

Why Durban? Let me count the ways...

 By [Leigh Andrews](#)

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One of the most common questions Loeries CEO Andrew Human's received since initial communication about the Loeries 2015 was sent out is 'Why Durban'? If you've been wondering the same thing, read the following, stat...

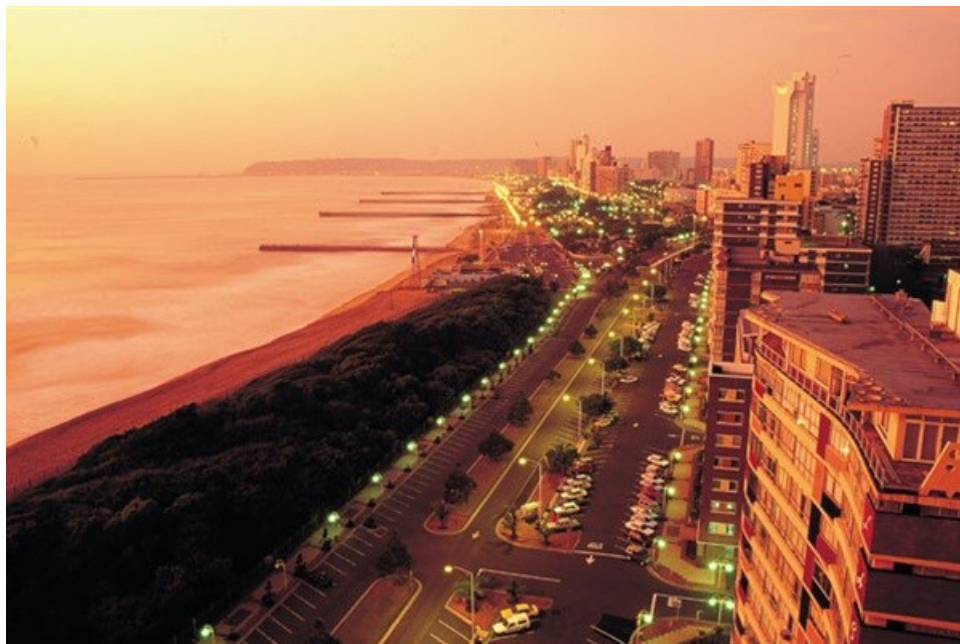
While [spending some quality time](#) with the Loeries' team a month ago, Human told me that the beachfront environment was undoubtedly the biggest draw this year. People used to think he meant the Loeries were returning to Margate or that they'd be in upper-class Umhlanga - he has to tell them, "No, I mean Durban Durban," and they then seem surprised, as so many people have tunnel vision. If you've not been there in a while you're in for a treat as the Durban of today is very different from the Durban of 11 years ago. Human says, "Hats off to everyone who managed this turn-around strategy".

Click below for Adlip's interview with Human on what gave Durban the edge...

Human then whipped out his phone to demonstrate the difference between the dated images Google Earth shows you as the main Durban beachfront strip and what you now see there - the difference is remarkable. And now that everything's been made beautiful again, Human says the beachfront strip is "ready to have everyone (read: Loeries attendees) locally involved and located in one place."

What makes it an awesome beachfront, Human adds, is that you've got a warm ocean, one long stretch of golden sand, an amusement park right on the beach for the creatives, and one long promenade dotted with activity sports all the way to the harbour.

Sunny weather + Spring time of year = Loeries Durban



© Image courtesy of Durban Tourism

Can't you just picture it? Durban is, after all, the land of sunny skies, rolling green hills and fine yellow beach sand. As with any destination though, making the most of that perfect weather is all about the timing. And as the Loeries Awards team have elected Durban for a three-year rolling period, they did their research into when would be the best time for most of the country's creative work force to descend in droves on its beachfront. The answer? August. The reason? That's when Durban's at its most mild, with little chance of torrential rain or the gale force winds. So if you're attending, you can aim for a lighter bag as you can pack away those winter woollies for the week.

This year, the Loeries will have the best of both worlds - the intimate 'village' feel of Margate that many still long for and the professional efficacy that became synonymous previous Loeries awards. It'll be made all the more 'village-y' by the fact that there will be bicycles for hire, and much of the non-awards activity will take place on Durban's main promenade stretch, perfect for taking a stroll, a quick dip in the sea or stopping for a smoothie with the fellow (rival?) attendees you catch-up with every year.

Human envisions the 2015 Durban Loeries much like this, especially when coupled with Durban's rejuvenation, which means it now has some stellar five-star amenities in a beachfront strip environment. Hosting in Durban also "Gives everyone a chance to have an away game as it gives them a chance to get out of town," said Human, as the bulk of South Africa's creatives are based in Johannesburg and Cape Town, so this means all will be 'in the same boat' of travelling to the Loeries. And as mentioned in the official '[Loeries 2015] move to Durban ICC' [press release](#) issued late last year, "Durban can be reached fairly easily by plane or car from Cape Town and Johannesburg, which makes it affordable and convenient for the majority of participants."



The majestic Elangeni-Maharani, shot during my brief stay in Durban with the Loeries team a few weeks ago

The Tsogo Sun Elangeni-Maharani will be the focal point on the beachfront, in walking distance for Loeries Creative Week™ Durban and for the fringe events - which got Loeries town hall meeting attendees to perk up and pay attention, as the fringe is where the community can create pop-up events of an entertaining, creative nature like the craft and food market set to make its first appearance this year.

Why the Durban ICC is a winner...

And there'll be more of those participants at the official ceremonies too, as the Durban ICC's seating capacity means a rise from the 1,600 offered previously to 2,200, roughly the same as what attendees enjoyed in the 'Margate tent' iteration of the Loeries.

Human says this is fantastic for the industry as it means more juniors can attend and be inspired, as it was the juniors and first-timers who most loved the Margate Loeries, while the VIPs got the most from the Cape Town Loeries. Durban will do its best to incorporate the best of both by adding a chunk of gallery seats, enhancing the operational benefits. The Loeries has also grown much bigger than it was in its Sun City days - "Durban is like Sun City on steroids - it even has a casino and real ocean".

There you have it - affordable and easy to reach, a village-y feel to look forward to, and more attendees to mingle with - and the warm weather, of course. Reason enough to host in Durban? We think so!

Imagine all that sunshine and those warm beach waves as you lap up the glory of winning, while the rest of the country is shivering away. If that sounds like the ideal way for your agency to spend a week this August, act now - entry deadline is 15 May, but if you submit your entry by the 14 April early bird deadline, you can take advantage of the 10% discount. [Click here to find out the nitty-gritty.](#)

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ABOUT LEIGH ANDREWS

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