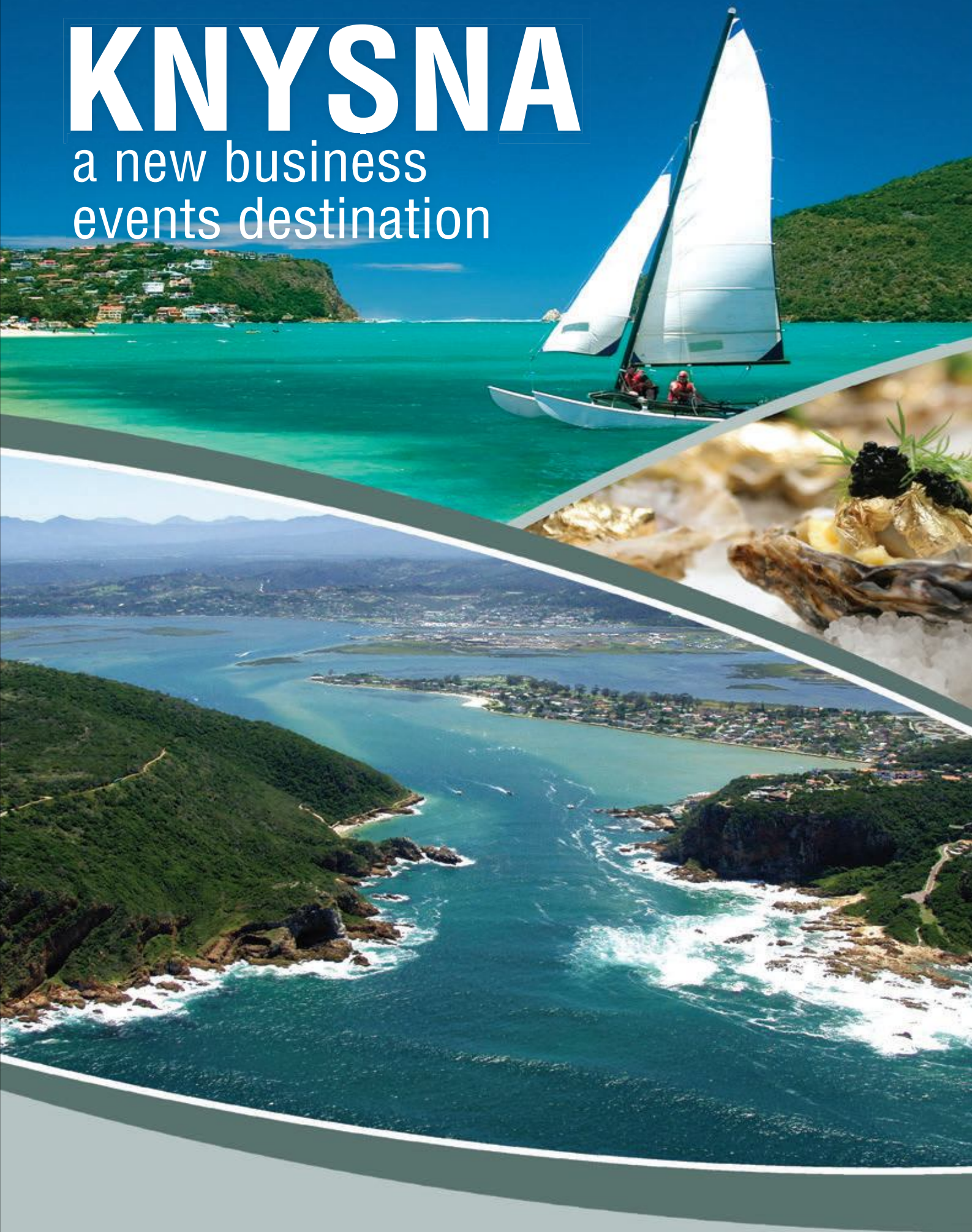


KNYSNA

a new business
events destination





Welcome to Knysna.

