

# South Africa: Efforts to re-ignite tourism demand



SOUTH AFRICAN TOURISM

# Revised Marketing Investment Framework

## MARKET SELECTION: PORTFOLIO SELECTION

### SELECTION

- ▶ The selection, to meet the 18.6 million target, comprises:
  - Eight (8) Africa Land markets
  - Two (2) Africa Air markets
  - Three (3) American markets
  - Seven (7) European markets
  - Four (4) AAME markets
- ▶ The selection accounted for 83% of holiday trips, 77% of MICE trips and 92% of total international trips to South Africa in 2019



# Context

## 24 MIF PRIORITY MARKETS

Full marketing mix elements will be deployed in these markets commensurate with market ability to fulfil the economic impact of tourism in the South African economy.

## DOMESTIC MARKET

Building a resilient and sustainable domestic tourism market to "inoculate" the tourism sector against future adverse economic conditions remains the core priority of South African Tourism.

## REST-OF-WORLD MARKETS

These markets will be supported with marketing toolkits and PR communications packages through the Department of International Relations and Cooperation's international network.

## THE DIGITAL MARKETPLACE

SA Tourism will continue to expand digital transaction engine capabilities through established global channels and through the B2B portal that provides South African SMME market access.

**Own the Problem:**

**Think like a (person) of action, act like a (person) of thought!**

Henry Bergson

You can't talk your way out of a problem you have behaved yourself into.

Stephen R. Covey



**MESSAGE**

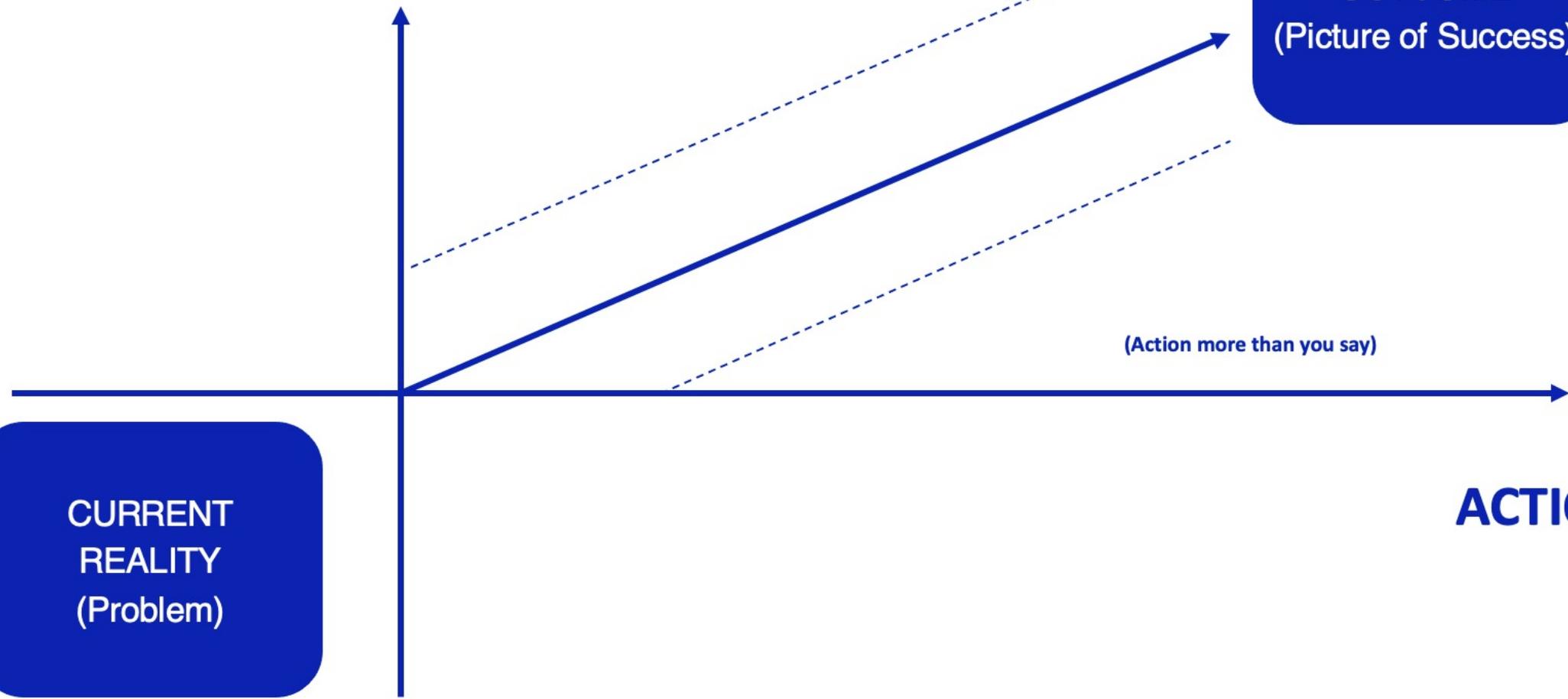
(Say more than you action)

