



IT'S

PARADISE

Ugu South Coast Tourism (Pty) Ltd

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## PRESS RELEASE

4<sup>th</sup> November 2015

### Proudly supporting the MEC's annual KZN is Summer, and Forever Summer, Campaign

The 2015 launch of this annual event took place on the 31<sup>st</sup> October 2015 at the local sports grounds in Creighton. Attended by over 250 dignitaries in the morning session and thousands of community members in the afternoon, this event is the brainchild of the MEC for Economic Development, Tourism and Environmental Affairs (EDTEA), Mr Mike Mabuyakhulu. EDTEA has also remained constant as the primary sponsor of this event over the years.

Mr Mabuyakhulu's address to the morning delegates raised various pertinent issues and above all, encouraged visitors to experience the diversity that KwaZulu-Natal has to offer. He requested that visitors only book with graded establishments in order to avoid disappointment and urged that the tourism trade go beyond their call of duty to meet visitor expectations. The MEC also reiterated to members of the trade the importance of Community Tourism Organisations (CTO's) participating in the Tourism Master Plan and to ensure that their offerings include the promotion of rural tourism.

Three key exhibitors were in attendance this year, supporting the MEC's KZN is Summer campaign. These included Ugu South Coast Tourism, Southern Midlands Tourism and the Department of Arts and Culture. EDTEA thanked Ugu South Coast Tourism for being a constant in their tourism campaigns. "We at Ugu South Coast Tourism take our mandate of promoting tourism and showcasing our diversity very seriously. We also have very good relationships with other tourism entities and stakeholders in the province and we are constantly seeking ways in which to co-promote each other. In light of this, we fully support the MEC in this campaign and will continue to do so for many years to come" says CEO Mr Justin Mackrory.



COAST COUNTRY CULTURE EVENTS EXTREME FAMILY FUNCTIONS GOLF SPORTS



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This event was broadcast on SABC 2 Morning Live on the 31<sup>st</sup> October 2015.

### About KZN is Summer:

### Objectives of KZN is Summer:

- To ensure that KwaZulu-Natal (KZN) remains a number one domestic destination.
- To re-affirm visitors that KZN has a diversity of experiences and has the best weather throughout the year.
- To inform visitors that "KZN is summer and forever Summer"
- To showcase the very best of the province.

This campaign started 6 years ago with the first 4 years seeing coastal destinations host the event and the latter 2 which have been hosted inland of KZN.

1. 2010 Durban
2. 2011 Margate Beachfront
3. 2012 North Coast
4. 2013 Richards Bay Waterfront
5. 2014 Royal Show – Drakensburg
6. 2015 Creighton - Harry Gwala District Municipality

Ends.

Word count: 406

Images: Flying the Ugu South Coast Tourism Flag  
Ugu South Coast Tourism proudly in attendance

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