



NMBT

NELSON MANDELA BAY

tourism
ANNUAL REVIEW

2012/13



nelson mandela bay
TOURISM
PORT ELIZABETH | UITENHAGE | DESPATCH





CHAIRPERSON'S REPORT

The Nelson Mandela Bay Tourism Board with the support of key stakeholders and role players was able to achieve most of its set goals and objectives which are contained in the strategy of the organisation. The Board as the custodian of the strategic direction was able to provide guidance to the CEO and the management team in order to keep the alignment between operations and the overall strategy. As the focus on corporate governance gathers momentum, it is indeed a pleasure to report that the Board was able to maintain the balance between compliance to governance principles whilst pursuing the organisational mandate of destination marketing.

CORPORATE GOVERNANCE

The financial year saw a properly constituted board hold their seats and adopt a Board Charter which provided guidance on the stewardship of the organisation.

Specific technical input according to board members specific skills sets was provided to the organisation through the sub-committees that were established by the Board. In order to provide the oversight on the integrity of internal controls and management information systems, the development of the risk management framework and plan was completed. Its implementation and that of a risk policy and register is closely monitored by the CEO. The decision was made to appoint internal auditors to monitor and improve compliance. A Conflict Of Interest Policy was incorporated into the conditions of service during the financial year whilst fraud and corruption reporting was confirmed to proceed through the municipalities fraud line.

FINANCIAL PERFORMANCE

Whilst the board found the year challenging, these challenges instilled a drive of determination to find new ways to succeed. Much focus was spent on alternative avenues of managing and improving the organisation's financial situation. The financial situation remained stable enough in order for the organisation to implement strategic tasks to market the destination as a preferred destination, at a minimal budget but with high impacts. It is therefore with a sense of pride that we acknowledge that the Nelson Mandela Bay Tourism Board was able to embark on a full and productive programme of work whilst successful in achieving an unqualified audit for the year of 2012/13.

SUCCESSSES

Despite the continuing economic challenges, it is worth noting that the tourism sector has made a positive injection to the local economy. Statistics show that the international visitor numbers declined, nevertheless the monetary value continues to increase. Another successful objective reached during the year was the utilisation of appropriate research methods to develop credible information on tourism streams and trends therefore providing accurate statistical data that could inform linkages to economic growth trends. It is vital that all tourism players continue to increase both their understanding and investment into the online sector. NMBT increased the use of online and social media for marketing efforts through digital platforms such as Facebook, Twitter, Pinterest, Youtube and others.

REFLECTIONS

Building a sustainable organisation should remain a key priority not only for sustainability but to increase brand visibility in the market place so as to maintain and increase market share. The financial challenges for the foreseeable future seem to remain precarious and therefore it will be imperative to continue our endeavour to become a self-sustainable organisation and to find alternative means of funding.

The improved co-operation and partnership would enable a greater reach with shared resources and prevent the duplication of mandates. Partnerships with industry, government and private sector will play a great role in the future and these relationships need to be solidified and nurtured.

NMBT BOARD

Mr Odwa Mtati Chairman <i>Jupilog Pty Ltd</i>	Mr Clifford Ngakane Vice Chairman Finance & HR Sub-Committee <i>Boardwalk Casino & Entertainment Complex</i>	Mr Azad Cassim Marketing Sub-Committee <i>Airports Company South Africa</i>	Mr Bradley Levack Marketing Sub-Committee <i>Djembe Heritage Initiatives</i>	Mr Hugh Bartis Marketing Sub-Committee <i>NMMU Tourism</i>
Mr Mike Callaghan Finance & HR Sub-Committee <i>NMBay Tourist Guide Association</i>	Ms Erika Rautenbach Marketing Sub-Committee <i>Garden Court Kings Beach</i>	Ms Zoë Waters Finance & HR Sub-Committee <i>Nelson Mandela Bay Business Chamber</i>	Ms Zola Tshetu Marketing Sub-Committee <i>Lilibo Investment Pty Ltd</i>	Ms Mandlakazi Skefile All Sub-Committees <i>Nelson Mandela Bay Tourism</i>

AUDIT & CORPORATE GOVERNANCE SUB-COMMITTEE

Dr Malcolm Figg Chairman **Anita Palmer** **Glen Zamisa** **Lionel Lindoor** **Lionel Billings**

The board will need to show tenacity and support of the strategic objectives for the new financial year and three year cycle, and promote implementation in order to gain measurable results. Much focus can be placed on branding NMB as a great city to live in as well as an active events and Meetings Industry calendar which should bring traffic to the destination for high impact growth.

