

Contact
Riebeek Valley Tourism
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 tourism@riebeekvalley.info
 www.riebeekvalley.info
 f riebeektourism
 t rvttourism



The Riebeek Valley Magical Times

The
Riebeek Valley Tourism
 office is staffed by either Julita
 or Glenda, who are happy to
 assist you. Please support them
 and make sure your information
 is always up to date.

AUTUMN 2017

Tourism *appeal*

Tourism and specifically the attraction of visitors relies upon perceived **appeal** – what there is to do, to see, facilities, accommodation, places to eat and drink; essentially to enjoy. In other words, we must inform visitors clearly and simply.

To this end we have had a dedicated website that has existed for many years. In a Google search it appears as no. 1: **www.riebeekvalley.info** – it contains information for visitors, whether they are contemplating a trip, or are already in Valley. This is backed up by a clearly related email address: **tourism@riebeekvalley.info** – these are the only **official** tourism contacts.

Social media plays an increasing rôle in marketing and we are prominent on **facebook** and **twitter** – all of us contribute to promoting the Valley so please remember to **LIKE** and **SHARE** so we can get the magical message out.

A **brochure** is also produced annually, as a tool in other tourism offices, tourism events and shows, or for those preferring a hard copy.

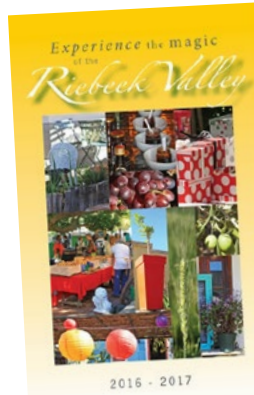
Information and **photography** is being continually supplied to tour operators, publications and bloggers.

And finally there is the human touch, in our case the warm and friendly **Julita** at the office on the square. She has worked tirelessly since she joined us to promote and sell our product. If you have not had the time please pop in and say hello, and tell her what you do so she can spread your word too.

Members of the committee attend meetings with other related tourism organisations, such as **Swartland**, and **West Coast Regional Tourism** to keep up with events and communicate what we are doing.

Of course all this comes at a cost, funded by our **membership fee**. A subsidy is received from Swartland Municipality but it does not cover all the finances required to run the operation. Please consider this as an important part of your marketing; spreading your budget and cutting back on tourism dilutes our ability to market this magical place!

Support by all in the Valley is vital, and appreciated.



Riebeek Valley olive festival

The festival is over, the frantic preparations, meetings by the Olive Festival Committee and Riebeek Valley Tourism, marketing strategies, the advertising campaign are behind us for another year.

A big thank you too to all those who took part and supported the event. Not only does it create a massive volume of visitors over the weekend, but it has long term aspects for those who came, or saw the publicity.

The response to the festival has been overwhelmingly positive.

WELL DONE THE MAGIC VALLEY!

www.riebeekvalley.info

and please don't forget to **LIKE** us

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