

Edition 69

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City Unveils New ‘George, naturally’ Brand for Tourism Month

Exciting news for George residents!

A new chapter in tourism has begun, and you’re invited to be a part of it. On Wednesday, 28 August 2024, in collaboration with the George Business Chamber, George Municipality’s tourism office proudly launched its brand-new destination identity: ‘*George, naturally.*’ This fresh and dynamic brand is designed to reflect everything that makes our beautiful region stand out.

Why ‘George, naturally’?

The new slogan is more than just a catchy phrase. It’s a tribute to the natural wonders that surround us and recognises that George is the obvious choice for tourists, event planners, and businesses alike.

Whether it’s for the breathtaking landscapes, vibrant local history and culture, or the ideal spot for conferences and film productions, George is the natural place to be.

What’s Different About the New Look?

The new slogan hasn’t just been introduced as a secondary logo; it has transformed the entire design identity, elevating it to a more evocative and captivating brand.

Unlike the previous logo, which simply labelled our tourism hotspots, ‘*George, naturally*’ takes it a step further, capturing the soul of the region:

- ◆ **Flowing Waterways:** Representing the rivers, lakes, and coastlines that define our area.
- ◆ **Majestic Mountains:** A nod to the iconic Outeniqua Mountains, a favourite for hikers and adventurers.

- ◆ **Lush Flora and Forests:** Showcasing our unique natural beauty.
- ◆ **Sunshine Yellow:** Reflecting the warmth of our sunny climate and agricultural bounty.

Let’s Show the World Why We Love George!

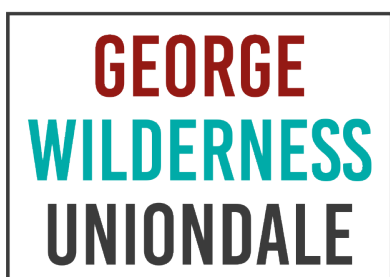
As residents, you are the heart of our community and play a key role in promoting our area. Here’s how you can be an ambassador for ‘*George, naturally*’:

- ◆ Talk to your friends and family about the amazing experiences George offers
- ◆ Explore your own backyard—discover the hidden gems across George, stretching from the seaside paradises of Herold’s Bay, Victoria Bay, and Wilderness to the quaint villages of Hoekwil and Uniondale.
- ◆ Share your pride for our home when visitors come to town—let them know why George is so special!
- ◆ When sharing your amazing tourism experiences on social media, use the hashtags **#georgenaturally #cityofgeorge #georgesouthafrica**

Businesses, You’re Invited to Join the Movement!

Local businesses are vital in spreading the word. Whether it’s adding the new logo to your website, offering brochures, or proudly displaying the ‘*George, naturally*’ badge, your support helps bring this brand to life.

Together, let’s celebrate the incredible beauty and vibrant community that make George, naturally the ultimate destination!



60+ Things to Do in George

Amazing experiences in and around George

Whether you're a local resident or a visitor, there's something for everyone to enjoy! From stunning hiking trails and beautiful beaches to local markets, adventure sports, and unique cultural experiences, George offers over 60 fun and diverse activities. Explore the natural beauty of the area, dive into outdoor adventures, or immerse yourself in local events and attractions. There's always something new to discover in this vibrant part of the Garden Route.

Great gastronomy

1. Coffee and Chocolate Pairings
2. Craft Your Own Gin Class and Pairings
3. Culinary Cooking Classes
4. Farm Stalls
5. Markets
6. Oyster Shucking, Show and Tell Experience
7. Wine Farms and Tasting Rooms
8. Gourmet Picnics

Stunning nature and wellness

9. Blue Flag Beaches
10. 800-Year-Old Yellowwood Big Tree
11. Birdwatching
12. River Cruises
13. Botanical Garden and Guided Tours
14. Scenic Drives and Lookout Points
15. Spa and Wellness Emporiums
16. Yoga Experiences
17. Special Interest Tours