Message from *the Mayor*

Knysna ... the one-of-a-kind business events destination

Welcome to the events centre of the Garden Route. "Event hosting" has received considerable coverage in the business press recently, and while you may associate Knysna with tourism, it is important to understand that the meetings business is not simply a subset to tourism. The business of "meetings" is closely associated with the business of "events" and, in Knysna, we have the advantage. We have the resources and skills to offer Knysna as the "one of a kind" business events destination.

You will have seen the recent headlines: "Conventions Bureau nets 87 events for SA"; "The meetings industry has considerable potential for growth ... event hosting is more than just tourism."

The components of a successful, and indeed beneficial, "business

event" comprises first accessibility and accommodation. Centrally positioned on the Garden Route, we are accessible to the national hubs and we have a mature, high quality accommodation enterprise from 5-star hotels to 5-star B&B's.

Our restaurants cater for all tastes from epicurean to take-away. From the "R&R" package, we start from the lagoon and then carry on to the beaches, the forest, the nature reserves, the hang-gliding, fishing, golf, cycling, eventing, and ... and ... and ...

I am convinced we can offer your business event more in terms of a "total" experience.

We look forward to hosting you. ●



Georlene Wolmarans, Knysna Executive Mayor

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COVER: Two views of Knysna's famous Heads – one from the lagoon and the other an aerial view from the sea which was supplied by Knysna Tourism.

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This supplement in *Business Events Africa* was produced by Contact Publications (Pty) Ltd

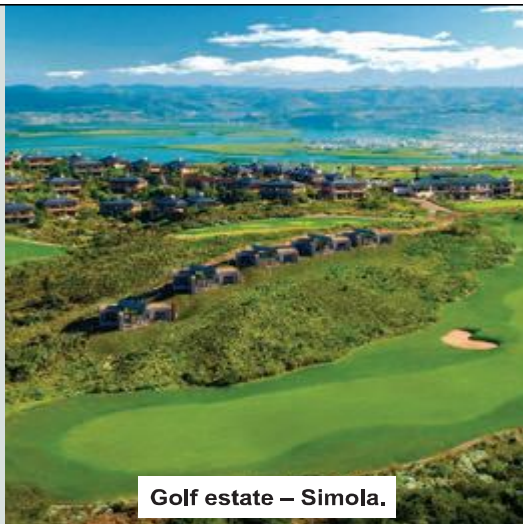
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Opening function, Knysna Oyster Festival.



Golf estate – Simola.



Speed Festival – hill climb.

Business events with a difference

Tourism is the main driving force of Knysna's economy. The town's economy is dependent on tourism and, as a result, is geared towards offering visitors the best experience possible. Knysna experienced tremendous growth and development over the last 10 years and the tourism offering developed with it. The town now boasts an array of 5-star establishments to complement its accommodation variety, and offers an excellent range of activities in and around the town.

Knyсна has everything to make it a top-class incentive destination. The area offers sophisticated and contemporary venues, stunning hotel options, cultural entertainment, extremely experienced guides and superb gastronomy and catering.

There are an abundance of activities for travellers of all ages, making it especially well-suited for group trips. Plus, the tourist infrastructure is so impeccably developed that an idea for an event or activity that is not already on offer, can be made a reality.

The result of a highly effective tourism development programme, the area also lends itself to community-based incentive activities. Knysna Tourism has a dedicated tourism development officer who works with local homestays, township guides, the Rastafarian Village and other community-based operators to offer true cultural experiences.

Groups can be as involved as they want to be, and in the past, corporates have even helped to establish community gardens.

The area caters for business meetings, incentives, teambuilding sessions, special interest groups and conferences, and will tailor-make itineraries to suit the needs of the specific group, creating inspirational ideas for unique programmes and exclusive events.

The objective of developing the brand Knysna is not just merely to focus on leisure tourism, but to expand the economic opportunities to attract investment into Knysna and the Garden Route.

