



## NCTA EVENTS MARKETING AND PROMOTIONAL SUPPORT CRITERIA

### 1 PURPOSE

To give marketing and promotional support to high value leisure events to enhance the return on investment from supported provincial and national events.

### 2 BACKGROUND

The NCTA (Northern Cape Tourism Authority) is tasked with marketing and promoting the Northern Cape as a desirable destination to its identified domestic and international target. As part of its mandate to advance the role of the tourism industry and its contribution to the economy of the Northern Cape, the NCTA 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 Northern Cape.

We believe that by hosting events, the NCTA will be able to create opportunities for job creation and local economic development within the province while at the same time creating awareness about the Northern Cape as a desirable tourist destination. A thriving events industry will play an important role in realising this ambition. Organised events already draw hundreds of visitors to the Northern 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 within the Northern Cape and to promote it as a desirable place to live, work and visit.

Events play a vital role in tourism. Their ability to attract visitors, extend the visitor season, enhance geographic spread, 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 NCTA. Events and especially hosting extreme adventure events within the destination have been identified as a vehicle to achieve some of our organisational goals and objectives

Internationally and nationally, it was found that events can and do contribute to the creation of brand trust, leading to brand loyalty and thus increased and repeated visitation to the destination. According to the World Trade Organisation events can and does further play an important role in the development of an economy and the development and support of small and medium businesses.

### 3. MARKETING AND BRANDING OPPORTUNITIES

Leisure and business events provided an opportunity for the growth of arrivals to the destination as well as moving people within the province. Marketing and display of the NC Branding present significant opportunities for NCTA to increase brand awareness as a tourist and event destination. Major events attract captive audiences through which the NCTA can positively message the province. Advertising campaigns and partnerships with key national brands will also increase brand awareness of the Northern Cape as a desirable events and holiday destination. Event public relations and communication campaigns will further offer increased opportunity to the NCTA for brand amplification.

#### 4.. NORTHERN CAPE 5 TOURISM REGIONS AND BRAND PILLARS

Northern Cape Tourism Authority has successfully positioned the Northern Cape as South Africa's top destination for authentic exploration and discovery. The Northern Cape Province is divided into five regions with a total of six national parks, including two Transfrontier Parks crossing into world-famous safari destinations such as Namibia and Botswana as well as six provincial nature reserves, two of the largest rivers in South Africa and three legendary deserts. Each of its five regions is set to capture the imaginations of those who dare to explore it and its ancient mysteries.

**Diamond Fields Region** is world renowned for Kimberley's incredible diamond story and Anglo Boer siege. Its rich archaeological heritage, including impressive examples of ancient rock engravings, reflects a past that reaches back to the very origin of humankind. It is home to the Big Hole and Mine Museum, and home to the Vaalharts valley, one of the world's largest irrigation schemes that waters over 1000 farms.

**The Green Kalahari's** contrasting vastness will overwhelm visitors with its dramatic changes in landscape from semi-deserts and the stark silhouettes of sweeping sand dunes to the lush green valleys of vineyards and fruit orchards hugging the banks of the mighty Orange River. It features the Augrabies Falls National Park with the world's sixth largest waterfall and the famed Kgalagadi Transfrontier Park, Riemvasmaak, a community restored and two routes, The Kalahari Red Dune Route and the Quiver Tree Route are found here.

**Kalahari Region** with Kuruman as its largest town offers a sun-drenched Kalahari with its endless horizons and undulating dunes evokes memories of a land before time. It has a number of private game reserves and features the Roaring Kalahari Route, the Go Ghaap Route and the famed Eye of Kuruman. The Kalahari region has established itself as one of the major hunting areas in South Africa.

The seemingly arid **Karoo Region** quickly transforms itself with the first summer rains into waving fields of grasses with picturesque scenes of grazing sheep and spinning wind pumps. Visitors are enticed by its distinctive Karoo architecture, impressive churches and desolate valleys between flat-topped koppies (hills). This region offers visitors warm hospitality, Karoo Cuisine and is home to the Karoo Oasis and Karoo Highlands Routes offering superb hiking, Caminos, best stargazing in the world and MTB routes. Vanderkloof Dam, the second biggest dam with the highest dam wall in South Africa is a family friendly holiday resort and is perfect for most water sports including sailing, skiing and windsurfing. It is further home to the famed SKA project near Carnarvon.

The **Namakwa Region** comes alive each spring with a flamboyant spread of wild flowers. As part of the Succulent Karoo, the Namakwa is a biodiversity hotspot and as such is the only arid hotspot in the world. It also has a rich and deeply rooted mining tradition and the Old Copper Way present visitors with the chance to follow in the footsteps of explorers of yesteryear. It is also home to the |Ai|Ais/Richtersveld Transfrontier Park, the Richtersveld World Heritage site, the Namakwa National Park and South African Astronomical Observatory in Sutherland, where you can experience some of the world's best stargazing. Explore the Richtersveld and Namakwa Coastal Routes as well as part of the Karoo Highlands Route.

