



WESGRO powers Slow Festival

To quote Alan Winde, "Tourism is big business, and our biggest job creator. If we all come on board to support it, we could see a big change in our economy."

The Slow Festival has grown from year to year, with endeavours to highlight and promote the town of Sedgefield over the Easter weekend annually, but also to encourage visitors to return throughout the year. The Slow Festival marketing program has expanded from local to regional, broadening to target national festinos. Now, as the organisers hone their reach to national markets and collaborations, they are thrilled to have established a partnership with WESGRO to achieve this goal.

WESGRO, the official tourism, trade and investment promotion agency for Cape Town and the Western Cape work to encourage visitors to discover cultural and heritage experiences found throughout the province. "Events drive an increase in visitor numbers during the low season, geographic spread across the province, revenue generation across sectors and provides destination exposure and newsworthy content that can be used to drive awareness" said Judy Lain, Chief Marketing Officer. "In Wesgro's selection of regional events, we have taken care to ensure that we support a balanced year round calendar of events. This event, the Sedgefiled Slow Festival, takes place on 25-27 March 2016 in the Garden Route and Klein Karoo which falls in line with our geographic spread objective. The event also strategically aligns with our niche activity, culture and heritage as well as wine and cuisine."

"We are elated to have WESGRO backing the Festival" said Amanda Dixon, committee member and organiser of the Slow Festival. "Culture and heritage tourism creates economic opportunities for residents and also celebrates the rich diversity of our town. We hope to use the funds to grow the Festival in various areas, with definite focus on marketing as well as more Festival-related infrastructure and signage."

Words: 309