Arts, culture and history enrichment

18. Art Galleries and Routes
19. Dine with a Local
20. Guided Historical Walking Tours
21. Museums
22. Tuk-Tuk Tour
23. Township Cultural Tours
24. Pottery and Ceramic Classes or Experiences
25. Ancient Rock Painting Tours

Let's get sporty

26. Fishing
27. Golf Courses and Coaching
28. Trails for Hiking, MTB and Running
29. Padel, Tennis and Squash Courts
30. Swimming and Public Pool
31. Lawn Bowls
32. Target Shooting

Fun family friendly things to do

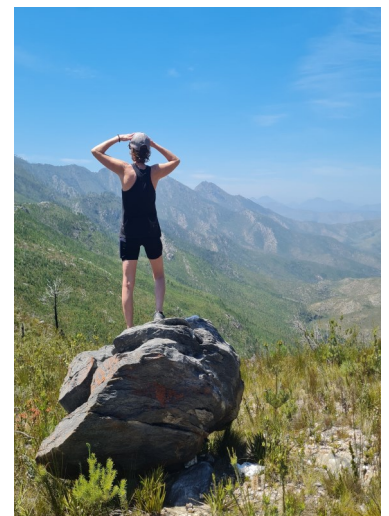
33. Animal Parks and Rehabilitation Centres
34. Bike Park
35. *Bubble Ball
36. *Bumper Boats
37. Go Cart Track
38. * Indoor Play Centres
39. Miniature Train Rides
40. Pedal Go Carts
41. *Trampoline Park
42. Powervan Railway Trip
43. Strawberry Picking
44. *Pony Rides
45. Treetop Aerial Obstacle Courses
(* Children)

