



Sunshine Coast Tourism

JANUARY 2012

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S.A.P.S.
Multi-Security,
Fanie Fouche,
Guardmed
and Cllr
Ross Purdon
go all out to
make New Year's day a
great success
for all.
Thank you!

Excellent start to the new year

Well done to S.A.P.S., Ndlambe Municipality, Traffic Department, Multi Security, the Taxi Association and Guardmed for their handling of New Year's day celebrations in Port Alfred. The planning meetings certainly paid off. All the access roads to West and East beach were blocked off with



limited vehicular access to residents only. Taxi's were deployed to transport people in and out of the beach area. This was

in an effort to stop congestion and to allow emergency vehicles access. In general these arrangements were well received by visitors to the beach, and there were no serious incidents. Cllr Purdon and Conservation officer Fanie Fouche must be commended for their efforts on the day.

We had an opportunity to spend part of the afternoon celebrating the new year with visitors to the beach. It was remarkable how little litter there was given the amount of people on the beach.

On my early morning walk to the beach (6am) the cleaners were out in force and the beaches had already been cleaned. Kowie Craf-

ters set up their stalls around 7.30 at the library lawns, and the team had barely had time to clear the area before stalls were set up. As planned many of the celebrations took place at the kranes, where the area had been prepared for visitors.

The residents of West Beach and East Bank were also very impressed with the way the celebrations were handled. A local resident in Sports Road commented that it was the first time in 20 years that he was able to enjoy his home on New Year's day. Similar comments were made by residents along West Beach Drive.

We should all be thankful to SAPS for their dedication and long hours of work on this day, and to the visitors to our town who co-operated to make the first day of the year a huge success.

What did the visitors say?

Overall, comments from visitors were positive. The fabulous weather in the latter part of December played its part too. The few days of cloudy weather did not seem to dampen spirits and the tourism office was abuzz daily. The events calendar was a huge success and most were absolutely delighted that there was so much to do in Port Alfred. We also had favourable comments from visitors regarding the cleanliness of the town. One lady, in particular, said that she has been coming to Port Alfred for 8 years and this is the cleanest and best organized she has

ever seen it. The issue of water did come up, especially when the pump failed on New Year's eve! Sadly, not much we could do about that! What did the visitors enjoy:

- The fireworks display on New Year's eve was a great success
- The Sand Castle competition on Kelly's beach
- The Parlotones! More than 3,500 people—it was incredible!
- The food at Decadent, Barmuda, The Brew Pub, The Highlander, Guidos, Links, Fish River Sun, Berksies, Zest, Voila and Halyards
- The Little Theatre on the Wharf—everyone loved it!
- Entertainment at Barmuda and the Lounge
- The arts and crafts (3 excellent art exhibitions—Kenton, Port Alfred and The Wiles gallery)
- The zumba dancing and volley ball
- The Hunger Busters packing event—feel good deed for all
- An action packed events calendar

- ✓ Parlotones!
- ✓ Fireworks!
- ✓ Theatre!
- ✓ Live Bands!
- ✓ Art Exhibitions!
- ✓ Good Food!
- ✓ Entertainment!
- ✓ Active sports!
- ✓ Great beaches!
- ✓ Fun Bathurst!

Hunger Busters



Holiday Programme



It's a Family Affair. Tel: (046) 624 4925 STOP HUNGER NOW



There was a huge drive to raise money for Hunger Busters in Port Alfred over the season. All the businesses who were involved need to be commended for their efforts in aid of the Soup Kitchen. Debra reported funds raised in excess of R70,000 for December. This is certainly more than any charity has done before, and will feed an amazing 35,000 people. The success of this drive was in creating fun and exciting events for people to attend. Debra Harris, founder of the Soup Kitchen is very pleased with the results and asked that special mention go to Talk of the Town for their commitment to this cause and for raising so much on behalf of Hunger Busters. Highlights from some of the fun events:



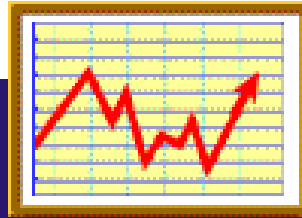
Overall a good season, slow to start, but very busy between Xmas and New Year, steady stream of visitors.

Accommodation?

Most establishments said that they had a slow start to the season, but the latter part of December found all beds in the Port Alfred region full. On average it seems as though visitors were here for shorter periods of time, but we seemed to have more visitors overall, peaking the last week in December. Self catering accommodation was in

high demand. There were many walk-ins, and telephone calls to the tourism office throughout the season, and we were able to accommodate most. Quite a few visitors to town were here for the first time, and most were impressed. The caravan resorts were also full, but like more traditional accommodation establishments, com-

mented on shorter stays, but more people overall. There was a notable amount of 1 or 2 night accommodation requests and the shorter visits were, in general, put down to the economic climate. In some establishments, lack of water played a major role over new year, however, there were some who were fortunate not to be affected.



