

Members' Newsletter

20 August 2008

Volume 1, No. 2



Johnny Masilela, Fred van Heerden and Elize Volschenk networking at the Tourism Social held Tuesday evening



Frans Molefe's Marimba Band playing for us!

GETAWAY SHOW 29-31 AUGUST 2008

With the support of Bela Bela Local Municipality for funding, we are able to send a Staff member to represent BBCTA on the Waterberg District's Stand at this prestigious event. However, we want to encourage our individual members to try and visit the show themselves to give us input for our 2009 exhibition: Please go and experience the Getaway Show and report to us so we can start planning for our 2009 delegation.

HOT NEWS FROM THE OFFICE

TOURISM SOCIAL EVENINGS LAUNCHED

On Tuesday evening 12 August 2008 about 60 stakeholders in local tourism enjoyed a social evening hosted at the new Bela Bela Community Tourism Office at the Bela Bela Waterfront. BBCTA EXCO wanted to show members the newly decorated office, whilst providing an opportunity for role-players in the local tourism and hospitality industry to meet and network. The stars of the evening were undoubtedly Frans Molefe's local Marimba Band, who entertained not only the guests at the gathering, but even other visitors to the Waterfront Restaurants, who gathered around the band playing just outside the Tourism Office.

This event was the first of several similar social gatherings planned for the following months. Elize and Dons Volschenk and their staff from Lejwe La Metsi coordinated the event and our sincerest thanks to them for this very successful evening.

BBCTA members and other stakeholders may join us per invitation for these evenings – we can only accommodate about 60 persons at a time, and the next occasion will probably be in October. Our ultimate goal is motivating everyone to work together towards promoting Bela Bela as THE tourism destination, thereby creating sustainable economic growth for the area. (See attachments for more photo's!)

NB! NB! WATERBERG ACCOMMODATION INDABA 26 AUGUST AT BELA BELA LODGE NB!

Waterberg District Municipality will be hosting an Accommodation Indaba to create awareness about the opportunities being brought by the 2010 FIFA World cup and to create a platform and expand exposure for Waterberg as a tourist destination for 2010 and beyond. The Tourism Grading Council of South Africa, the Tourism enterprise Programme (TEP) and MATCH Event Services will do presentations. IT IS REALLY ESSENTIAL THAT ALL BBCTA MEMBERS ATTEND!

Venue: Bela Bela Lodge

Date: Tuesday 26 August 2008

Time: Coffee will be served during Registration from 09:30 to 10:00 when the discussions start.

Lunch will be served afterwards, therefore **it is necessary to confirm attendance at**

014 718 3346 before or on 22 August 2008.

Only 4 months to go and its Christmas! It seems the days are just rolling by with 24 hours not being enough to fit in everything we have to do. We've been very busy at the Tourism Office, with July bringing us record figures for reservations.

Thanks to everyone who responded to the first Newsletter. We were requesting you to send the "Read" response so that we could check the e-mail addresses, so those who responded will definitely be on the mail list in future. We're resending the Newsletter to the same addresses for the **non-respondents**, hoping they'll respond this time!

Notice anything new about our NEW logo? Yes – it’s just been “3D-ed” now for even more impact. Beautiful, isn’t it? The logo is in the process of being registered as a Trademark – we’ll keep you updated. Remember we promised you that registered members of the BBCTA will be allowed to apply the logo alongside their own logo on stationery, etc. – please apply to the BBCTA (Marietjie Niebuhr at mniebuhr@telkomsa.net) in writing for permission to do so.

Come and collect maps of South Africa at the office for only R30.00 each. They may be re-sold at R40.00 or R45.00

BBCTA EXECUTIVE COMMITTEE (EXCO) MEMBERS AND THEIR PORTFOLIO'S:

- Chairperson: Marietjie Niebuhr (*Grow It Tourism Training and Development CC*) – Office Affairs 072 275 3543
- Vice-chairperson: Elize Volschenk (*Lejwe La Metsi Game Farm*) – Marketing 014 736 6000
- Treasurer: Bea Emslie (*Die Pos/The Post Newspaper*) – Finances 014 736 7323
- Fatima Lorgat (*Limpopo Tourism and Parks*) – Regional Manager Waterberg District 014 736 4328
- Johannes Matlou (*Sondela*) – Human Resources 073 228 4673
- Sam Rammutla (*Forever Resorts*) – Networking 082 354 5067
- Cas Swanepoel (*Business Forum*) – Business representative 082 781 7799
- Ferdie Pieterse (*ATKV Klein Kariba*) – Events and Resorts 014 736 9800
- Sephalo Mokgohloa (*Bela Bela Local Municipality*) – Municipal LED representative 014 736 8000
- Clement Gumbi (*Bela Bela Branding Initiative*) – Marketing and Business liaison 072 525 4459
- Johnny Masilela (*Limpopo Beat Editor*) – Media representative 014 736 2723
- Henno Müller (*Villa Palmeira Guest House*) – Activities and events 082 262 9464
- Melani de Villiers (*La Campagna*) – Events 082 789 0215

Thank you Henno!