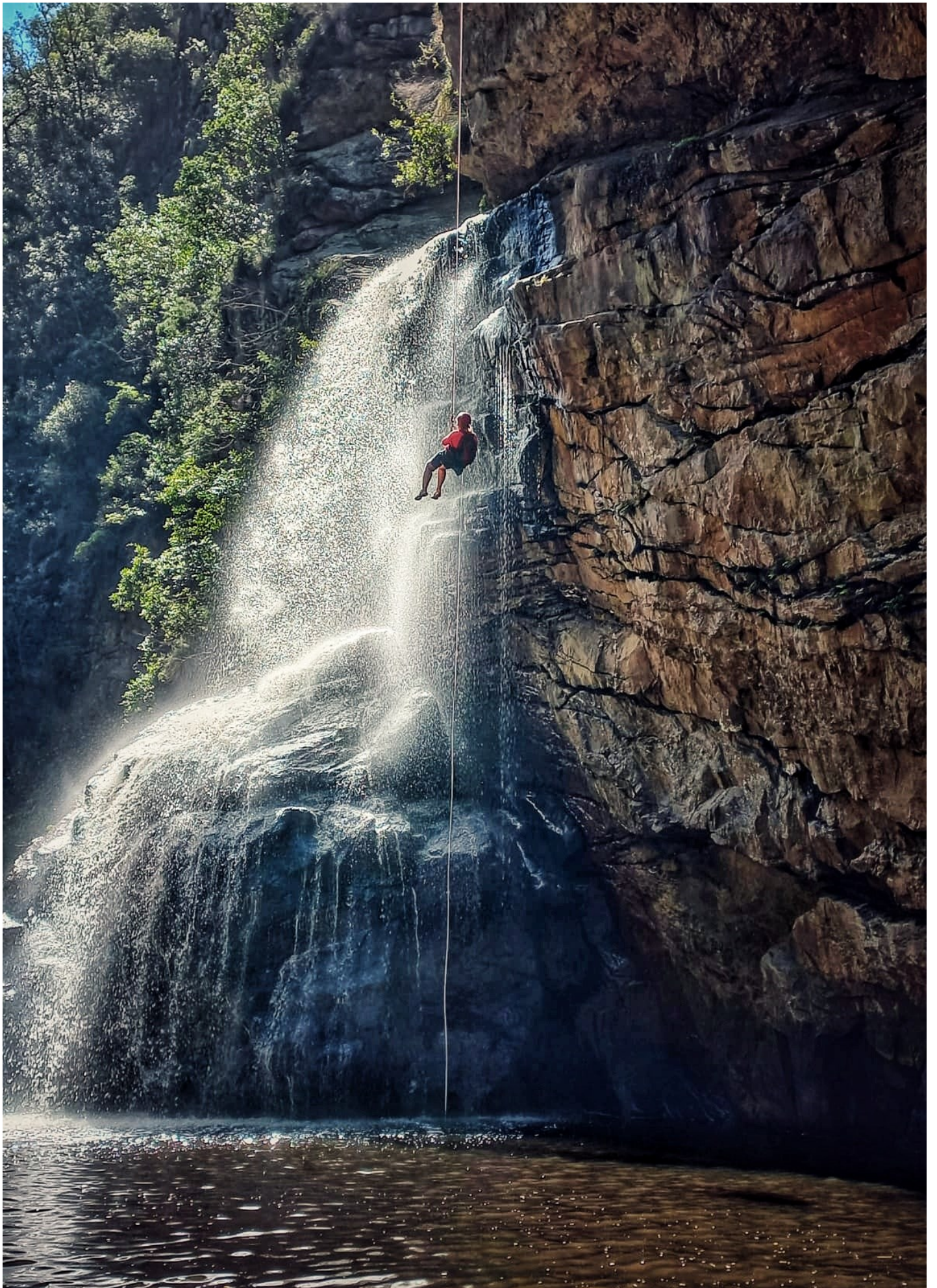
Adrenalin-fuelled adventures

46. 4x4-ing
47. Abseiling
48. Canoeing and Kayaking
49. Canyoning / Kloofing
50. E-Bike Rides
51. Horseback Rides
52. Learn to Surf
53. Paragliding
54. Quad Biking
55. Rock Climbing
56. Segway
57. Stand Up Paddle Boarding
58. Helicopter Charters
59. Paintball

Events

- 60+ Discover upcoming events!





Exciting Events Coming Soon

Events to enjoy through to December in George and surrounds!

There's a fantastic lineup of theatre performances, music festivals, sports tournaments, markets, and holiday celebrations happening from 25 September through December. From cultural shows like *Fiela se Kind* to family-friendly events such as the Boerevintage Gift Market and the George Tens sports tournament, there's a wide variety of activities to enjoy. Discover all the exciting events in the greater George area and make the most of this vibrant season!

Follow this link for the updated **George, Wilderness and Uniondale Events Calender**
['https://zurl.co/jlOk](https://zurl.co/jlOk)



Fiela se Kind

Dates: 25-28 September

Venue: George Arts Theatre, George

Details: A stage adaptation of Dalene Matthee's beloved novel.

Entry: R120

Website: georgearts theatre.co.za

Symphonia National Orchestra Festival

Dates: 27-30 September

Venue: George City Hall, George

Details: Classical music event showcasing talented musicians.

Contact: 084 082 5212

National Male Choir Festival

Date: 28 September

Venue: Glenwood House School, George

Details: Choral performances by male choirs.

Entry: R100 - R150

Website: tickets.tixsa.co.za

Sunday Afternoon Market

Date: 29 September

Venue: Garden Route Botanical Garden, George

Details: A local market with vendors, crafts, and food.

Entry: Free

Facebook: [GR Botanical](https://www.facebook.com/GRBotanical)

CANSA Pink Walk

Date: 3 October

Venue: The Links Golf Course, George

Details: Fundraising walk supporting cancer awareness.

Entry: R50

Website: quicket.co.za

The Cape Pioneer Trek

Dates: 1-5 October

Venue: Glenwood House School, George

Details: A gruelling mountain bike race attracting international participants.

