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The Riebeek Valley Magical Times

EARLY SUMMER 2016

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.

Swartland branding

As part of the Swartland branding project a workshop was held at the Riebeek Valley Tourism office on 24 November after a short tour of the villages.



It was attended by Shawn Hewitt, Anchen Lüdick (Swartland Tourism), Dr Pieter Steenkamp (CPUT), Jolene Janse van Rensburg (Swartland Wine and Olive Route), Dr Norbert Haydam (CPUT), Julita Markus, Gail Walters, Henk Bruwer (Swartland) and Chris Murphy. Missing from the pic is Sam Rogers. A very interesting, thought provoking session.

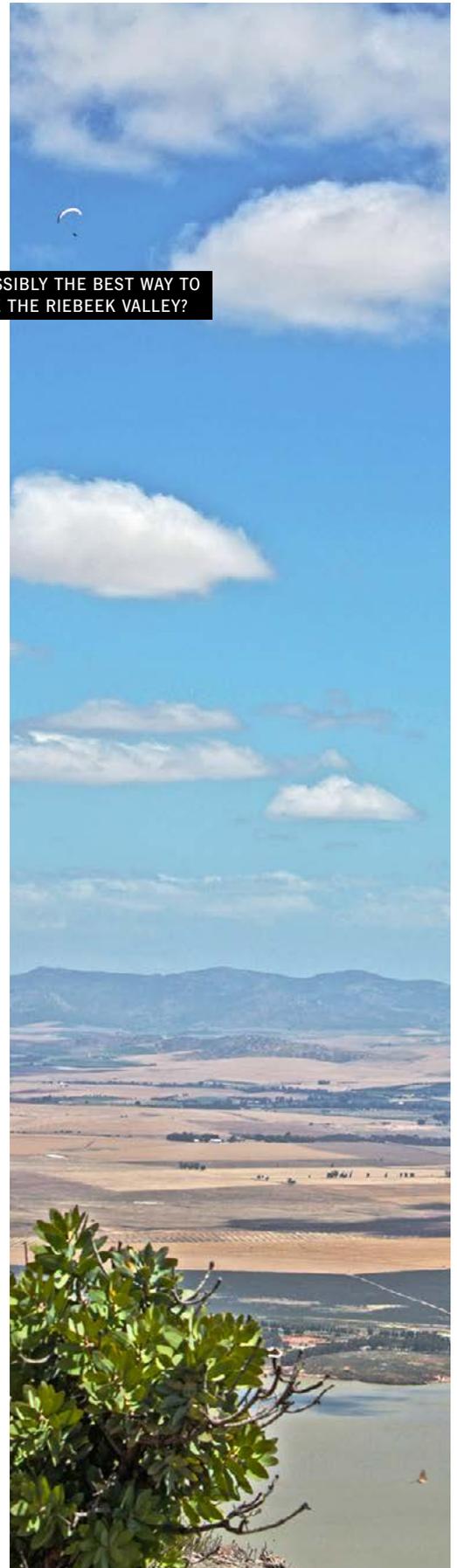
POSSIBLY THE BEST WAY TO
 SEE THE RIEBEEK VALLEY?

Social media – manage your public profile

Keeping a high profile on social media is the accepted way of publicising your business – just look at the reach (latest figures on the right). It is important to keep your information interesting and up to date.

1. Facebook: 1,712,000,000 users.
2. WhatsApp 1,000,000,000 users.
3. Facebook Messenger: 1,000,000,000 users.
4. QQ: 899,000,000 users.
5. WeChat: 806,000,000 users.
6. QZone: 652,000,000 users.
7. Tumblr: 555,000,000 users.
8. Instagram: 500,000,000 users.
9. Twitter: 313,000,000 users.
10. Baidu Tieba: 300,000,000 users.
11. Skype: 300,000,000 users.
12. Sina Weibo: 282,000,000 users.
13. Viber: 249,000,000 users.
14. Line: 218,000,000 users.
15. Snapchat: 200,000,000 users.

