



enterprise ilembe

ECONOMIC DEVELOPMENT AGENCY

ATTENTION: NEWS EDITOR

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Tourism Indaba 2015

Enterprise iLembe once again participated this year's Tourism Indaba to aggressively position the North Coast as a premier destination for the international market.

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. It showcases the widest variety of Southern Africa's best tourism products, and attracts international visitors and media from across the world. INDABA is owned by South African Tourism and is a three (3) day trade event that attracts well over 13 000 delegates from the travel tourism and related industries and took place at the Durban ICC/Durban Exhibition Centre from 9 – 11 May 2015.

Commenting about their participation at the Tourism Indaba, Marketing & Communications Manager for Enterprise iLembe, Cheryl Peters said "The North Coast has long been recognised as a prime holiday destination not just domestically but also for the international market as well and as such it was important to have a presence at these tourism platforms not only to ensure top of mind awareness but also to showcase all the tourism offerings of the region".

Furthermore, Enterprise iLembe afforded product owners an opportunity to also use Indaba as a platform to market and promote their product.

Peter Laverick from Prince's Grant Golf Estate said he has made a lot of contacts and has rekindled the relationships he had with clients in the United Kingdom (UK). Other product included the Hampshire Hotel, Meander Manor Guesthouse, Wellvale Resort and Luthuli Museum.

Enterprise iLembe's CEO Thami Mkhwanazi said that working with product in the region is part of the Agency's ongoing initiative to assist product owners in the iLembe District by exposing them to the trade. Future plans include working in partnership with Tourism KwaZulu Natal to participate at more trade forums and workshops. Enterprise iLembe also participates at other consumer domestic

tourism exhibitions such as the Gauteng Getaway Show, the Beeld Holiday Expo and the Cape Getaway Show.

Attachment: Photographs

Ends.

On behalf of Enterprise iLembe

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