Entry: R22,500 - R42,500

Website: capepioneer.co.za

Mel the Storyteller

Date: 4 October

Venue: George Arts Theatre, George

Details: A comedic storytelling show titled "Dik Deurmekaar."

Entry: R200

Website: georgeartstheatre.co.za

TEDx George

Date: 5 October

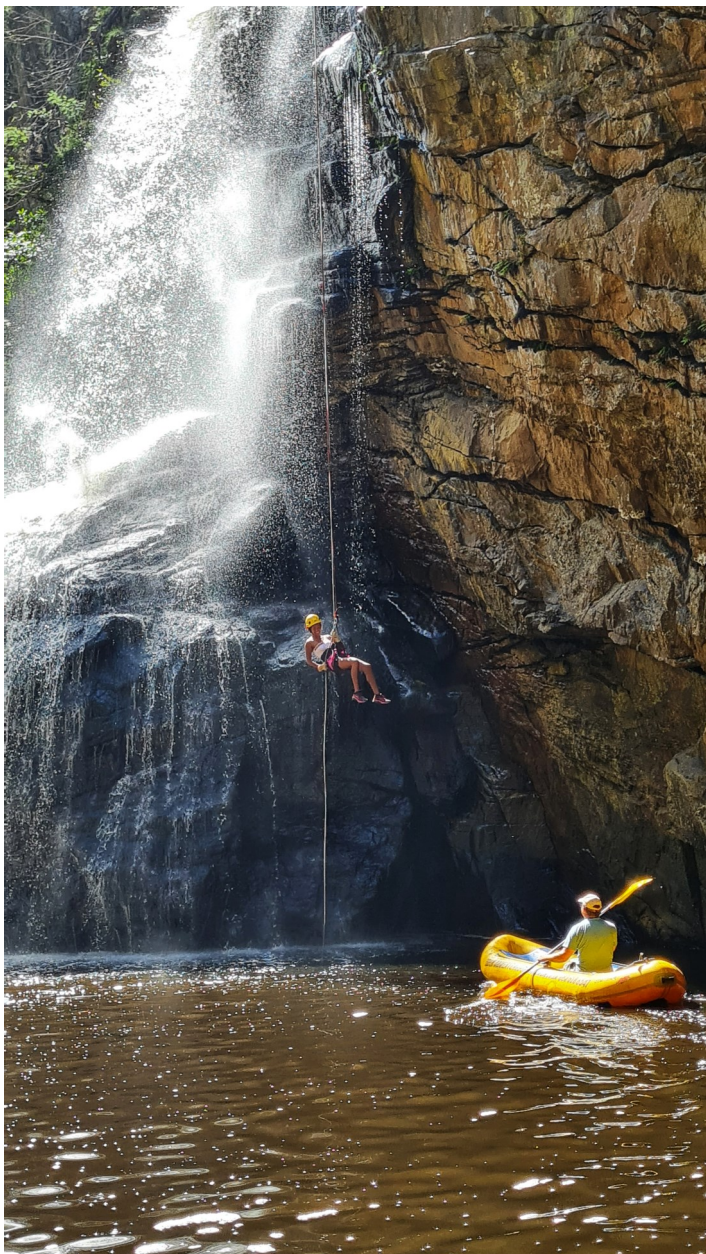
Venue: George Arts Theatre and Unity Park

Details: A TEDx event under the theme "The Brave Ones."

