



To Whom It May Concern

Whale Heritage Site Partnership

Nelson Mandela Bay Tourism is the official Destination Marketing Organisation for the Metro. We represent the tourism business of the area.

Marine Tourism is a major pillar of our destination DNA and is viewed as a vital category in building a sustainable future for our communities through tourism. The combination of our land-based game viewing experiences and the marine safaris provide us with a nowhere-else-in-Africa offering. We regard our area as the story of Where Contemporary Africa meets the Sea.

The designation of Algoa Bay as a Whale Heritage Site would assist our Responsible Tourism initiatives in the area. As a Metro that is limited in its marketing budgets, the ability to build a brand that includes being a Whale Heritage Site would allow us to focus more resources on marine conservation and protecting the Bay as an asset for the future. It would be a wonderful link to the heritage of the great man that we remember through the name of our Metro.

As NMBT, we have supported initiatives such as the Welcome The Whales event and are committed to growing this into an iconic event for whale education, awareness and celebration. It certainly already confirms the status of whales as 'locals.' We believe that events are transforming into a much more meaningful link to experience-based activities that both entertain and educate our visitors. The potential of this and other future marine-based festivals will mean a huge amount to our destination.

Nelson Mandela Bay has a massive unemployment level. As an organisation we believe that tourism is a sustainable way to grow the fight against poverty in our communities and we need the authentic Big 7 competitive advantage to achieve this. Raggy Charters has for many years done wonderful community awareness drives in our township schools and our university will now produce passionate and well-qualified candidates to fill the capacity needs as we move forward. It is the most wonderful feeling to see communities start to appreciate our marine resources and being able to make a living building this.

We would truly value and conserve our status as a Whale Heritage Site. It is quite simply the type of acknowledgement that we as passionate tourism fans find energises us and doubles our commitment to building and marketing sustainable. This honour and responsibility will not be taken lightly and we look forward to being meaningful partners in achieving your objectives. Thank you in advance for trusting us as a partner.

Warm wishes from The Bay!

**Shaun van Eck**  
**NMBT Chairperson**