non-Core Interventions	Key Activities
4. Accredited Accommodation	Support Tourism Grading Council
	Support Fedhasa/NAA/TBCSA
	Facilitate Interactions –Sport/Culture/Tourism
5. Improve Transport & Safety	Support SATSA / ASATA/ TBCSA
	Support implementation of Tourism Safety Plan
	Facilitate Interactions – Sport/Culture/Tourism
6. Improve Skills & Service Levels	Support Theta
	Support Events Industry
	Facilitate Interactions – Sport/Culture/Tourism



7. Strategic Focus

Extensive research has been undertaken by the former ECTB to understand the growth opportunities for sport tourism in South Africa. The research concluded that there needs to be strong linkages between the sports and tourism sectors since both sectors complement each other. The former ECTB also conducted segmentation studies to provide a better understanding of the needs and experiences of the key markets targeted. As illustrated below most of these segments prefer cultural and lifestyle type event experiences.

MARKET	SEGMENT	SPORT	CULTURE	LIFESTYLE
Domestic	Young & Upcoming	X		X
	Independent Young Couples		X	X
	Well-off Homely			X
United Kingdom	Wanderlusters	X		X
	Been There's		X	X
Indian	Wanderlusters	X	X	X
	Young Families	X	X	
China	Experienced Wanderlusters		X	
	Upcoming Wanderlusters	X		

Based on the above information the ECPTA events units will therefore focus on the following events to promote tourism in the Eastern Cape:

- Sports
- Cultural
- Lifestyle

Although these events are different from business tourism type events, the two sections will be combined while business tourism sub-unit will focus on supporting the following types of events which appeal to an international audience:

- Regional / global exhibitions
- Inter-governmental meetings at regional or global level
- Regional / global association meetings
- Corporate meetings involving participants from more than one country
- Incentive trips for employees from outside Eastern Cape



However through the identification of international sports, cultural and lifestyle events that the Eastern Cape should bid for, opportunities to host meetings, conferences or workshops aligned to these events will be pursued.

The choices that ECPTA makes must be informed by a set of criteria that is aligned to achieving the key objectives outlined earlier. The types of events supported by ECPTA must also be determined by the demand for such events in the key markets that drives the ECPTA events strategy. Such events must also enjoy significant support within the key markets. ECPTA identified primary priority and secondary sports events that it will focus on. Events were prioritized as primary and secondary based on the adult participation and spectator numbers at events, the domestic economic growth potential and the market value of these events.

The table below illustrates that there is demand for most of the prioritised sports, cultural and lifestyle activities in all ECPTA core markets. Most of these events also have strong support within their respective countries. Water sport events include swimming, surfing and all water related activities. The secondary sports such as cycling and motor sports events also have strong support within the key markets and there is also demand for these events to be hosted in the Eastern Cape. The demand for cultural events includes music and art festivals. Lifestyle type events include food and wine festivals, fashion shows, etc.

MARKET	PRIMARY PRIORITY SPORTS						SECONDARY SPORTS			CULTURE	LIFESTYLE
	SOCCER	CRICKET	RUGBY	WATER	ATHLET	GOLF	CYCLING	BOXING	MOTOR		
Domestic	X	X	X	X	X	X	X	X	X	X	X
Africa	X	X	X		X	X		X		X	X
India		X									X
China										X	
Japan						X				X	
Australia	X	X	X	X			X		X		
France	X		X	X	X		X		X	X	X
Netherlands	X					X	X			X	X
Germany	X					X	X		X	X	
United Kingdom	X	X	X			X	X	X	X	X	X
USA	X			X	X	X		X	X	X	X



8. Event Criteria & Selection Process

The key events that will inform the criteria to determine ECPTA support should be based on the above table. The two categories of events that will require ECPTA support include National and International Events. ECPTA will support national events aimed at encouraging provincial inhabitants to travel within the province. Key provincial events will also be identified to be promoted internationally aimed at attracting more foreigners to the Eastern Cape. ECPTA will assist in securing international events to be held in the Eastern Cape aimed at attracting more foreigners to the province and to leverage international media awareness about Eastern Cape as a tourist destination through such events.