STAKEHOLDERS RELATIONS

As part of the strategic objectives to improve Stakeholder Relations, much emphasis was placed on collaboration with the industry role-players and strategic alliances. The partnerships with SA Tourism, Eastern Cape Parks and Tourism Agency (ECPTA), MBDA, NMBT members and business associations improved the organisation's communications and strengthened relations. Positive and collaborative partnerships with media bore fruit as the promotion and positioning of the region as a tourism destination were realised through these engagements.

CHALLENGES

Substantial obstacles remained in terms of the ever volatile economic climate which then infiltrated on funding resources for the organisation. These budget restraints therefore had negative impacts on the possibilities of implementing important marketing campaigns. The board will continue to guide on avenues to source funding through alternative means.

Having quality attractions, products and services that are sustainable are of concern in the destination as well. Small businesses at large need to receive greater development and start up programmes in order to remain sustainable within the industry and destination. Existing attractions and sights which are not privately owned are also in dire need of maintenance and care in order for Nelson Mandela Bay to have quality products and attractions to package and market.

CONCLUSION

In closing, I wish to acknowledge the work of all the board members over the past year in ensuring that we remain on track with our strategy and business plans. The Board remained unwavering in the commitment to providing strategic guidance, support and oversight to the Nelson Mandela Bay Tourism. We applaud the CEO, the Management team and staff who remained committed and passionate in often trying times.

We would also like to thank our members, the MMC for Economic Development, the directorates of EDRS, the wider tourism sector, private sector and government agencies for their continued support in making Nelson Mandela Bay the ideal destination to live, work, play and invest.

Odwa Mtati
Chairman



CEO'S REPORT

The vision for the year under review was to play a meaningful role in establishing Nelson Mandela Bay (NMB) as a preferred international destination to live, work, play, study and invest in. To have this vision turn into a reality through the strategic objectives set out during 2012/13 was met with its own set of challenges such as the economic climate which impeded onto budget allocations which reached the lowest amount in the last 5 years. It therefore became clear that Nelson Mandela Bay Tourism (NMBT) would need to be resourceful in accomplishing these goals despite the challenges and spend smartly while finding alternative resources for additional funding. It has been an inspirational year to see the tourism sector, stakeholders and private sector collaborate to ensure that tourism continues to grow and have a positive impact on the local economy.

SUCCESSSES

Despite the global economic downturn and financial constraints; the organisation's strategic themes of growing investment into the industry and increasing tourist arrivals have fared well. Nelson Mandela Bay Tourism has achieved a number of key milestones towards the strategic objectives and visions. Even though a decline in international arrival numbers was recorded, monetary spend increased and the economic impact for Nelson Mandela Bay through tourism for the last year was in excess of R5 billion rand.

Nelson Mandela Bay is maturing and growing into a global city. During the last financial year the city has seen new unique offerings as well as tourism products which increase traffic into the destination such as The Boardwalk Convention Centre which continues to add weight to Nelson Mandela Bay's position as a key leisure and business destination. The inaugural flight of Mango Airlines to Port Elizabeth greatly boosted and supported the domestic market just in time for the summer season after One Time Airlines ceased to operate.

Continued stakeholder relations with industry role players have assisted NMBT to be flexible as well as stretch the limited budgets. Eastern Cape Parks and Tourism Agency (ECPTA) financially supported Summer Season Activities by R650 000.00 and South African Tourism (SAT) offers NMB the opportunity to participate in media hosting which then generates extensive coverage nationally and internationally. Much focus was placed on NMB as a business and sporting events destination as this is a definite way to create traffic to the destination, create activities and add to the local economy and job creation. NMB was privileged to host AFCON 2013, the Annual Ironman triathlon, Rugby World Sevens and many more iconic events.

