

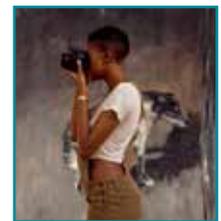


FACT SHEET

Stellenbosch 360

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# A living, conference, event & incentive destination



AFRICA



SOUTH AFRICA



WESTERN CAPE



# Planning & logistics



## Venues

Organisers can choose from over 70 conference and event venues located in and around Stellenbosch (this excludes venues at the Stellenbosch University). Amenities vary from historic and atmospheric to the most modern, state-of-the-art venues. This historic beauty of the town and scenic splendour of the winelands make this a sought-after business, academic and leisure destination for conferences, teambuilding, workshops, weddings and other special occasions.



## Getting around

There are many options for hiring a rental car or chauffeur drive service, as well as booking metered taxis as needed. Uber.com offers their services in Stellenbosch, which can be booked via their website or app. Tuk Tuk Stellies offers an unusual and affordable way of getting around and can be booked for ad hoc transport needs or a full wine tour. Consider renting a bicycle from Adventureshop and traverse the winelands at your own pace.



**S**TELLENBOSCH is a university town in South Africa's Western Cape province. It is nestled between vineyards, and secluded by magnificent mountain ranges. The town's oak-shaded streets, lined with cafes, boutiques and art galleries are bordered with two world heritage nature reserves, Jonkershoek and Simonsberg. Stellenbosch is uniquely positioned for hosting events, as it is situated just 30 minutes from Cape Town International Airport and 40 minutes from Cape Town, in the scenically beautiful and peaceful Cape Winelands.



## Accommodation

The Stellenbosch region has a large variety of accommodation facilities available in various star gradings. Add info on number of establishments and no of beds.



# Mixing business with pleasure

Business travellers are spoilt for choice. Stellenbosch town is vibrant and colourful. Take a walk along the streets where tables spill out onto the sidewalk and big chalk menus arouse your appetite. As you wander from café to art gallery to restaurant and bar, keep a watchful eye for the gorgeous outdoor sculpture exhibition scattered through-out the town

- each year the theme changes, involving some of South Africa's most prominent artists and sculptors.

For a little stress-relief, numerous spas offer massages and relaxing spa experiences. Nature lovers or adrenaline junkies can choose between several golf-courses or mountain-biking trails in Stellenbosch and surrounds



# Ideas for pre- and post conference tours

- > The best way to explore and to soak up the beauty of our town, meet the locals and see our historical buildings and many attractions, is on foot.
- > Self-drive is recommended for venturing farther afield (most car rental agencies have a depot in town), or travel via shuttle. There are several tours of the town, winelands and outlying regions to choose from.
- > Book a vinehopping tour, cycle tour through the vineyards, whale watching experience (Sept-March), wine blending experience, Big 5 wine safari, trip on the wine tram and more!
- > Engage with local artists and crafters, enjoy traditional food and taste the locally brewed beer on one of our famous township tours.
- > Dine with the locals.
- > Experience the famous duck parades at Vergenoegd.
- > Don't miss the "Seven Sisters" African Food, Wine and Art Experiences.
- > While many food and wine festivals dot the Western Cape landscape, the annual Stellenbosch Wine (February) and Cheese Festivals (April) remain the oldest and most prestigious.



- > Stellenbosch is one of the best places in South Africa to take in Cape Dutch architecture. A unique style of building that combines Dutch, French, German and Indonesian design elements, it can be seen in many of the classic farmhouses located along the Stellenbosch Wine Route.
- > Stellenbosch is home to a thriving tech startup culture. Fuelled by a steady supply of talent from Stellenbosch University, the creatively dubbed Silicon Valley of South Africa is presently home to dozens of bootstrapped companies. Mxit, one of South Africa's leading social media networks, has made this city the first on the African continent to have free public Wi-fi.
- > The Stellenbosch Golf Club is one of the most celebrated of its kind in South Africa. Ranking as the 4th oldest course in the country, it has played host to five South African Master's tourneys and the 1999 South African Open.
- > Stellenbosch is home to the Jonkershoek Nature Reserve which offers a variety of activities for adventure travellers. Here you can hike, mountain bike and ride horses through lush mountain terrain.
- > With brandy's long history in South Africa - it was brought here in the 1800's by Dutch sailors - there is much to tell, especially at Van Ryn's. The Best Distillery Tour award celebrates the effectiveness of thoughtful distillery tours.



# Unique experiences

## Culture

Get to know the local traditions and delicacies at a 'Dine with the Locals' dinner experience.

Experience a unique theatre taxi and participate in a nostalgic and humorous journey through the history of the Coloured community in Stellenbosch.



## Food

Experience true South African hospitality with a local enthusiast, story teller and chef.

