

TOUR PACKAGING OPPORTUNITIES



UGU SOUTH COAST TOURISM

THE KZN SOUTH COAST

PARADISE OF THE ZULU KINGDOM

The KZN South Coast is highly popular with domestic and international travellers, who return again and again to this Paradise, because of the sunny weather, warm Indian Ocean, 39 golden beaches, superlative natural beauty, diversity of eco-adventure activities, affordability and friendly locals.

The KZN South Coast is easily accessible from King Shaka International Airport and the N3 highway and starts about 30 minutes' drive from Durban in Scottburgh, continues 120km down the coast to Port Edward and inland to Harding.

Apart from the breath-taking scenery, the destination is also known as the Golf Coast featuring 11 top golf courses, and experiences such as the Sardine Run phenomenon #GreatestShoalonEarth, world-class diving at Marine Protected Areas, Aliwal Shoal and Protea Banks, world's highest gorge swing at Oribi Gorge, 7 permanently managed Blue Flag beaches, world's smallest desert, over 380 bird species, rare breeding colony of Cape Vultures, and so much more... check out some of the tour packaging opportunities and let us know your interest, so we can help in putting together KZN South Coast packages



UNIQUE SELLING POINTS...

• SEASIDE:

- 120km of beachfront with 39 unique golden beaches to suit all needs
- Diverse destinations with well-established coastal product from camping & caravanning to B&Bs, holiday flats & houses; eco resorts; timeshares to 5-star hotels
- 2 Expanded Marine Protected Areas (MPAs) offering unsurpassed diving & shark cage diving, Aliwal Shoal & Protea Banks
- 7 Blue Flag Beaches, the highest number of permanently managed Blue Flag beaches in Africa
- One of only 2 private beaches in SA

• ADVENTURE & SPORT:

- Oribi Gorge - longest & fastest zipline in southern Africa; world's highest gorge swing; Leopard Rock
- South Africa's longest water tubes are on our doorstep
- Top surfing destination; water sports; fishing incl. rock, surf and deep sea fishing
- Premier national & international championship events incl. golf, MTB, trail running, Enduro, Netball, Rugby, Bowling, Fishing, Motorsport
- Golf Coast – 11 golf courses within easy reach of one another
- Home to one of SA's top and most scenic raceways – the Dezzi South Coast Raceway; top Enduro bike destination
- Award-winning adventure operator, Wild5Adventures offering river rafting; abseiling; gorge swing; suspension bridge; paintball
- Lake Eland Game Reserve - Africa's longest and fastest zipline; game viewing; MTB & hiking trails; fishing; canoeing; 4x4 trails; horse riding
- Plenty MTB and hiking and running trails through scenic forests, plantations and coastal reserves
- Umtamvuna River Lodge offering wide range of top water adventure activities in scenic surroundings
- Shark cage diving and scuba diving, including with tiger sharks, multiple shark species per dive

• CULTURE & HERITAGE:

- Rich Zulu culture
- Authentic rural and cultural experiences e.g. KwaNzimakwe, Nyandezulu, famous Mselekus and Wild-SouthCoast Walk; Great Drives Out
- Awe-inspiring Zulu dancing & youth singing performances
- Unique township experiences e.g. Gamalakhe time travel
- KwaXolo caves feature San paintings that are older than 100 000 years
- Maiden's Ceremony, a traditional annual Zulu event that takes place annually, where girls participate in the traditional dance of the maidens to celebrate their purity and to be chosen for possible inclusion in the famous Reed Dance



... UNIQUE SELLING POINTS

- **NATURE:**

- Paradise of the Zulu Kingdom; lush vegetation; hibiscus flowers; dense forests
- Sardine Run, the #GreatestShoalonEarth, natural phenomenon that brings millions of sardines to South Coast between May-Aug
- Breathtaking forests, gorges such as Oribi Gorge & Umtamvuna, farms
- Red Desert – smallest desert in the world; unique botanic & archaeological interest
- Reptiles - biggest reptile farm in Africa (Pure Venom); 2 major crocodile farms
- Game reserve plus 9 nature reserves; over 30 nature trails
- Ubiquitous Samango monkeys
- Spectacular waterfalls Nyandezulu Waterfall, Lehr's Falls and Samango Falls and urban waterfall, Uvongo Falls and numerous rivers incl. the mighty Umtamvuna and Umzimkhulu rivers
- Top Birding spot offering a variety of habitats from coastal and wetland environments to forest, woodland and grassland. The Afromontane forests and the rich subtropical forests overlap to give rise to diverse and unique birdlife, representing over one third of the total number of birds recorded in the Southern African sub-region, incl. many rare bird species; see coastal forest birds and Afromontane species in the same forests and spot birds from a list of over 380 species
- Vulture hide and restaurant tours to observe 120-bird breeding colony of vulnerable wild Cape Vultures in their natural habitat; approx. 8000 left in the world and near endemic to southern Africa
- Agri tours incl. banana tours; coffee tours; sugar tours; tea tree oil tours, etc.

- **EVENTS:**

- 300 diverse event days
- 365 all-year events destination, always something to do for everyone
- Annual Sardine Season Jun-Jul
- Beach festivals every season – Summer; Autumn; Winter; Spring
- Annual South Coast Bike Fest, Africa's premier bike fest
- Every Summer Season, the Mayor of the Ray Nkonyeni Municipality personally welcomes holidaymakers with goodie bags



OPPORTUNITIES...