Ongoing monitoring of our performance management system continues to ensure staff retention and build the necessary capacity to drive the mandate of the organization. As NMBT is able to generate additional funding through being a booking agent for South African National Parks it was vital to capacitate the institution and staff in order to increase the revenue through this stream. NMBT therefore sent 6 information officers to be trained on the SANParks booking system.

While ecocertification is not compulsory, it has been enthusiastically embraced by the tourism industry. Responsible and Sustainable tourism practices have long-term benefits of maintaining environmentally and socially responsible business practices and have increasingly and rightfully become a fundamental component of the visitor experience. Nelson Mandela Bay Tourism continues to support these practices and supply vital information while availing opportunities of participation during Mandela Day and Tourism Month.

NMBT was very flexible and creative in implementing marketing strategies in order to increase tourism numbers to the destination. In NMB Domestic Tourism Direct Spend amounted for about 80.7% (R3.84 billion) and foreign direct spend R 920 081 556, 19.3%, of the overall direct spend (R4.76 billion) into the Nelson Mandela Bay's economy creating a total of 37 395 jobs.

CHALLENGES

The most persistent challenge for the year remained funding allocations, whereby the funding received was less than the organisation received 5 years ago. This led to finding alternative resources in order to be more self sustainable as well as limited the projects and marketing reach that NMBT would have to undertake and implementing many cut backs

Continued lack of maintenance with regards to tourist and heritage sites were of great concern. This situation limits the tourist to walk away with a positive experience and therefore an improved offering is needed.

NMBT is very much a membership driven organisation and with the economic situation, products have to choose where to spend allocated marketing and association budgets. Many products have also halted trading leading to the closure of small tourism products. These concerns all affect the membership numbers of NMBT and the product offering when creating packages to market.

WAY FORWARD

During the new financial year I would like to see a coordinated and collaborative approach to destination marketing with all industry role players involved. This will lead to a stronger message being shared as well as budget not being wasted on duplication of projects.

Increased growth Business Events is needed for the new financial year as we have world class facilities that are able to host world class events that have a high impact on the local economy. Collaborations and facilitation is needed to be provided for the attraction of more events to the destination.

Nelson Mandela Bay will need to look into the situation of organisational sustainability.

CONCLUSION

NMBT management and staff remain enthusiastic and passionate in all the organizations endeavours to market Nelson Mandela Bay as the ideal destination.

In the year ahead, NMBT looks forward to engaging with all relevant stakeholders, members and industry role players in order to ensure a unified message which speaks to the needs of those involved.

Mandlakazi Skefile
CEO





INFORMATION SERVICES REPORT

THE ROLE OF VICS IN CONTEMPORARY DESTINATION MANAGEMENT

Visitor Information Centres continue to be a vital component for providing quality visitor services. They serve a critical function of the visitor's experience, are a major element of the Tourist Information Network and play a crucial role in the Destination Management Process. All cities and most towns have Visitor Information Centers (VICs) that focus on the needs of travelers. A visitor or tourist information centre is a physical location that provides tourist information to visitors who tour the destination and area locally. The purpose of the centre is to provide visitors to the destination with free, friendly and objective information on the area's attractions, accommodation, maps and other travel publication and promotional material relevant to the destination. They make a significant economic contribution to tourism, particularly in local and regional areas, by promoting the region, orientating visitors to local attractions by providing information that encourages them to stay longer, spend more money, experience more attractions and revisit a region. The role of VICs has, therefore, transitioned from information providers to centres of business generation through bookings of accommodation, tours and transport. They are also now seen to provide an essential role in harnessing business for the local economy by maximising the rands visitors spend in a region and funnelling them to appropriate tourism related businesses.

Nelson Mandela Bay Tourism's provision of a de-centralized information centre network system services the broader area of Nelson Mandela Bay and environs through its four strategically placed Visitor Information Centres, namely: Donkin, Uitenhage, Boardwalk and Port Elizabeth Airport. The Information Services mission is to ensure the provision of first class information service that is accessible to all. *Their objectives include:*

- Being a booking agent for South African National Parks (SANParks)
- Provide Tourist Information and Services tailored to the needs of visitors when they are in the destination
- Provide a consistently high standard of customer care
- Be both expertly informed and impartial
- Represent the best interests of all network / member stakeholders and the visitors.