Key event deliverable	Provincial Events Criteria	International Events Criteria
Increase in tourist volume	Attract participants / visitors from outside the province Secure national media coverage for event	Attract participants / visitors from outside the country Secure foreign media coverage for event
Increase in tourist spend	Indicate the potential economic benefits Provide financial plan to benefit tourism industry	Indicate value of packages for participants / admin / corporate Provide financial plan to benefit industry
Increase in length of stay	Duration of event Number of days that participants will stay in province	Duration of event Number of days that participants / admin / corporate will stay in SA
Improve geographic spread	Location of event Number of districts event will benefit	Location of event Number of provinces event will benefit
Improve seasonality	Location of event Number of districts event will benefit	Location of event Number of provinces event will benefit
Promote transformation	Procurement schedule Number of jobs to be created	Provincial ownership participation Number of jobs in Eastern Cape

Events that will be supported by ECPTA must be filtered through the event criteria above through a consultative process. For provincial events to be supported by ECPTA, provincial and city tourism authorities need to agree on key events in each of their localities that require ECPTA support. Events that satisfy ECPTA criteria will be selected as the key provincial events that will be supported by ECPTA annually. For international events, sports federations and cultural and lifestyle associations will need to agree on the events that Eastern Cape should bid for. The events that satisfy ECPTA's criteria will be supported in the bidding process. Further support will be offered should these events be hosted in the province.



9. Events Portfolio

Currently the Eastern Cape hosts various major, signature and local events. For the purpose of this strategy, these levels of events can be defined as:

Major Events: A regularly held event with a domestic market and media footprint and focus. Typically leverage regional strengths. Some events demonstrate the potential to evolve into Signature Events.

Signature Events: A regularly held sporting, art, cultural or other type of event that attracts international and domestic participants and visitors often over a period of several days. Tend to be either unique to the destination or reflect the culture, traditions and values of the destination. Whilst media coverage is generally strong domestically, international coverage is driven by niche interests.

Local Events: Has a significant community involvement, with social benefits a priority over economic impact. Tend to originate locally, and attract large or small numbers of participants, mostly local residents. Mainly local media coverage may extend to national coverage as a general interest story.

Generating a clear direction for the future of events in the Eastern Cape is vital. We do recognise that there are many localised events and festivals which make a valuable contribution to sports and arts development, celebrate local traditions and maintain social cohesion. However, they are not the focus of this strategy because they are unlikely to have wider economic and socio-cultural objectives at a regional level. Signature and Major events will be the main focus of support through this strategy. However, some local or community events with the potential for growth could qualify for strategic support.

It is clear that event investments must be strategic. The following events are strongly recommended for long term support as they are focused on what is necessary to achieve the specific objectives as set out in this strategy:

Signature Events

Ironman South Africa

Africa Open Golf Challenge

National Arts Festival

Billabong Surfing Pro



Major Events

Buyel'Ekhaya
Silly Summer Festival
EC Horse racing

Local Events

Local events will be identified through an EOI procurement process.

10. Events Support

The types of support that ECPTA offers should be based on its core functions:

- Attracting foreigners to Eastern Cape
- Encouraging Eastern Cape inhabitants and South Africans to travel within the province
- Creating awareness about Eastern Cape through brand leverage opportunities

All events offer varying degrees of value to ECPTA's key objectives, therefore it will make sense for ECPTA support to be based on the extent to which events satisfy the criteria. This means that the support offered by ECPTA will be classified as follows:

GROUP 1	GROUP 2	GROUP 3
<ul style="list-style-type: none">➤ Must be primary priority sport / culture / lifestyle➤ Attract 30% of foreign visitors➤ 30% foreign participants➤ Foreign TV / Radio coverage➤ Supported by sporting federation / association➤ Supported by Province / City➤ Secure global sponsors➤ ROI more than 1:5	<ul style="list-style-type: none">➤ Must be either primary or secondary sport / culture / lifestyle➤ Attract 40% of visitors from outside province➤ National TV / Radio coverage➤ Event more than 5 years➤ ROI more than 1:3➤ Secured national sponsors➤ Supported by City / Province➤ Supported by sporting federation / association	<ul style="list-style-type: none">➤ Must be either primary or secondary sport / culture / lifestyle➤ Attract 10% of visitors from outside province➤ Regional TV / Radio coverage➤ Event more than 2 years➤ ROI more than 1:2➤ Supported by sporting federation / association