The three brand Pillars find expression in the regions through the unique experience available and include.

Brand Pillar	Theme	Experience
<b>Real Nature Experiences</b>	Wild life	5 National and Transfrontier parks. 5 Provincial Reserves, 1 Botanical Garden, Countless Private Reserves
	Birdlife	Top 6 Birding Spots, Orange River mouth RAMSA site where 57 wetland bird species are recorded with 14 rare or endangered found, Flamingo colony, Raptors
	Landscapes	Vast open spaces, savannah grass lands to rugged rocks, to the red and white sand dunes of the Kalahari Desert and the rich succulent Karoo with the richest succulent flora on earth of which 69% are endemic to the Northern Cape.
	Flowers	Annual flower display.
	Skies	Astronomy and stargazing (SKA and SALT)
	Coast and water	Diamond Coastal Route, Shipwrecks, Diving, Diamonds. Vaal River, Vanderkloof Dam, Orange River
	Palaeontology	Wildebeestkuil/ Frazerburg Dinosaur Walks
<b>Real Adventure Experiences</b>	Air	Paragliding, gliding, parachuting,
	Water	Cave diving, diving, shipwreck diving, skiing, fishing, kayaking, canoeing, surfing
	Land	Spinning and drifting mountain biking, wild runs, skateboarding.
<b>Real Culture Experiences</b>	Heritage	Anglo Boer War Battle routes, World class museums and collections, NC "firsts", railway, diamonds, tramline, stock exchange
	People	Birth place of prominent struggle personalities, Nama and Khomani San cultures, small town hospitality and friendliness, unique food Richtersveld and Khomani San Cultural World Heritage sites and monuments
<b>Science</b>	Astronomy Palaeontology	SKA/ SALT

## 5. EVENT REQUIREMENTS

To remain a competitive and desirable destination the Northern Cape has to present a portfolio of diversified events which support the brand positioning culture, nature, adventure and extreme sport.

Event organisers should clearly demonstrate how their proposed event will deliver on the objectives and criteria outlined herewith below.

CATEGORIES	REQUIREMENTS
Brand Positioning	<ul style="list-style-type: none"> <li>• Demonstrate how the event will contribute to the unique positioning of the Northern Cape as a competitive domestic leisure events destination</li> <li>• Demonstrate how the event is different from other events on offer in the Northern Cape</li> <li>• Demonstrate the alignment to one or more of the brand pillars</li> </ul>
Compliant	<ul style="list-style-type: none"> <li>• The business is compliant and has all applicable business licenses, insurance, permits and legislative requirements in place to operate legally.</li> <li>• Be in business at least one year, with a proven track record for safe and professional operation.</li> <li>• Demonstrate an adequate budget and marketing plan</li> </ul>
Grow arrivals and Spend (Volume and Value)	<ul style="list-style-type: none"> <li>• Demonstrate how event could contribute to increased visitors to the destination and spent within the destination</li> <li>• Demonstrate how event will attract participants / visitors from outside the province</li> <li>• Demonstrate how the event could encourage increased length of stay</li> </ul>
Grow destination awareness	<ul style="list-style-type: none"> <li>• Demonstrate how marketing of event / media partnerships can heighten destination awareness</li> <li>• Demonstrate public relations and media opportunities to the NCTA for destination awareness and promotion.</li> </ul>
Branding and Marketing Opportunities	<ul style="list-style-type: none"> <li>• Demonstrate opportunity for co- branding and marketing opportunities</li> </ul>
Skills Development	<ul style="list-style-type: none"> <li>• Demonstrate how the event will transfer skills to Northern Cape based citizens, especially to youth, women and the disabled.</li> </ul>
Indicate Rural / Community Beneficiation	<ul style="list-style-type: none"> <li>• Demonstrate how the event will contribute to and benefit rural communities and encourage their participation in the event.</li> <li>• Demonstrate number of potential part time jobs could be created</li> <li>• Demonstrate opportunities for Northern Cape based SMME's to benefit from the event (vendors, service providers)</li> </ul>

## 6. REQUIRED DOCUMENTATION FOR MARKETING AND PROMOTIONAL SUPPORT

Event organisers should in addition to the above requirements include the following in their submission for event marketing and promotion support.

- Name of Business
- Valid Business Registration Certificate
- Business Central Supplier Database compliant
- Business Unemployment Insurance Fund registered
- Indicate Events Team and their responsibilities
- Business Physical Address
- Contact Details
- Website and social media links

- Professional Affiliations
- Participation in local tourism structures
- Sustainable and responsible tourism practices

#### **.7 SUBMISSION DATE**

Event organisers should ensure that their event proposals (with 3 copies) reach the NCTA's offices by 12 noon on March 22<sup>nd</sup> 2022.

Tourism House  
15 Villiers Street  
8301 Kimberley

#### **8. ADJUDICATING COMMITTEE**

The event marketing support proposals received will be evaluated by a committee.