THE NELSON MANDELA BAY PASS

NMBT developed the concept of a Nelson Mandela Bay Pass for 2010 FIFA World Cup (which is a smartcard that provides free admission to a variety of attractions and activities in Nelson Mandela Bay). This incorporated amongst others: museums, game reserves, scuba diving, art galleries, sightseeing tours and many more. NMBT made a number of changes to the Pass system and the offers available on the pass in the last financial year. These changes included adding more free activities and attractions instead of just offering discounts. NMBT also introduced four new pass packages, namely: a 5 in 1 NMB Pass; a school group pass; a NMB Conferencing pass as well as an Ibhayi Sunshine Saunter pass.

The 5 in 1 NMB pass is valid for longer than the normal passes but limits the user to 5 of the offers. The school pass and Ibhayi pass offers discounted rates compared to the other passes, however also limits the users to less offers. The conference pass is discounted and need at least 50 passes in order to qualify for reduced rates. The new passes were launched in the beginning of December 2012 and have shown to be more popular than the previous versions. A strong focus will be placed on the promotion of the NMB pass in future in order to grow awareness of the NMB tourism products and in order to grow the attractiveness of Nelson Mandela Bay as a tourism destination. NMBT also negotiated NMB Pass packages which include accommodation and NMB Passes and this has also shown an increase in package requests to NMBT. NMBT negotiated free entrance along with the pre booking of day visits to Addo Elephant National Park; visitors can now book in advance when going to the Park on day visits. Lastly, in May 2013, NMBT created a standalone website; * to create more awareness of the Pass which has not only increased the visibility of the Pass online but also creates more exposure for the tourism products in the city
* www.nelsonmandelabaypass.co.za

UPDATING OF 2013 NELSON MANDELA BAY VISITORS' GUIDE

A comprehensive 60-page self cover Nelson Mandela Bay Visitors' Guide was produced yet again that included tourist information on all the unique selling features of Nelson Mandela Bay as a destination. The guide was updated and 50 000 copies were printed in December 2012, in time for the Summer Season. A downloadable PDF version of the guide was posted on NMBT's website for the convenience of visitors (http://www.nmbt.co.za/uploads/1/files/doc_visitors_guide_201112.pdf). The guide, which incorporated relevant tourist information on Nelson Mandela Bay and its attractions was made freely available to tourists and visitors and was distributed extensively throughout the Eastern Cape, Garden Route and national airports via the Brochure Management franchise.

CRUISE LINER WELCOMES

Cruise liner visits to Nelson Mandela Bay increased during the 2012/13 year, when compared to the previous year when 12 vessels docked. A total of seventeen cruise liners docked at the Port Elizabeth Harbour and utilised the temporary Cruise Liner Visitor Terminal facilities offered by FPT (Fresh Produce Terminal). Repeated dockings included the Silver Wind which forms part of the Silversea Cruises fleet, which docked on four occasions in January 2013. Other regular dockings included vessels from MSC Cruises, namely: MSC Sinfonia and MSC Opera as well as the MS Deutschland which is a German-registered cruise ship owned and operated by Peter Deilman Cruises, the MS Hanseatic which is a three-star cruise ship owned by the Hapag-Lloyd cruise line and finally heading the fleet for Cunard Cruises, Queen Mary 2 which graced Port Elizabeth Harbour on 8 Apr. 2013 with a passenger capacity of 2 620 and crew / officers capacity of 1 253. Nelson Mandela Bay Tourism's Information Services, in conjunction with other tourism role players assisted with "cruise liner welcomes".

NELSON MANDELA BAY TOURISM BOOKINGS

- NMBT's online accommodation directory offered various accommodation options to the general public as well as other stakeholders.
- NMBT members could receive enquiries and bookings through various methods from NMBT's website via telephone, e-mail, online enquiry system, real-time bookings, and itinerary planner as well as from the Call Centre and the VICs. Most visitors preferred to book directly with the establishments.
- NMBT negotiated to assist with bookings for all events and conferences that NMBT was involved with as well as encouraged the use of NMBT members' products.
- NMBT remains the official booking agent for South African National Parks (SANParks) and are the only reservation offices for SANParks in the Eastern Cape.