GROUP 1

Events that fall within this group shall receive the following support from ECPTA:

- Provide tourism related information about Eastern Cape and promotional material to assist in bidding for events to be hosted in Eastern Cape
- Provide marketing support through ECPTA foreign marketing infrastructure aimed at attracting more people to visit province for the duration of the event
- Contribute financially as a sponsor to create awareness about EC Province as a tourist destination through international media advertising



- Establish partnerships with global/national sponsors of the event to promote Eastern Cape as a tourist destination
- Exploit public relation and communication opportunities from the event in the core foreign markets to positively message Eastern Cape as a tourist destination
- Provide familiarization tours to foreign media attending the event to encourage positive reporting of Eastern Cape as a tourist destination
- Facilitate relationships with relevant government institutions and stakeholders within the Eastern Cape tourism industry to remove obstacles aimed at ensuring a successful event
- Facilitate the packaging of tours for visitors attending the event aimed at encouraging them to stay longer in the Eastern Cape and visit more than one district.
- Mobilize the Eastern Cape Tourism industry to provide a tourist-friendly experience for visitors to the event aimed at attracting repeat visitors to Eastern Cape
- Provide linkages with the ECPTA events website to ensure visitors to the event have adequate information about Eastern Cape and its tourist offering
- Provide support to business tourism events such as meetings, conferences, workshops and exhibitions taking place in the province aligned to the event.

GROUP 2

Events that fall within this group shall receive the following support from ECPTA:

- Provide marketing support through ECPTA marketing infrastructure aimed at attracting more people to visit the destination
- Facilitate relationships with key national sponsors to support the event
- Leverage media awareness of the event through ECPTA media network aimed at encouraging South Africans to travel to the event
- Provide information platforms for increasing awareness of the event

GROUP 3

Events that fall within this group shall receive the following support from ECPTA:

- Provide information platforms for increasing awareness of the event
- Encourage Local and/or City Tourism Authorities to provide marketing support to grow the event
- Facilitate processes and linkages with emerging and established event organizers aimed at developing the capacity and organizational ability of hosting events based on national and international best practice.



Through a consultative process with districts and city tourism authorities and sports federations and cultural associations, these criteria and support offered by ECPTA will need to be agreed upon. Once the criteria have been agreed upon, provincial events requiring ECPTA support shall be assessed against the criteria and grouped accordingly.

International and national events requiring ECPTA support from the bidding process to hosting the event in will be identified by sports federations and cultural / lifestyle associations. These events will be assessed against the criteria and selected and grouped accordingly.

11. Leverage Opportunities

Once a limited number of key national events have been identified and agreed upon as events that ECPTA shall support as group 2 events, key partners within the tourism industry and national sponsors will be approached to provide support to these events.

Such opportunities may take the form of:

- Cash sponsors in return for brand and media leverage from the event
 - Complimentary vouchers for accommodation or flight tickets for event participants / VIPs
 - Partnerships by the hospitality industry to host foreign media
- The benefits of such an approach are:
- Sponsors will now focus on supporting a limited number of key national events that will add more value to their brand than supporting a number of smaller events
 - Each of these events will also enjoy international marketing opportunities which will add value to sponsors' marketing objectives
 - These events will most likely increase foreign and domestic visitor attendance due to the high awareness created through the Agency's marketing network.

12. Information Management

The need for accurate information to inform the type of media campaigns that need to be launched to attract visitors of events to Eastern Cape is critical. The dissemination of information about the various events taking place in the province at least a year in advance is important to enable the tourism industry to plan more effectively to maximize the tourism benefits from these events.