...OPPORTUNITIES

- **THE GOLF COAST** – The KZN South Coast, with its 120km coastline, is also known as The Golf Coast, incorporating 11 golf courses within easy reach of each other, making it extremely attractive and convenient for golf getaways and weekends, with playing all or a choice of these renowned golf courses, but staying at only 1-3 of the golf courses. Golf courses include Umkomaas Golf Club, Scottburgh Golf Club, Selborne Park Golf Estate, Umdoni Park Golf Club, Port Shepstone Country Club, Harding Country Club, Margate Country Club, Southbroom Golf Club, San Lameer Golf Course, Port Edward Country Club and Wild Coast Sun Country Club.
- **LEISURE EVENTS** – The KZN South Coast aims to entertain visitors year-round as part of its “Your 365 destination”. Some of the region’s key flagship events offer great packaging opportunities, incl. South Coast Bike Fest™ (Africa’s premier biker & music festival), Ugu Jazz Festival, Ugu Film Festival, South Coast Lions Show (family & entertainment festival), Southbroom New Year’s Eve Party, Ramsgate Book & Art Festival, etc. A comprehensive, regularly updated event calendar is published on www.tourismsouthcoast.co.za
- **SPORT EVENTS** - SA Women’s Masters (2nd biggest women’s golf event in SA), South Coast Fever MTB Series (unique terrains all in one mountain biking series – desert, beach, forest and game reserve), South Coast Extreme (off road motor cycle), Hibiscus Coast Challenge (50km marathon, last qualifier for Comrades marathon), Matat2Pont (3-day Enduro motor bike challenge from Matatiele to The Pont), as well as a variety of major bowling, golf, fishing, diving, surfing, trail running, rugby, motorsport, tennis and pool tournaments, etc. As of this year, the KZN South Coast is also an official destination for doing swimming times at sea level, which is expected to have a huge take up

MORE OPPORTUNITIES...



... MORE OPPORTUNITIES

- **MICE** – The KZN South Coast is an emerging business tourism destination that is ideally suited to smaller, intimate conferences and special events accommodating a maximum of 300 delegates seated cinema style, up to 400 for a banquet with establishments having up to 900 rooms. The destination has a full range of accommodation to suit every budget and need. All amenities are conveniently close and teambuilding in scenic surroundings can be eco-active, cultural & adventurous.
- **NICHE** – The KZN South Coast has the following generic & niche markets that can be targeted with tour packages: Beach & Leisure Lover; Adrenaline & Enduro Junkies; Marine Explorer (fishing & diving); Avitourists (birding); Mature Mobiles (retired); Adventurists (eco-active); Informal Relaxer (camping & caravanning); Sports & Leisure Participator; MICE Responder; Golfing Activator; Pleasure Seeker (youth); Emergent Spender
- **BEACHES OR REGIONS** – The KZN South Coast has numerous coastal & hinterland villages and towns, for ease the following regions can be grouped: **Scottburgh & surrounds** (Scottburgh, Pennington, Rocky Bay, etc.); **Port Shepstone, Oribi Gorge & surrounds** (Port Shepstone, Oribi Gorge, Umtentweni, Southport, Pumula, Umzumbe, Hibberdene, Sea Park, Ingeli, Harding etc.); **Margate & surrounds** (Margate, Ramsgate, Uvongo, Shelly Beach, St Michael's on Sea etc.); **Port Edward & surrounds** (Port Edward, Leisure Bay, Glenmore, Munster, Mpenjati, Palm Beach, Trafalgar, San Lameer, Marina Beach, Southbroom, Umtamvuna Gorge, etc.)

MORE OPPORTUNITIES...



... MORE OPPORTUNITIES

- **SARDINE SEASON** – The Sardine Season takes place during the winter school holidays, June/July annually and is when the Sardine Run - a spectacular natural phenomenon which sees millions of sardines pass and arrive on our shores with predators such as dolphins, whales, sharks and Cape Gannets in tow - is expected to make its appearance. In 2018, the KZN South Coast had a huge, exciting Sardine Run that lasted for weeks over the holidays, plus the destination puts on multiple events during the time to entertain visitors, including deep sea fishing competitions, beach events, family and entertainment festivals.
- **SHO'T LEFT** – The KZN South Coast has so much to offer the domestic and emerging tourist and packages can easily and affordably be put together and featured on the popular Sho't Left site
- **HOLIDAYS** – The KZN South Coast is the most popular South African holiday destination due to its great beaches, warm Indian Ocean, diverse activities, sunny weather year-round and affordability. Each school holiday is a great opportunity to package the destination, beach & leisure events are organised for these peak periods at various beaches and inland to keep the visitors entertained during their holidays

MORE OPPORTUNITIES...



... MORE OPPORTUNITIES

- **LAST MINUTE** – The global last-minute booking trend can also be seen locally and in a survey conducted during Summer 2018, this is exactly what we found, the majority of the survey responders have booked less than a month before they visited, make sure you have packages and offers to attract these spontaneous tourists
- **WEDDINGS** – The KZN South Coast is a highly popular wedding destination, due to its exceptional natural beauty, choice of beach and forest wedding venues and affordability
- **GREAT DRIVES OUT** – Launched by Ugu South Coast Tourism, the Great Drives Out is an initiative that promotes the culture & heritage attractions and experiences in the hinterland, these include KwaXolo Caves; Uthando Nes'Thembu homestead, KwaNzimakwe and Nyandezulu. Currently the focus is on packaging KwaNzimakwe and Nyandezulu, both authentic rural villages with a variety of experiences and tour guides, close to the beach venues.

THANK YOU



WWW.TOURISMSOUTHCOAST.CO.ZA

CONTACT: KAY ROBERTSON: 071 603 8083 / MARKETING@TOURISMSOUTHCOAST.CO.ZA