BOOKINGS (TABLE A)

NMBT generated sales to the value of R 4 822 274.44 during the 2011/2012 financial year and saw an increase in sales to R 6 190 362.12 during the 2012/2013 financial year. The table indicates the months the reservations were made, which assist the organisation in identify when visitors start booking their holidays. The commission fields indicate potential commission generated from the sales. (SANParks currently pays NMBT 12.5% commission on bookings made). The realized sales grew from R 3 688 408.69 with realized commission of R 454 528.36 to sales of R 4 868 828.81 and commission of R 619 984.67 in the last financial year.

Cheryl Witte
Information Services Manager

	July	August	September	October	November	December	January	February	March	April	May	June	Total
2012 / 2013													
Transaction Amount	505 841.00	641 062.00	557 167.30	435 471.40	419 424.25	322 872.04	687 705.60	498 067.00	438 514.08	615 537.45	566 044.00	502 656.00	R 6 190 362.12
Commission	62 264.24	78 661.61	68 921.18	53 047.29	50 717.07	37 693.30	84 742.45	61 883.57	53 657.49	76 160.15	70 751.35	62 929.21	R 761 428.91
2011 / 2012													
Transaction Amount	298 626.20	565 625.60	417 032.90	434 317.45	446 431.39	234 747.80	515 827.80	453 901.35	422 665.50	433 158.75	353 067.50	246 872.20	R 4 822 274.44
Commission	36 490.54	70 439.63	51 251.57	52 233.34	51 654.12	29 216.83	63 530.23	54 613.95	51 688.25	51 460.32	43 149.69	30 487.75	R 586 216.22

full report available on request



MARKETING & COMMUNICATIONS REPORT

The marketing and communications department comprises of public relations, communications, information technology, membership, events, research, business events, leisure, trade and marketing. Nelson Mandela Bay Tourism again faced vast challenges during the financial year of 2012/13 due to extensive budget restraints. These challenges however, motivated the department to be innovative and creative in reaching the objectives of marketing the city. Successful collaborations and strategic partnerships with various stakeholders ensured success in reaching important targets. Operational campaigns were streamlined to be aligned with those of the city therefore creating seasonal, cost effective and a uniformed approach

PUBLIC RELATIONS

- NMBT hosted and assisted numerous media houses as part of our partnership with South African Tourism to market and highlight our city offerings which resulted in valuable editorial being published.

- Television media hosted included but not limited to Pasella (SABC 2), Top Billing (SABC 3), Real Goboza (SABC 1), CNBC Africa, Morning Live (SABC2)
- Print media hosted included but not limited to Drum Magazine and City Press News Paper

International media hosted included an UK journalist writing for Guardian Newspaper, Scandinavian journalists, China Central Television, Ghanaian media, Bulgaria, Brazil and a blogger from the USA.

- NMBT hosted SA Tourism staff members on a trade educational to familiarise themselves with the city's attractions as well as doing a number of hotel inspections. SA Tourism staff members included a product specialist, online marketing staff and a blogger

NMBT coordinated and participated in marketing road shows throughout the Eastern Cape to promote the AFCON (Africa Cup of Nations) matches played in the city and the sale of tickets.

- In addition NMBT hosted media attending AFCON in order to ensure a positive experience in the destination while providing the media delegation exposure to various attractions and activities which showcased the city tourism offerings. This enabled the city to gain additional valuable destination exposure.

- NMBT hosted sports journalist during NMB 7's but we also extended the exposure to leisure journalist to sell tourism attractions the city has to offer creating a larger amount of destination information being shared.

- National and international media attending sporting events in the city were given raw HD footage to package an air on their channels during the games i.e.: IronMan

Airport welcomes and room drops were arranged for various events and conferences taking place creating a positive warm welcome to our city.

INFORMATION TECHNOLOGY

- NMBT's Website had 254 851 (177 158 unique) visitors for the year and received 694 867 page views. NMBT utilised a Google Adwords campaign that generated 23 869 clicks from 12 457 248 impressions costing R59 061.03 at an average R2.47 per click at a Click Through Rate of 0.19%.