WHY INVEST IN KNYSNA?

Knysna is the ideal location to establish and expand a business. The Knysna economy is the third largest economy in the Eden District, with a total gross geographical product of R2,3-billion in 2011, according to StatsSA (2013). The leading sectors are finance and business services and wholesale, retail, trade and accommodation.

The key reasons for investment in the Knysna economy and its people, include:

- Good infrastructure and basic services.
- Accessible via road (N2), rail and air (George Airport).

- World-renowned tourist destination.
- Foreign investment opportunities.
- Sufficient housing opportunities.
- Low crime rate.
- Excellent business support services.
- Ample industrial land and commercial space.
- Excellent educational facilities.
- Labour opportunities.
- Sound regulatory environment.

Investment opportunities in Knysna vary from property investment (commercial, industrial and residential) to investment in innovative industries relating to renewable energy and IT. Knysna is a destination

Continued on page 2





Knysna On Stage Concert.



Sabrina Love Challenge, Plettenberg Bay.



Ard Matthews Concert – Lost Plot.

Continued from page 1

which has an established global brand and this needs to be used as a key selling factor to attract sustainable investment into the local economy.

The tourism industry will always be a main contributor to the local economy. It is important that the tourism attraction value of Knysna continues to grow through product identification and development to ensure growth in visitor numbers to our beautiful town.

It is intended the Knysna tourism product be extended to include the "Business Events Knysna" brand. This brand will offer the widest possible range of products and services to meet the needs of the most discerning clients in search of creating a "One of a Kind" experience.

The Internet as an important marketing tool for the businesses of Knysna, in particular tourism, is a given. An audit will be conducted with the objective of evaluating ways of improving the Knysna footprint on the worldwide web. A new digital business directory, providing local businesses with free listings, will enhance Knysna's drive to support the promotional endeavours of small business.

An industrial development strategy to revitalise Knysna's industrial zone and attract new tenants is in the developmental phase. This programme is running in parallel with a CBD revitalisation scheme to ensure the businesses currently operating from the CBD are encouraged to upgrade and develop their businesses.

Knysna is very focused on utilising the local environment as an asset and promoting an industry which is linked to renewable energy. Knysna needs to be linked to the regional economies with complementary cluster activities, for example Mossel Bay can be used to import or export heavier industries products to and from the town to start a value chain for a new industry.

Knysna is focusing on developing the use of technology for industry specific processes for the purpose of the manufacture of products compatible with the local environment. Locally manufactured products can readily be transported to Port Elizabeth for national and international distribution.

Knysna ... incentive destination of choice

KNYSNA is an incentive travel must. What better way to optimise value from hosting an in-house event in Knysna than to link it to an incentive travel reward? Once the business meetings are over, give performance award-winners an extended stay for a long weekend. A special weekend award programme, taking in some of the Garden Route and Klein Karoo experiences, will leave talented employees rewarded and motivated.

Incentive packages relate to the following:

- 5-star accommodation.
- Luxury transport.
- Specialised sightseeing programme.
- Catering services.
- Adventure tourism.
- PGA golf experience.
- Holistic rejuvenating spa treatments.

REASONS TO ORGANISE A CONFERENCE OR MEETING IN KNYNSNA

Knysna offers a complete host of products and features for business events which are not looking for the large convention centre experience, but more aligned to the smaller (200+), unique and innovative business requirements.

The way Knysna has geared itself towards expanding a well-run tourism industry into the business events industry is linked to the following unique selling factors:

1. Extraordinary experiences to stimulate creative thinking and strategies: A conference, summit or meeting needs to inspire to be beneficial and alter the way people think to get results. Through unforgettable experiences, delegates will learn to handle

business challenges in new and innovative ways in a town which is known for characteristics such as creativity, invention and nature inspired solutions. The wide open spaces, natural beauty and adventure will encourage these experiences.