The need to provide tourists with information about the various events on offer whilst they are in the province provides a menu of entertainment options that will enhance their experience and encourage repeat visits.



a) Research

The following types of research are critical to inform the implementation of a successful event strategy:

- Analysis of travel patterns of visitors to major events from the key markets that will provide information about the size of such markets, the experiences and products they prefer when travelling to an event and their frequencies of travel to such events.
This needs to be undertaken for each of the primary and secondary priority sports events and cultural and lifestyle events;
- When bidding for a major event, updated information should be provided on the availability of accredited accommodation, transport and entertainment facilities offered by the Eastern Cape Tourism industry.
- On an annual basis research needs will need to be identified and commissioned to support the events strategy.

b) Calendar of Events

To produce a comprehensive calendar of events involving the sport, cultural and lifestyle events requires the following process to be followed:

- Obtain information about all sports, cultural and lifestyle events that occur in each of the districts and cities for 2013/14 from local tourism authorities
- Develop the best promotional events calendar in the Eastern Cape and make it easily accessible to residents and visitors

c) Communication Platforms

ECPTA together with its partners from the tourism industry has a variety of platforms that will assist in promoting and creating awareness of events. These platforms include:

- The development of an events web-portal with tourism information linked to the province and ECPTA and websites that contain information about events and information required by foreign and domestic tourists about tourist destinations within the province. Each partner can link their website to the ECPTA website to create a central point of information about events and tourism in the Eastern Cape.
- The calendar of events can also be posted onto this website and the annual publication of the events calendar can be distributed to all accommodation establishments in the Eastern Cape through organizations like Fedhasa, SATSA and the National Accommodation Association.



13. Marketing and Branding

Events present significant opportunities for Eastern Cape to increase brand awareness as a tourist and event destination. Major international events attract captive audiences through which ECPTA can positively message the province. Advertising campaigns informed by market research about the needs and experiences of visitors to events must be produced when partnering with events. Partnerships with key global and national brands will also increase brand awareness of Eastern Cape. Public relations and communication campaigns aligned to ECPTA partnership with major events and global brands must also be explored.

a) Media Leverage

The following types of media leverage initiatives can be pursued through major and signature events:

- Group 1 type events presents media leverage opportunities with the international media networks of major international events.
- Advertising campaigns that appeal to the needs of event visitors in all Eastern Cape Tourism markets should be produced aimed at creating awareness of the Eastern Cape as a tourist destination.
- Advertising campaigns should also be produced to create awareness of the Eastern Cape as an event destination aimed at attracting more international events to the Eastern Cape.
- Advertising opportunities can also be pursued in publications of events such as official programmes of international events which take place in ECPTA key markets.

b) Brand Leverage

The following types of brand leverage opportunities can be pursued through major and signature events:

- International events that take place in the Eastern Cape offer destination brand opportunities such as the Ironman, East London and Port Elizabeth will have branding of their destinations which will be televised internationally.
- Partnerships with global brands present opportunities for Eastern Cape to associate its brand with a brand that has global reach.
- Celebrities also present opportunities to increase brand awareness of Eastern Cape. For example if a sport celebrity attends an event in Eastern Cape, their positive experiences should be documented and campaigns should be produced.



c) PR / Communications

The following types of PR and communication opportunities can be pursued through major and signature events:

- Foreign journalists and media attending events in the Eastern Cape should be hosted by ECPTA and taken on media tours aimed at providing them with positive experiences of the province to encourage positive media reporting.
- Communication campaigns aimed at creating awareness of ECPTA partnerships with key events and global brands should be pursued. This would encourage confidence in the market place about Eastern Cape as an event destination.
- Publications of key sport, cultural and lifestyle events should be targeted for identifying communication leverage opportunities.

14. Non-core Interventions

Whilst ECPTA has no control over the following interventions, they serve as critical support interventions to ensure that events occur successfully in the Eastern Cape. The role that ECPTA will play is to facilitate these processes and support the relevant organizations that have control over these interventions. The other important role is to strengthen relations between tourism stakeholders responsible for these interventions and organizations from the sport, cultural and lifestyle sectors.

a) Accommodation

- Support the TGCSA, the TEP, Fedhasa and the NAA to ensure that accommodation establishments in the province are graded, especially the SMME sector.
- Work with TBCSA and Fedhasa to ensure that the needs of the accommodation sector are addressed from an event support perspective.