- NMBT's Social media ended the financial year with 4 608 Facebook followers and 4 757 Twitter Followers.

- The Youtube page had received 17 403 video views. The NMB Blog had 4 072 (3 597) unique visitors and received 5 994 page views.

- The NMB Pass website was developed and received 724 visitors and 2 569 page views.

- A new Electronic Asset Register was developed and all assets were added, checked and updated. The year also saw NMBT seriously trying to reduce costs especially in terms of operational costs. There were significant reduction in costs for Internet and Telephony with other options still being considered.

MEMBERSHIP

- Bi-monthly membership meetings hosted by NMBT to keep industry informed and present valuable statistics. Membership highlights included Mr Anjindi An on the 15 August 2012 providing feedback on the SAT China Road show, Mr T Nzima CEO SA Tourism on the 24th October 2012 who presented SA Tourism statistics, Ms Mashoto Zimba representing SA Tourism trade and Mr Ismail Mohamed the National Arts Director who emphasised the importance of collaborations.

- NMBT continued communication to members through additional streams such as e-mail correspondence, newsletters, workshops and training platforms as well as social media.

- NMBT embarked on a variety of collaborations with various associations and stakeholders to ensure continued marketing and educational platforms were provided to members.

- Partnerships and collaborations highlights included hosting of the South African Tourism Road show, Responsible Tourism Workshops, Consumer Protection Act workshop with ECPTA and DTI.

- Collaborations also led to marketing opportunities with discounted rates for members such as those with Eastern Cape Tourism Directory, Shout Media, Tour Travel Guide and Visual Dimensions.

- Despite the great economic challenge and sustainability of small businesses during 2012/13 NMBT managed to sustain a total of 266 members of which 226 were renewed members and 40 were new members.

EVENTS

- NMBT continued to support events taking place in the city through our events support activities and activations such as billboards, branding, activations and the compilation of the host city guides.

- Major events hosted in the city included the Nelson Mandela Bay Sevens (the South African leg of the HSBC Sevens World Series), AFCON matches and Ironman South Africa

- NMBT also partnered with Southern Kings to leverage on the Super Rugby and this resulted in NMB having the second best attendance of home games for the Super Rugby.

- NMBT hosted a number of events and activities as part of Tourism Month and Summer Season with aim of making the citizens ambassadors of their own city. We also extended the invitation to tourism front line staff with the aim of empowering them with knowledge of the city product offering.

These events included several guided walks, a very successful Sunset Township Experience and Travel Quest. *The media exposure from Tourism Month alone was R3 371 255.00*

LEISURE

Due to budget constraints NMBT collaborated with South African Rugby Union (SARU) to attend and exhibit in domestic consumer shows. The theme at these exhibitions was Rugby7's and the NMB Tourism Pass marketing its packages.

The following shows were attended:

Beeld in Gauteng | Getaway Johannesburg | Getaway Cape Town

RESEARCH

- The highlight of the year was when NMBT published the 2011 Annual Research Report for the first time. This is the first report of its kind and contains economic indicators and tourism trends on a local level. This report sets a barometer for tourism to benchmark when collecting statistics.

- During 2011, NMB received approximately of 236 422 foreign visitors (565 434 bednights) spending in the region of R 610 669 171. The 6 077 187 domestic visitors also contributed another R 3 520 187 467 in terms of direct spend. This means that the overall contribution of tourism for 2011 was in the region of R 4.38 Billion for the year.

MEETING INDUSTRY

- NMBT attended the only meetings industry show Meetings Africa where we exhibited on 3meters by 3meters stand.

- Hosted a Pre Meetings Africa Tours with 1 Canadian and 4 Indian buyers from 16-17 February 2013. They were exposed to the conferencing facilities that the city has to offer.

- South Africa Tourism Convention Bureau Launched the Co-ordinating Council in Nelson Mandela Bay on 27 August 2012. SATCB presented their strategy to NMBT stakeholders were National Convention Bureau.