2. Big City partnerships. The international exhibition and event centres of Cape Town, Johannesburg, Pretoria, Durban and Port Elizabeth, to name but a few, can take advantage of the "One of a Kind" offerings by partnering with Knysna for pre- and post-event tours. In this way the large centres can make a contribution to the development of small coastal towns and add value to the offerings of organisers.

Top achievement for Knysna

KNYSNA is one of South Africa's best known travel destinations and was recently voted the second best city in Africa on *Condé Nast Traveller* magazine's World's Best Cities list. The beautiful coastal town came second to Cape Town and beat Marrakech (Morocco), Fez (Morocco) and Cairo (Egypt). This is quite an achievement for a small destination, among many in Africa.

Knysna scored an overall Readers' Choice rating of 72,2 (out of a possible 100) for criteria such as ambience, friendliness, lodging, restaurants.

The top five destinations in Africa were as follows:

1. Cape Town
2. Knysna
3. Marrakech
4. Fez

5. Cairo

Knysna has also been voted as one of the Top 100 Destinations in the World and one of the Top 25 in Africa in the *Trip Advisor Travellers' Choice Destinations Awards*.

It is then not surprising that both France and Denmark selected Knysna for their base camp destination during the 2010 FIFA World Cup!

3. Impressive track record: Knysna has an impressive track record and global tourism respect with regard to various awards and accolades. Conde Naste readers recently voted Knysna Africa's second best tourism destination.
4. Well-established industry and infrastructure: Knysna has a well-established conferencing and business events industry and any business will receive a friendly, professional service whatever the need, i.e. conference venues, accommodation, destination management companies, conference organisers, meeting planners, exhibition or event organisers, AV and production services, venue IT or décor services, transport, speakers or translators can be sourced from local service providers in and around Knysna. All corporate gifts and conference or meeting stationery, can be handmade using local SMME's who have been trained and developed to increase the multiplier effect of the actual event on the local economy.
5. Any size, any budget: Conferences and business events of any size are catered for in a wide variety of inspirational settings. Imagine having a meeting in the Featherbed Nature Reserve followed by a sailing experience on the Knysna lagoon? In Knysna, anything is possible when seeking a solution which is dependent on an inspirational thinker who benefits from a tranquil setting.
6. Easy to connect: With more than 40 international airlines flying to South Africa, three world-class international airports, numerous domestic airports and airlines, charters and coaches, and an extensive modern road network, getting to and around South Africa is easy. Conference and meeting venues are equipped with state-of-the-art technology and the country's telecommunications network, which saw a major upgrade in the run-up to the 2010 FIFA World Cup, makes it easy to stay connected.
7. Diverse leisure and holistic experiences: Knysna is renowned for its natural beauty, which inspires both time to reflect and recharge, as well as time to push personal boundaries with the widest range of adventure activities for teambuilding. Definitely include a complete experience for mind, body and soul, such as playing golf, having a soothing massage in unique surrounding, or doing volunteer work in under-privileged communities such as Masifunde.
8. Green meetings: Knysna Municipality is a leader in nature-inspired solutions, with various events and programmes being undertaken as part of the "Naturally Knysna" initiative. Many opportunities exist for companies to include corporate social responsibility activities into their meeting agendas. A unique opportunity exists in Knysna for companies to link their events and meetings to the "Blue Economy".

ADVERTORIAL

CONRAD PEZULA RESORT & SPA

conferencing at another level



Conrad Pezula Resort & Spa is located in Knysna on the Western Cape coast, conveniently positioned on the Garden Route between Cape Town and Port Elizabeth. With sweeping views of Pezula Championship Golf Course, the distant Indian Ocean and the Knysna Lagoon, it is a haven of peace, privacy and luxury.

