

STEYTLERVILLE



visitsteytlerville.co.za

*The Visit Steytlerville Tourism Association
is a private, voluntary, nonprofit association of residents of
Steytlerville and the farming community within its geographic area.*

THE OBJECTIVES OF VISIT STEYTLERVILLE ASSOCIATION

- To market Steytlerville and its geographic area nationally and internationally as a preferred destination for tourists visiting the Klein Karoo region.
- To develop a Strategic Marketing Plan that promotes the growth of tourism in Steytlerville and its geographic area.
- To market and promote tourism activities, attractions, historical heritage, historical events, and contemporary events of Steytlerville and its geographic area through a website, social media, and promotions.
- To support service providers to ensure that services provided to tourists are of the highest possible quality and that the experience they provide is unforgettable.
- To market the benefits that an increase in tourists can bring to Steytlerville and its farming community.
- To create an entrepreneurial environment through an increase in tourists for the potential development of new business activities that can create more job opportunities.
- To promote a tourism-friendly culture in Steytlerville and its surroundings.
- To take advantage of the trend of urban people moving to safer and more affordable rural villages by promoting Steytlerville as a choice for resettlement.
- To compile a summary of our town's origin and history for uniform marketing by tourism service providers.
- To provide information and maps of Steytlerville business activities, attractions, and geographical routes.
- To preserve and maintain the historical attractions of the town.
- To play a key role in the training and development of our informal business and entrepreneurial market with regard to tourism.
- To influence the Municipality to ensure that Steytlerville municipal services are of such a nature that it will attract tourists, potential property owners, and business activities to our town.
- To influence the Steytlerville police to ensure that criminal activities in the town and farming community do not serve as a deterrent to tourists, potential residents, and new business activities.