- NMBT was approached by SA Tourism's NCB to host one of their consultants, Mr Bruce Redor of Gaining Edge and assist with site visits to various venues and a stakeholder meeting to assist in compile a review on Nelson Mandela Bay and the Eastern Cape

- NMBT is part of the SACCI Eastern Cape Branch representing Destination marketing forum

- Nelson Mandela Bay was awarded the hosting of the SACCI annual congress.

A database was compiled at all these shows through competitions that were in collaboration with NMBT members who sponsored prizes. Through this data base NMBT communicates and promotes upcoming events and packages in NMB.

TRADE

NMBT presented and introduced our destination to SA Tourism staff members in Gauteng during September 2012. Educating SA Tourism on the product offering and packages to motivate increased marketing to our destination as well as increased mutually beneficial relations going forward. NMBT exhibited at Indaba 2013 – Africa's biggest travel and trade show and one of the top 3 in the world which takes place in Durban. NMBT has exhibited at this trade show for 21 years and utilised a stand of 42m2 to showcase the destination through utilising the NMB Pass. Partnering with the EDRS: Tourism provided an opportunity to collaborate funding while providing a platform to showcase SMME products. SMME's in attendance: Bhotani B&B, Ikhayalam Lodge and Tours as well as Lunga General Jazz Place. NMBT was able to introduce the destination and packages to national and International tour operators of which Indian Tour operators showed great interest.

Titus Chuene
Marketing Manager

Nelson Mandela Bay Tourism

Annual Financial Statements for the year ended 30 June 2013

STATEMENT OF FINANCIAL POSITION

	2013 R	2012 R
Assets		
Non-Current Assets		
Property, plant and equipment	251 598	399 692
Current Assets		
Inventory	30 364	40 223
Trade and other receivables	1 463 366	566 312
Cash and cash equivalents	99 373	636 032
	1 593 103	1 242 567
Total Assets	1 844 701	1 642 259
Equity and Liabilities		
Equity		
Accumulated loss	(1 071 423)	(1 088 265)
Liabilities		
Current Liabilities		
Trade and other payables	2 568 827	2 730 524
Bank overdraft	347 297	-
Total Equity and Liabilities	1 844 701	1 642 259

STATEMENT OF COMPREHENSIVE INCOME

	2013 R	2012 R
Revenue	12 006 745	12 831 241
Other income	-	-
Operating expenses	(12 009 568)	(14 853 884)
Operating loss	(2 823)	(2 022 643)
Investment revenue	21 525	35 106
Finance costs	(1 860)	(4 450)
Profit (loss) for the year	16 842	(1 991 987)
Accumulated deficit	(1 071 423)	(1 088 265)

**This is an abridged extract of the annual financial statements, a full set of which is available at the offices.*

CALL CENTRE AND VISITOR INFORMATION CENTRES

Nelson Mandela Bay Head Office / Call Centre
Cnr. Mitchell street & Walmer Boulevard, South End
E-mail: info@nmbt.co.za / bookings@nmbt.co.za

Tel: +27 (0) 41 582 2575 Mon. to Fri. 08h00 to 16h30

Airport Visitor Information Centre
PE Airport, Arrivals Hall

Tel: +27 (0) 41 581 0456/7 Mon. to Fri. 07h00 to 21h30, Sat. 08h00 to 19h00, Sun. 08h00 to 21h30

Donkin Visitor Information Centre
Donkin Reserve Lighthouse Building, Belmont Terrace, Central

Tel: +27 (0) 41 585 8884 Mon. to Fri. 08h00 to 16h30, Sat. 09h30 – 15h00

Boardwalk Visitor Information Centre
Boardwalk Complex, Marine Drive Entrance

Tel: +27 (0) 41 583 2030 Mon. to Sun. 08h00 – 19h00

Uitenhage Information Office
Nelson Mandela Bay Science and Technology Centre, Drostyd Street, Uitenhage

+27 (0) 87 353 1734 Mon. to Fri. 09h00 to 16h00



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chartered accountants
& business advisers

INDEPENDENT AUDITORS' REPORT

To the members of Nelson Mandela Bay Tourism

The accompanying summary financial statements, which comprise the summary statement of financial position as at 30 June 2013, the summary statement of comprehensive income for the year then ended, are derived from the audited financial statements of Nelson Mandela Bay Tourism for the year ended 30 June 2013. We expressed an unmodified audit opinion with an emphasis of matter on those financial statements in our report dated 21 October 2013. Those financial statements, and the summary financial statements, do not reflect the effects of events that occurred subsequent to the date of our report on those financial statements.