PINTEREST	TWITTER	FACEBOOK	INSTAGRAM	GOOGLE+	LINKEDIN
SOCIAL SITE THAT IS ALL ABOUT DISCOVERY	MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS	SOCIAL SHARING SITE THAT HAS 1+ BILLION USERS WORLDWIDE	SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS	SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES	BUSINESS ORIENTED SOCIAL NETWORKING SITE
LARGEST OPPORTUNITIES	LARGEST PENETRATION	LARGEST OPPORTUNITIES	MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF #HASHTAGS AND POSTING PICTURES CONSUMERS CAN RELATE TO	NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING	BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT
USERS ARE: 17% MALE 83% FEMALE	5,700 TWEETS HAPPEN EVERY SECOND	USERS SHARE 1 MILLION LINKS EVERY 20 MINUTES	MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC	25-35 YEAR OLDS ARE THE MOST ACTIVE	POWERS 50% OF THE WORLD'S HIRES
20 MILLION ACTIVE USERS	241 MILLION ACTIVE USERS	1+ BILLION ACTIVE USERS	200 MILLION ACTIVE USERS	540 MILLION ACTIVE USERS	300 MILLION USERS



This is an article written by **Neil Pendock** in 2010, just before the FIFA World Cup in South Africa. Interesting to consider the points he raised – were they valid, and are they relevant today, especially the sleep-over section?

Franschhoek Successor: Greyton or Riebeeck Kasteel?

- **Access. Winner:** Riebeeck Kasteel as you don't have to negotiate that permanent traffic jam aka Somerset West to get there from Cape Town. Kasteel is an easy one hour drive from the Mother City and has the luxury of two major access routes while Greyton is further away and has Somerset West blocking its U-bend.
- **Climate. Winner:** Greyton as Kasteel is simply too hot in summer with air conditioners as scarce as in France.
- **Sleep-Over. Winner:** Greyton is bursting with B&Bs in a Midsomer Murders – almost English – bucolic setting with cows in the lanes and horses in the fields with R330 pppn including breakfast the current weekend tariff.
- **Wine. Winner:** Riebeeck Kasteel. Lismore is the only Wine of Origin Greyton while Riebeeck Kasteel is the HQ of the burgeoning Swartland renaissance. Andy Mitchell is Greyton's garagiste winemaker but he buys his grapes on the Helderberg (as do more than a few Franschhoek producers). The story of Duimpie and the Demarcation Committee arriving on Lismore in their combi to determine the merits of the new appellation, starting off with a Calvados tasting at 10am and ending with an emotional dinner at sundown, is a classic worthy of Herman Charles Bosman. Watch out for a Genadendal Appellation as soon as someone takes the gap and starts making wine in that historic precinct.
- **Food. Winner:** Riebeeck Kasteel with more decent restaurants than you can shake a Rossouw at. Greyton used to be good for artisanal cheese, but one leading light has recently emigrated to Australia and there were slim pickings at Saturday's weekly farmers' market.

Greyton restaurants are still trying to recover from a visit by JP Rossouw. Tipped off that the Cape's John Platter of the Pots and Pans was a keen surfer, proprietors were scanning the crowds for archetypical sun-bleached blonde bombshells (like JP's brother-in-law Sebastian) and totally missed the retiring Brian Ferryesque pundit himself. Carpets and coffee will have to improve before better restaurant ratings can be expected while Lismore winemaker Samantha O'Keefe will hopefully stick to her guns and withhold her marvellous wines from assessment by sighted wine guides compiled by old farts and trolls.

- **Aesthetics. Winner:** Greyton as the village has so many trees, it looks like a set for Robin Hood although the crows are the black as opposed to Russell, varieties. Houses are far less suburban than in Kasteel and the gardens are nicer.

Scenes in Greyton and Riebeeck West.



Tourism Safety and Support System

Festive Season

A 24-hour 7-day a week response for tourists who need practical or emotional support. Please note these details for the West Coast Region:

Neo Mocumi

082 554 2010

Cynthia Makweya

072 447 1504

tourismsafety@westerncape.gov.za

support: medical/emotional trauma, visiting hospitals, facilitating medical treatment * help with short-term temporary accommodation * help with basic necessities where possible * help contacting family and friends * facilitating counselling * help with transport * contact with embassies

REMEMBER TO ADVISE OUR VISITORS TO LEAVE THEIR DOCUMENTS IN A SAFE PLACE



THE Riebeeck Valley Handbook

An essential guide for visitors and residents.

The new, revised Riebeeck Valley Handbook for 2017 is available at the Riebeeck Valley Tourism office.