At the **Middelvlei Boerebraai Restaurant**, guests are invited to become part of this authentic outdoor food experience where the resident Middelvlei braai expert will be on hand to cook your boerewors, lamb chop and chicken sosatie to perfection.

Why not treat spouses with high tea at **The Ouwe Werf Hotel** followed by a visit to the acclaimed **Babylonstoren Spa**.

Stellenbosch is South Africa's culinary capital and regularly features among the **Top 10 Restaurants in SA**, playing host to over **80 restaurants** offering international cuisine to traditional Cape fare.

The town is home to the **Institute of Culinary Arts, South African Chefs Academy** and **Private Hotel School**.



## Wine

End your conference on a sweet note with a nougat tasting experience paired with MCC and sparkling wines at **JC Le Roux**.

Hold onto your hat for a **Big 5 Vineyard Safari**, which has nothing to do with animals. Instead, guests load onto open air land rovers and cruise through the vineyards learning about the five varietals on offer at **Warwick Estate**.

Book a **Middelvlei Blending Experience** and delegates can take a bottle of their signature blend home to enjoy later.

Let the energies flow with a famous chocolate and wine pairing experience at **Lanzerac Wine Estate**.

Warm up your conference in winter with the fantastically popular **Uitkyk** pancake and wine pairings.

When you join the **Fleur du Cap** team for one of their unique wine and salt tasting experiences, you get to take home an insightful booklet with delicious recipes pairing these elegant wines to some of the world's finest artisanal salts.



## Heritage

Being the second oldest town in South Africa, Stellenbosch is steeped in history. The history of the town is all around you - museums and art galleries are dotted around the town and even historic **Dorp Street** is a National Monument, with one of the longest rows of surviving old buildings of any major town in southern Africa.

Dorp Street, historically known by the early settlers as the 'Wagon Road from the Cape', is the perfect backdrop for any event, with its immaculately preserved Cape Dutch, Victorian and neo-Colonial architecture and millstream furrows on either side of the oak-lined road.

We offer perfect heritage venues such as the **Stellenbosch University Museum** - housed in the Old Bloemhof School, incorporating the Sasol Art Museum as well as the **Stellenbosch University Rugby Museum**.

Why not host your next welcome function in the **Oude Meester Brandy Museum** to give your guests an in-depth insight into the history of brandy.

The **Wijnland Auto Museum** is the perfect venue for an incentive group, boasting the biggest collection of South African Classic Cars under one roof.

## Adventure

Kickstart your incentive travel program with **sightseeing by bicycle**, the best way to explore our town and vineyards.

Book a picnic at Spier, where all produce used is from the Spier farm or sourced from nearby farmers. Your delegates can also whiz through the farm on a **Segway PT** (a two-wheeled, self-balancing electric vehicle) learning interesting facts about Spier's wastewater treatment plant and its commitment to minimising its environmental impact on your journey.

Book your attendees on a helicopter flight and look the mountains in the eye. A flight over the valley and into the Jonkershoek will stay with them forever.

How about ending your conference with **horse trails** and **cycle trails** meandering through fynbos, mountains and vineyards. Or try a wine tasting experience on horseback.



If you are looking for unique **teambuilding experiences**, why not try mountaineering, hang-gliding, abseiling, mountain biking, cycling, canoeing, aviation, paintball, 4x4 trails, horse-riding and hiking, or join an adventure camp.

Hiking through the **Jonker's Hoek Nature Reserve** is both beautiful and exciting with different experiences year round, depending on the season. Winter will offer tumbling waterfalls and bubbling streams, while summer will offer hot sunny days and dry heat.



## Sport

The **Stellenbosch Academy of Sport** is a professional sports training and preparation environment that offers world-class outdoor and indoor training facilities, including on-site premium accommodation.

The university caters for over 30 competitive and recreational sports which makes Stellenbosch the perfect location to host your next sport event.

Stellenbosch University boasts a **Sport Science Department** – a first of its kind in South Africa - boasts modern facilities, including laboratories, an outdoor and indoor pool, squash courts and a modern gymnasium.

For golf enthusiasts there are **three championship 18-hole golf courses** in Stellenbosch to choose from. Six more golf courses are within 30 minutes drive of the town.



## Arts & Crafts

Stellenbosch proudly considers itself as the art capital of South Africa. Home to a prolific number of world-renowned artists and sculptors, visitors may feast their senses at more than x art galleries and museums, admire outdoor sculptures, participate in the Last Thursdays Art Walk, or enjoy a hands-on experience in beadwork in Kayamandi, our local township.

Names of resident artists to look out for: Dylan Lewis, Strijdom van der Merwe, Kaffie Pretorius.



## Education

Stellenbosch is a creative hub with many design schools and academies for the study of art and design.

Boland College is an award-winning and SABS approved leader in Further Education and Training in the Boland region. It offers a modern campus with a variety of venues for meetings and conferences.