The summary financial statements do not contain all the disclosures required by International Financial Reporting Standards applied in preparation of the audited financial statements of Nelson Mandela Bay Tourism. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Nelson Mandela Bay Tourism.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of a summary of the audited financial statements.

Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with International Standard on Auditing (ISA) 810, "Engagements to Report on Summary Financial Statements."

Opinion

In our opinion, the summary financial statements derived 30 June 2013 are consistent, in all material respects, with those financial statements.

The emphasis of matter of the audited financial statements is described in our audit opinion dated 21 October 2013. The emphasis of matter is based on the fact that the association's total liabilities exceeded its total assets by R1 071 423. A disclosure note in the audited financial statements also indicates that these conditions, along with other matters, indicate the existence of a material uncertainty which may cast significant doubt on the association's ability to continue as a going concern.

PKF (PE) Inc.

Chartered Accountants (S.A.)

Registered Auditors

Per M.C. Daverin CA (SA)

Port Elizabeth

30 October 2013

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HIGHLIGHTS 2012/13



LEFT TO RIGHT: **INDABA 2013:** NMBT Reservations Coordinator, Mr Doné Louw managing NMBT's stand at the Tourism Indaba which is one of the largest tourism events on the annual events calendar as it showcases the widest variety of Southern Africa's best tourism products, and attracts international visitors and media across the world. **PRE-MEETINGS AFRICA FAM TRIP:** Delegates taken on a game drive at Addo Elephant National Park (from left) Sanjeev Twari (India), Aditya Dhumma (India), Neelima Dhumma (India), Mario Ko (Canada), Sadie Isaacs (NMBT), Devarsh Kothari (India) and Craig Duffield (Mosaic Tourism). **DRESSED TO IMPRESS:** NMBT CEO, Ms Mandlakazi Skefile, dressed to the T for Tourism at the Meetings Africa Gala Dinner where she won the award for best-dressed guest.



LEFT TO RIGHT: **BUSINESS EVENT IN NMB:** Tourism's National Convention Bureau inaugural Co-Ordinating Council meeting held in Port Elizabeth on 27 August 2012 (front row): NMBT CEO Mandlakazi Skefile, Pumla Ntsele and Gao Seleka (middle row): Amanda Kotzé-Nhlapo, Seipati Tlaka, Linda Ncigipe and NMBT Meetings Industry Co-Ordinator Sadie Isaacs; (back row) James Seymour, Brandon Clifford, Cheryl Mulder-Verbruggen and Bjorn Hufkie. **AWESOME TIME:** Travel Quest, a NMBT Tourism Month initiative to educate frontline staff from tourism service providers about the city was won by "Team Awesome" (from left) Jeremy Kohler, Natalie Vosloo, Grand MacGeoghagen and Kelly-Rae Mortimer. **GARDENING GOODNESS:** NMBT Marketing Manager Titus Chuene gets his hands dirty and his fingers green helping the ladies of Sukume Museum and Cultural Centre to start a vegetable garden as part of NMBT's Mandela Day effort. o received gifts and enjoyed the party.



LEFT TO RIGHT: **BOKKIE BOOSTS BALL GAME:** NMBT partnered with SA Rugby to exhibit at the Gauteng Getaway Show in September 2012 to assist in promoting the Rugby 7's which was hosted in Nelson Mandela Bay during December 2012. **PASELLA SHOTS AT THE DONKIN:** NMBT facilitated several visits by SABC 2 program Pasella during the year with one of the shoots taking place on the Donkin Reserve. Tourist Information Officer Mathilda Thorne had her 5 minutes of fame telling viewers more about the history of Port Elizabeth and the Donkin Reserve. **SPREADING CHRISTMAS CHEER:** NMBT joined forces with Holmeleigh Farmyard to host a memorable Christmas party for kids from various charity children's homes throughout Nelson Mandela Bay in December 2012 - NMBT Reservations Coordinator, Mr Doné Louw with one of the children who received gifts and enjoyed the party.