Conrad Pezula is an ideal getaway for executives wanting a wide spectrum of leisure, sporting and business facilities. The hotel has a brand new conference room, sub-dividable into 3 configurations to accommodate both 40 and 60 delegates, or in its largest option, one spacious meeting room for up to 140 delegates. The rooms are air-conditioned with state-of-the-art IT and audio visual equipment. Guests have complimentary use of the 24 hour Business Centre and can enjoy free access to a Wi-Fi network wherever accessible throughout the hotel.

Accommodation is in 83 spacious suites, each with private balcony or patio, climate control, satellite TV, DVD player, walk-in wardrobe and complimentary Wi-Fi. A well-stocked pantry kitchen, drinks cabinet, log fireplace and under-floor heating in the bathrooms complete the

luxury experience.

Delegates have use of the award-winning Pezula Spa, including a well-equipped gym, 12m heated indoor pool, sauna and steam room. The spa also offers a Medi-Spa facility, sunbed, hair salon and nail bar.

Dining options include Zachary's gourmet restaurant, café Z for casual dining and The Boma, which offers an authentic African experience.

The resort's on-site activities are ideal for team building and include golf on the famous Pezula Championship Course, hiking or horse riding through Pezula's indigenous forests, canoeing on the Noetzie River, mountain-biking, tennis, archery and pétanque.

Conrad Pezula is currently offering a comprehensive TWO NIGHT EXECUTIVE PACKAGE SPECIAL for just R1899 per person sharing per night, and includes transfers to and from George Airport, two breakfasts, two sumptuous dinners, a full day conference with two tea breaks and lunch. Bookings must be made by 31 August 2013. For more info, contact: Ilse.Coetzee@conradhotels.com or call 044 302 3333 Website: conradpezula.com



Cell C conference, Pezula.



Corporate beach banquet, Moroccan theme.

Connect with Knysna ... connect with your audience

THE Knysna Connection Group was established in 2012 to support Knysna's strategy to develop more opportunities for its businesses to tap the area's growing market of tourists and passing traders. The focus is on building a calendar of trademark events in the town – each one presenting a platform for direct engagement with consumers. They are designed to become flag-marked property for appropriately-aligned brands and businesses.

Jo Melville, ex-owner and managing director of Exhibitions for Africa, has put her wealth of experience of business-

to-business marketing into the work plan of The Knysna Connection Group – delivering measurable positive results in on-going business development projects.

Knysna's annual Pick 'n Pay Oyster Festival has demonstrated, year-on-year, how well-placed, well-equipped and well-prepared Knysna is to market and manage high profile events of the grandest scale, successfully for the benefit of the sponsor, Knysna's traders and its communities.

Now in its 30th year, the Oyster Festival attracts more than 65 000 visitors over 10 days – in winter!

"Foodies" from far and wide, target this festival and then run/pedal off their excesses in the forest marathon and/or cycle tour, both of which attract fanatics of these pursuits, of all ages, to Knysna.

At this Oyster Festival, there are more than 100 fringe events – catering to gastronomic, sporting and holidaying families each year.

The Knysna Oyster Festival is a not-to-be-missed fun event.

This year, The Knysna Connection Group, with AV Design and Sit Up and Listen, is focused on more Knysna signature events. Each will have its own title with secondary

Why should you visit Knysna?

SURROUNDING Knysna are the towns of Sedgefield, Brenton, Noetzie, Rheenendal and Buffalo Bay. Indigenous forests, fynbos, lakes, rivers and mountains and beautiful coastlines combined with a moderate climate, make the Knysna area a natural Eden for flora and fauna lovers.

HERE ARE SOME OF THE REASONS WHY THIS DESTINATION IS A WORLD FAVOURITE:

1. Perfect weather all year round for outdoor activities.
2. A destination which is known for its undisturbed unique natural beauty.
3. A blend of luxury and affordable tourist activities and facilities.
4. World-class adventure and sport activities and attractions.
5. Mecca known for the shopping, food and culture experience.

There is so much to do in and around Knysna. Most visitors who spend only two or three days in Knysna usually regret they

did not allow more time to discover the many wonders of the area.