Entry: R249 - R1,499

Website: tedxgeorge.com





Catan National League - League Day 5

Date: 12 October
Venue: George Bowling Club
Details: Catan board game league.
Entry: R50
Website: gameovergaming.co.za

Wilderness Arts Festival

Dates: 17-20 October
Venue: Wilderness Hotel
Details: A local arts festival featuring various exhibits and performances.
Entry: Free
Website: wildernessartfestival.co.za

Prince George MTB

Date: 19 October
Route: Prince Albert to George
Details: A mountain biking challenge.
Entry: R2,100
Website: princegeorge.co.za

Dinosaur World Festival

Dates: 31 October - 3 November
Venue: George Agricultural Showgrounds
Details: Dinosaur-themed festival with interactive experiences.
Entry: R50 - R2,640
Website: dinoworldsa.com

Garden Route Indigenous Plant Fair

Dates: 1-3 November
Venue: Garden Route Botanical Garden
Details: Indigenous plant sales and gardening advice.
Entry: Free
Contact: 044 874 1558

South African Adult Eventing Championship

Dates: 1-3 November
Venue: George Riding Club
Details: Equestrian eventing competition.
Entry: Free
Contact: 082 803 0115

Boxing Extravaganza Tournament

Date: 2 November
Venue: George Civic Centre
Details: Boxing matches for different age groups.
Entry: R80 (kids), R150 (adults)
Contact: 073 552 9384

'n Blom in Elke Vrou (A Flower in Every Woman)

Date: 15 November
Venue: George Museum
Details: Musical production by Petronel Baard and SCAVA.
Entry: R220
Website: allevents.in

George Adults Picnic Event

Date: 17 November
Venue: Outeniqua Park, George
Details: A relaxed picnic day for adults.
Entry: R160
Contact: 067 032 7788

Nina's Annual Wine Festival

Date: 5 October
Venue: Nina's Cafe, George
Details: A wine festival featuring various wine brands.
Entry: R350
Website: ninascafe.co.za

Freda Barnard Gala

Dates: 5-8 October
Venue: Conville Swimming Pool, George
Details: Swimming competition.
Entry: R150
Contact: 063 137 9896

Rainbow Riders Golf Day

Date: 8 October
Venue: Kingswood Golf Club, George
Details: A charity golf day for Rainbow Riders.
Entry: R3,000 per 4-ball
Website: kingswoodgolf.co.za

Trail Girl Run

Dates: 22-24 November
Venue: Fairy Knowe Hotel, Wilderness
Details: Trail running event for women.
Entry: R5,290 pp sharing, R6,400 single
Website: trailgirl.co.za

Uncle George Party

Dates: 1-21 December
Venue: Step Aside Farm, George
Details: Festive party series with entertainment.
Entry: R50 pp
Website: unclegeorgeparty.co.za

Jakkalberry Gravel Bike Race

Date: 14 December
Venue: Redberry Farm to Jakkalsvlei
Details: Gravel bike race with two route options.
Entry: R250 - R950
Website: jakkalberry.com

Boerevintage Gift Market

Dates: 15 December - 2 January
Venue: Redberry Farm, George
Details: A market featuring local crafts, food, and gifts.
Entry: Free
Website: boerevintage.co.za

Southern Summer Shutdown

Date: 16 December
Venue: Thembalethu Stadium, George
Details: A music and lifestyle festival.
Contact: 067 109 3076

George Tens

Dates: 17-20 December
Venue: Outeniqua Park, George
Details: A sports tournament for rugby and netball.
Website: georgetens.co.za



Local Specials

Find a list of deals currently available in George, by browsing visitgeorge.co.za/deals. Whether you're looking for a wellness retreat, dining offers, or winter golfing specials, this page has a variety of options for both residents and visitors.

Discover More About George

Explore the official tourism [website](http://visitgeorge.co.za) of the City of George, visitgeorge.co.za, for all the information you need, or stop by our Visitor Info Centres in George and Wilderness. Browse our [digital brochure](#) for a detailed guide to local attractions and stay updated by following Facebook and Instagram. For an inspiring glimpse into the beauty of our region, visit the [YouTube channel](#) and dive into the best that George has to offer!

George Visitor Info

124 York Street, George
+27 44 801 9295
info@visitgeorge.co.za

Wilderness Visitor Info

198 George Road, Wilderness
+27 44 877 0045
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Uniondale Visitor Info

Virtual assistance
+27 44 518 0030
info@visituniondale.co.za