The Stellenbosch University is recognised as one of the top four research universities in South Africa and has one of the country's highest proportions of postgraduate students. The university plays host to many international academic conferences each year and the campus has many venues offering a variety of capacities to choose from.

The Stellenbosch University currently has more than 24 000 students, 800 lecturers and over 50 research and service bodies.



## Conservation

The **Simonsberg Environmental Education Centre** on DelVera farm, assists the local communities in training and awareness programmes on key environmental issues.

Add a special highlight to your agenda with a visit to the **"Ultimate Living" Outdoor** display areas, in partnership with the Cape Winelands Biosphere Reserve. Learn about Shitake Mushrooms growing on Bluegum poles, aquaponics, medicinal herb tyre-gardens, up-cycling and various building methods to name but a few.



The SEE Centre, registered as an Eco Centre under the international **Eco Schools Programme**, is implemented by WESSA in SA. This programme is hosted in 58 countries. Schools and other interest groups are welcome to book for our interactive curriculum based lessons.

For the active visitor we have hiking, mountain biking and full moon hikes through the conservancy. Permits are available at the **Dirtopia Trail Centre on DelVera**. We encourage public participation, as 25% of the permit fees are ploughed back into conservation.

No visit to Stellenbosch is complete without a visit to **Stellenbosch University Botanical Garden**, or to the waterfalls in the Jonkershoek Nature Reserve. The reserve includes the smaller **Assegaibosch Nature Reserve**, and comprises the Jonkershoek Mountains and portions of the upper Jonkershoek Valley.

# Quick facts

- > Stellenbosch University is recognised as one of the top four research universities in South Africa and has one of the country's highest proportions of postgraduate students, of which almost ten percent are international students.
- > Stellenbosch boasts the **oldest wine route in South Africa** that today hosts more than 200 members, producing international award-winning wines.
- > Music and art are deeply imbedded in Stellenbosch society. South Africa's oldest music school, the **Stellenbosch Conservatoire**, has its home here, and there is a collection of galleries and museums housing national and international art collections worth viewing.
- > One of the flagship artworks on display in front of the Stellenbosch Town Hall is the **Nelson Mandela memorial piece** by South African land artist **Strijdom van der Merwe**.
- > Stellenbosch is a sporting mecca with a proud history of achievements.
- > Stellenbosch is South Africa's **culinary capital** and regularly features among the Top 10 Restaurants in SA, playing host to over 80 restaurants. Our town is home to the **Institute of Culinary Arts, South African Chefs Academy** and **Private Hotel School**.
- > **The Stellenbosch Academy of Sport** is a professional sports training and preparation environment that offers worldclass outdoor and indoor training facilities, including on-site premium accommodation.
- > Stellenbosch University boasts a **Sport Science Department** – a first of its kind in South Africa - boasts modern facilities, including laboratories, an outdoor and indoor pool, squash courts and a modern gymnasium.
- > **Historic Dorp Street** is a national monument and has one of the longest rows of surviving old buildings of any major town in southern Africa.



# Our event expertise

- 2016 International Organization for the Study of the Old Testament (IOSOT) Conference
- 2016 Global Network for Public Theology Conference
- 2016 Congress of the International Society for the Study of Fatty Acids and Lipids (ISSFAL)
- 2016 International Symposium on Educational Reform (ISER)
- 2016 International Conference of the Association for Commonwealth Literature and Language Studies (ACLALS)
- 2016 International Conference of the International Society for Research in Human Milk and Lactation -ISRHML-
- 2016 Global Conference on Sustainable Manufacturing (GCSM)
- 2016 International Biofumigation Symposium
- 2017 African Doctoral Academy (ADA) Winter School

## Let us help you

The Stellenbosch 360 Living Conference, Events and Incentives team works closely with our extensive network of partners. Together we offer you the support you need to ensure a successful event, congress or incentive meeting.

We are situated at the Stellenbosch 360 Visitors' Centre at 36 Market Street, and provide a one-stop desk for event organisers, academic convenors, corporate meeting planners and incentive travel planners.



### We offer:

- Information and advice concerning meeting facilities, unique experiences, accommodation, transportation, social activities, teambuilding, incentives and more.
- Introduction to local service providers in Stellenbosch.
- Introduction to local industry and government contacts.
- Assistance with pre- and post tour packages or individual delegates or groups.
- Access to marketing material including videos, images, and brochures about Stellenbosch.
- Facilitation of site inspections and famtrips in Stellenbosch.
- Housing bureau services / Group accommodation bookings.
- Production of bid books and PowerPoint presentations.
- Free publishing of your conference on our 5-year calendar.
- Complimentary visitor guides and/or maps for delegates.
- Our experience and range of support is designed to suit all budgets and conference sizes and will save you valuable time and money.



*Please contact us with any information requests and enquiries. Our friendly team is waiting to assist.*

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