Fishing and sailing on the Knysna Lagoon is very popular and if golf is your game, there are a number of very good golf courses to choose from, such as Simola, which takes its place as one of South Africa's premier golfing destinations. It's also the first Jack Nicklaus Signature course on the Garden Route, Pezula Championship Golf Course is a stunningly beautiful golf course, which is a sweeping spectacle of fairways and greens rolling through the pristine Southern Cape landscape.

For nature and eco-lovers, there are hiking trails, bird, dolphin and whale watching. Knysna is South Africa's mecca for adventure activities. It offers so many exciting activities – abseiling, bungee jumping, quad biking, paragliding, microlite and power glider flights. Also kayaking, canoeing, black water tubing, mountain bike trails, paintball, scuba diving and more.

For the more sedate, there is always shopping and eating at the numerous restaurants in Knysna and along the Garden Route. Knysna boasts at least 50 restaurants, pubs and fast food outlets. These cater for all tastes and budgets. Knysna oysters are becoming famous around the world, and visitors love to begin their evening's activities with a delightful sundowner of beer and oysters at the Oyster Bar. The Waterfront has a great atmosphere on a warm summer evening and offers every type of food from ho-hum hamburgers to delicious *cordon bleu* treats.

Knysna is situated in the heart of the Garden Route, and is a very convenient base from which all the marvellous attractions can be visited. Suggested day trips from Knysna include:

- Tsitsikamma
- Plettenberg Bay
- Wilderness
- Mossel Bay
- Oudtshoorn



Karoo to Coast Cycle Race.

sponsorship opportunities:

- The Knysna Lagoon Challenge – during the Oyster Festival, the Lagoon Challenge is for those competing in the Big5 Challenge and a popular secondary event for families;
- The Knysna Heritage Day Braai Fest – taking place in Knysna on 24 September each year, allows the sponsor to associate its brand image with an annual family event, recognising the arts;

- The Knysna Sunset Series Concerts – two outdoor concerts taking place over the December holidays, each with a different artist line-up and audience appeal (jazz/ rock/ classical).

While working with potential sponsors to develop these “pre-packaged” assets, The Knysna Connection Group will also be working with the businesses of Knysna, to develop bespoke events in support of the “theme event”.

To select your “sponsorship” package and find out more about the potential benefits of these marketing opportunities in Knysna, or on developing new events in the area, contact Jo Melville of The Knysna Connection Group:

tel: 044 381 0270

cell: 082 558 5430

email: leander@acenet.co.za

AV Design – Knysna’s leading AV supplier

AUDIO-VISUAL Design (AV Design) was started in Knysna in 2008 when owner **Trevor Niksch** relocated with his family to the Garden Route.

At that time there was no professional



technical supplier to the events industry in Knysna, and this gap was soon filled by AV Design. Mr Niksch comes from a professional events background spanning more than 20 years in Johannesburg and abroad, working as an event manager on corporate events, production manager on International artist tours to South Africa, and as a sound engineer in the US and UK.

AV Design is the main audio-visual supplier to the annual Knysna Oyster Festival, the preferred AV supplier to the Simola Golf Estate, the Premier Hotel Knysna, the Knysna Municipality, and Knysna Tourism, to mention a few.

They are equipped to supply clients all their video, sound, lighting and staging needs for any event, whether it be a conference, banquet, public event, music concert, or exhibition. With all the necessary expertise and modern industry-related equipment, any event is in safe hands with AV Design.

Is your message clear?

Make sure you use the right audio-visual equipment supplier for your event!

AV

design

www.avdesign.co.za
044 384 0915, info@avdesign.co.za
Knysna, Garden Route





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HOTELS & RESORTS

Dear M

We have had the most brilliant! We've been finishing a round of golf in my

Ushaka tomorrow afternoon. We are off to a game drive @ Mpungo over the weekend.

But I will update soon to tell you all about our adventures.

Love ya xoxo

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