b) Transport & Safety

- Support ASATA, SATSA and Savrala and relevant authorities to ensure that adequate transport is provided to visitors attending events
- Work with relevant transport stakeholders and DEDEA to ensure that the transport needs of visitors attending events are addressed
- Support DEDEA and the Department of Safety & Security to ensure that the tourism safety plan is implemented



c) Skills & Service Levels

- Support Theta, TEP and members of the hospitality industry to ensure that the skills levels of employees are addressed
- Work with the Institute of Event Management to ensure that event organizers are adequately skilled

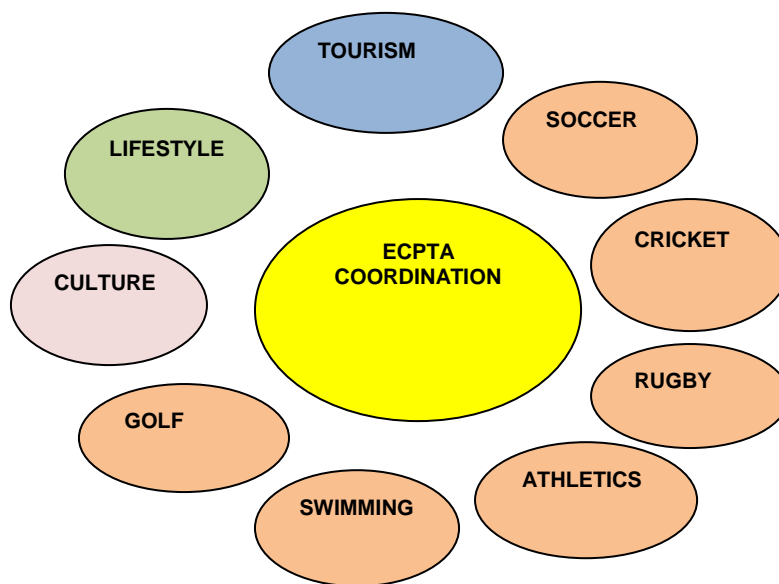
15. Resource Allocation

The Events Portfolio is to be located within the Destination Marketing Unit reporting directly to the Destination Marketing Manager of ECPTA.

16. Institutional Coordination

One of the major constraints of maximizing tourism benefits from major and signature events is that there are no linkages between the organised sports, cultural / lifestyle sectors and stakeholders within the tourism industry. Most stakeholders agree that there is a need for the Events Unit to facilitate relationships between the tourism industry and the sports, cultural / lifestyle sectors.

The Events Unit will have to play a facilitation role by linking the six primary priority sporting codes and the culture / lifestyle groups with the tourism industry stakeholders. Whilst there is no need for a permanent structure to be established to link all the different event stakeholders, there needs to be a working relationship between all stakeholders.



The working relationship should be defined in the following way:

- When there is a major or signature event involving one of the event stakeholders in Eastern Cape, such as the Rugby World Cup, Rugby body provincially, should establish a Local Organizing Committee (LOC) which should have representation by the tourism industry.
- ECPTA should represent the tourism industry at LOC level
- The same institutional model should be applied to all event sectors.
- Memorandum of Agreements should be entered into between ECPTA and all the relevant sports federations and cultural / lifestyle associations that defines the partnership when a major event is taking place in the province and is supported by ECPTA.
- At least once per year an annual Event Summit should be convened involving stakeholders from the primary and secondary priority sports codes, cultural / lifestyle associations and the tourism industry including the provincial tourism authorities.
- The annual summit should review progress and agree on plans for the year ahead.

17. Summary

This Events Strategy exists to help realise the vision of the Eastern Cape as one of South Africa's most foremost events destinations by 2015. It recognises that a three tier portfolio of events is required to achieve this vision, this comprises of:

1. Major Events
2. Signature Events
3. Local Events which are of regional significance and meet local needs

The Eastern Cape already boasts an exciting portfolio of events, is home to some excellent event venues and has unique experience in hosting major sporting events. There is, however, great potential for development for which this strategy aims to provide strategic direction and focus. On confirmation of budget an action plan will be developed aligned to the above strategy

A thriving events industry will play an important role in achieving the vision of a confident, ambitious and vibrant Eastern Cape and will enhance the quality of life, add value to the economy and heighten the profile of the area nationally and internationally.