Businesses

Businesses in Port Alfred reported lots of people, less spend. Most of the restaurants reported a very busy season and the more popular ones reported turnover exceeding their expectations. The supermarkets were busy, especially towards the last week of the year—but reported less spend than ex-

pected. It seems as though many of our self catering visitors brought food with them, rather than buying here. This can be put down to a slower economic climate. Estate agents reported a slow season with fewer walk-ins. There was some interest in property, and some sales, but overall not wildfire. Clothing shops re-

ported a slow start to the season, but a very busy ending with sales exceeding the previous year. General retail also appeared to be up on last year, again with a slow start to the season, but a busy ending. So, overall the comments were good with retailers being pleased with the season.

- ↑ Restaurants
- ↑ Supermarkets
- ↑ Clothing
- ↓ Property
- ↑ General retail

So, what did we do right and what will be repeated?

Live Entertainment:

A huge hit! River Hotels brought us the **Parlotones** and said that they will definitely go bigger and better next year!

Little Theatre on the Wharf: Wowed audiences with their performances—this lovely theatre can only grow from strength to strength.

Other venues: The Lounge and Barmuda were a great success with their live enter-

tainment and promotions. Will definitely do again!

Sand Sculpture Competition:

A great success with 94 entrants. Visitors were delighted to have this competition brought back and have indicated that they would definitely take part again next year.

Art Exhibitions: Visitors loved the exhibitions in Kenton, Port Alfred and Bathurst.

Kowie History Museum: The extended hours and exhibitions attracted more visitors. People sent from the tourism office were impressed with the museum which can only grow from strength to strength.

Outdoor Activities: the fun runs, zumba dance, volley ball, action cricket and touch rugby were well received.

Father Christmas by boat: This delightful event was a great success and children (big and small) absolutely enjoyed it.

What you can look forward to in January 2012

4 Jan—Birdwatching tour from 6.30 am—9am. 327 species in diverse habitats. R90pp. Phone Anne 046-675-1976

4—6 Jan—Brian Boswell Circus Hospital Grounds, Port Alfred..Wed 7.30pm and Thur 3.30pm + 7.30pm. R90 and R120 respectively for pre-bookings, and R70 for unreserved.

6 Jan—Funny you should say that

Too with Barry Hilton and Gino Fabbri at the Town Hall, Port Alfred at 6pm. R110 pp—book at Leach Pharmacy.

7 Jan—Three Sisters saunter—21/2 hour guided walk covering birds, all aspects of the environment plus shipwrecks and historical background. Starts 7.45 from Riet River R90 pp phone Anne 046-675-1976

7 Jan—Anything that Floats race on Kowie River. 12.00 noon from Ski Boat

Club and finishes at Barmuda. Entry fee R100—6 people allowed per raft. Register for the race on 071-448-7332

7 Jan—Silver Creek Mountain Band at Little Theatre on the Wharf. Bookings 046-624-1722

14 Jan—Tribute to the Shadows with the Shadow Band, Little Theatre on the Wharf. Bookings 046-624-1722

20 Jan—Lionel Hunt special at Little Theatre on the Wharf. Bookings 046-624-1722

Promoting YOUR business: FREE Tools available to you:

Sunshine Coast Tourism: List on our website—all you need to do is to become a member at R420 per annum. Watch the press and your emails / facebook for details of our launch on 26th January 2012—we have excellent guest speakers lined up.

Cacadu: If you have not already listed your business on this excellent site FOR FREE please do so. It's a wonderful opportunity and you will be represented at all the big trade shows in their marketing material. Log onto www.travelsunshinecoast.co.za

Open Africa: Excellent opportunity to list FOR FREE on this great website—log onto www.openafrica.org

Facebook: Join our group and let us know about your promotions or events—post FOR FREE and let everyone know.

Getaway: List on this fabulous site <http://gewaway.safarinow.com/>

KowieBuzz: List FOR FREE on the classifieds log onto www.kowiebuzz.co.za

The Announcer: Log onto this on-line newspaper. There is a fabulous competition running—you can win FREE advertising for a year— www.theannouncer.co.za

R-72 Signage

The signage along the R-72 in Port Alfred will be addressed this month. Unfortunately, due to unforeseen circumstances, E.C. Roads Department were unable to have the new signage erected in December. The contractor with whom they work, closed for the season before the new signs could be made up.

The good news, however, is that Wilma Snyman, the driving force behind this project, has done all the preparation work and is ready to hand over to the contractors to start making up the signage. We will keep you informed as to the progress by email and facebook.