Our June meeting was held at Henno Müller’s Villa Palmeira Guest House in Knoppiesdoring Street. Mum Rita is doing a fantastic job managing this up-market establishment! Ideally, the EXCO would love to hold the regular EXCO meetings at as many different establishments as possible during the year; this affords us the opportunity to familiarize us with your tourism product. Should you want to invite us, please call us at the Tourism Office to make an appointment.

Staff News

A hearty welcome to Amanda Moco, who started working with BBCTA on Monday. Amanda will be responsible for BBCTA fundraising as well as marketing the Tourism Office as the Central Reservations Office for Accommodation in Bela Bela. Members, do pop in to meet Amanda and make her feel at home with BBCTA. Between Esmé Njoro, our Reservations Officer, Amanda Moco, our Marketing

FUNDRAISING

The running expenses for an Article 21 tourism office are not easily recovered just from reservation commissions and membership fees and we often have to look at alternative methods to generate the required funds.

Organising a Golf Day will be the first of these projects for this year. We’ll keep you informed of the arrangements.

For any such efforts, donations are always needed to afford the participants the prospect of exciting prizes. We’re hoping to be offered donations of week-ends or mid-weeks at lodges, beauty treatments at day-spa’s, a training course, shopping vouchers – all these and more could be offered by members as prizes, but we need lots, should we be able to organise a comprehensive fundraising event.

We are also asking you to come to our assistance with new ideas: What can we do, and how and when?

Please call us to give your input!

Exco Members

We want to encourage any member who wants to be actively involved in tourism development to volunteer to serve on the BBCTA EXCO. We need your experience, but especially your enthusiasm! The latest co-options are Sephalo Mokgohloa (Bela Bela Municipality), Henno Müller (Villa Palmeiras) and Melani de Villiers (La Campagna)

Members’ Contracts

We have embarked on a process to ensure that every member engaging BBCTA to make reservations on their behalf, signs a Commission Contract with us. A contract regarding the Terms and Conditions of utilising a web page on the BBCTA web site also needs to be signed, and these forms will be sent out to the members during the next week. Please sign and return them as soon as possible! These measures need to be taken to comply with the specifications in our Quality Control Policies and Procedures Manual adopted recently.

OFFICE DECORATIONS

The greatest part of our Office decorations have been completed, and we are now really beginning to look like a real tourism office “Out Of Africa”, due to Kudu, Eland, Impala and Wildebeest trophies so graciously bestowed upon us by Estelle Nel Taxidermy! Thanks Estelle, Stephen and Staff – also for the Kudu skin adorning our floor next to the armchairs. We also want to thank Bosch en Dal Nursery for the beautiful plants flanking the water feature in the reception area. Members, please support our sponsors, they are investing in YOUR Reservation Office, so please invest in THEIR businesses too!

However, we are still in need of a medium-sized table and 4-6 more or less matching chairs, as well as 2 table lamps. Anyone who can help us? Pl-e-a-se?

PRACTICAL TIPS FROM US – again!

Remember that the BBCTA is your Association. We need your input and participation to make a success of this venture.

Please inform the Reservations Office at least weekly about your available accommodation.

Inform us of your Special Rates and work with us to communicate the Special Rates to the clients listed on our new database.

Seize every contact opportunity as a chance to advertise – therefore please supply the quotations we request for

Officer and Brenda Kutumela, our Tourism Intern, we're planning to turn the office on its head, delivering great customer service and making a difference to the local hospitality industry!

Welcome, New Members!

A hearty welcome to newest members Ian and Jill Smithies from The Shack, an Irish Pub on the Alma Road.

the clients printed neatly on a letterhead (no scribbled faxes please!)

Please supply us regularly with ample updated brochures for our shelves. Telling walk-in clients about your accommodation is not sufficient, they want your brochure from us.

Book a site trip for the Reservation Staff to your product so they may see for themselves what you offer. Remember, they are your personal local reservations agents!

We hope the September Holidays bring us all good business!

Tourism regards to you all till next month!

Marietjie Niebuhr

TOURISM SOCIAL EVENINGS LAUNCHED

Table Decoration



Guests:





Marimba Band

