

April 2011

Media Release – Indaba Breakfast Workshop 2011

For immediate release

The Eastern Cape is up for it!

At Indaba 2010 the Eastern Cape Tourism made some bold statements promising to use the research and information gleaned from their region specific investigations and exhaustive tourism arrival data to take huge strides ahead and bring more visitors to the Eastern Cape through the specific findings in their Trade-led Growth Strategy.

Since then the regional tourism body has merged with Eastern Cape Parks to form a newly focused entity now operating in full force as the Eastern Cape Parks & Tourism Agency – ECPTA.

This newly focused agency made their mark at the World Travel Market in London in 2010 with the launch of their slogan “**Are you up for it!**” A statement that they are certainly living by, because they definitely are!

At a breakfast workshop to be held at Indaba 2011 ECPTA Chairperson Vuyo Zitumane and Interim CEO Sybert Liebenberg will be addressing a select guest list of stakeholders, SA and international media and members of the travel industry to present an update on just how much has been achieved by the agency in a mere 12 months since a similar crowd met at the same time last year.

Exciting details will be presented on the ECPTA’s focus on UK & Ireland, Benelux, and USA and Canada. 3 core markets that have been identified to supply incremental tourism into the region. They will divulge their joint marketing agreements with top tour operators in these countries and the appointment of professional representative partners in each market.

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Guests will be treated to information on the planned activities from each of these core markets and stakeholders will have the opportunity to learn more about what the agency is doing to grow their businesses and how their support with bed nights and activities, is being invested in the various marketing activities.

The workshop breakfast function is to be held at the Hilton Hotel on Monday 09 May.

The Eastern Cape boasts one of the fastest growing tourism destinations in South Africa. They are delivering... watch this space... they are up for it!

E N D S

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