**DESIRED  
OUTCOME**  
(Picture of Success)

**CURRENT  
REALITY**  
(Problem)

(Action more than you say)

**ACTION**





# How?

Getting things done!

## PHASE 1 | CALL TO REAWAKEN



BRAND LAUNCH ANCHOR  
PIECE & CONTENT  
CREATION



DIGITAL ACTIVATION  
OF LAUNCH

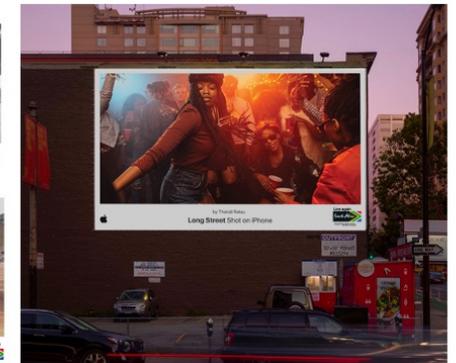
## PHASE 2 | CALL TO IMMERSION



Live again.  
Come to South Africa.



EXPERIENTIAL



MASS PARTICIPATION

**24/7 TOURISM CONTENT NEWSROOM**  
Taking control of the global narrative

**TOURISM EVENTS ANNUAL CALENDAR**  
Leveraging predictable opportunities for growth

**ADVOCACY & LOBBYING**  
Getting off / staying off red lists and adverse travel advisories

**PROVINCIAL COLLABORATION**  
Integrating national and provincial tourism to drive geographic distribution (VTSDs)

## Global Advocacy Newsroom

### Reclaiming control of the South African global brand narrative

This is a 24/7 newsroom that publishes daily advocacy messaging, in multiple formats, into all key source markets (SA-time):

0200hrs:

- Into the SA-time zone newsrooms to impact SA, Africa and Europe morning drive-time news cycles

1000hrs:

- Into USA time zone newsrooms to impact USA morning drive-time news cycles and SA time-zone midday reports

1500hrs:

- Into Asia and Australasia time zone newsrooms to impact China, India and Australia morning news cycles and SA evening news cycles and USA midday report news cycles



## Annual Tourism Calendar Advocacy

### Squeezing every Rand out of every moment

Leveraging every foreseeable tourism moment in the course of the year to ensure maximum commercial value is derived for the tourism sector and maximum brand equity is mobilized for the sustained growth of the sector. (Calendars developed for each source market)

- February 10: Tourism as a core National Agenda priority
- February 23: Economic impact of tourism (on adjacent industries)
- February 28: Meetings Africa / Global Brand Film launch
- March 21: Human Rights Day (Tourism as a Citizen Right)
- April 27: +27 Tourism Attractions of South Africa
- May 2: Africa's Tourism Indaba / Global Sales Drive
- June 16: Youth In Tourism (The Millennial Tourism Market)
- August 9: Women In Tourism
- September: Tourism Month
- September 27: World Tourism Day (Launch of Tourism Summer)

etc





## Getting Off & Staying Off Red Lists

Maintaining favourable travel advisories in source markets

### Political Advocacy

- Lobbying (enough said!)

### Commercial / Corporate Advocacy

- Leveraging corporate ties between SA and source markets

### Economic Advocacy

- Leveraging economic treaties between SA and source markets

### Media Advocacy

- Channels, programs, journalists

### Cultural (Soft Power) Advocacy

- Leveraging influential South Africans in source markets and influential "citizens" of source markets within South Africa

# Crisis Communications

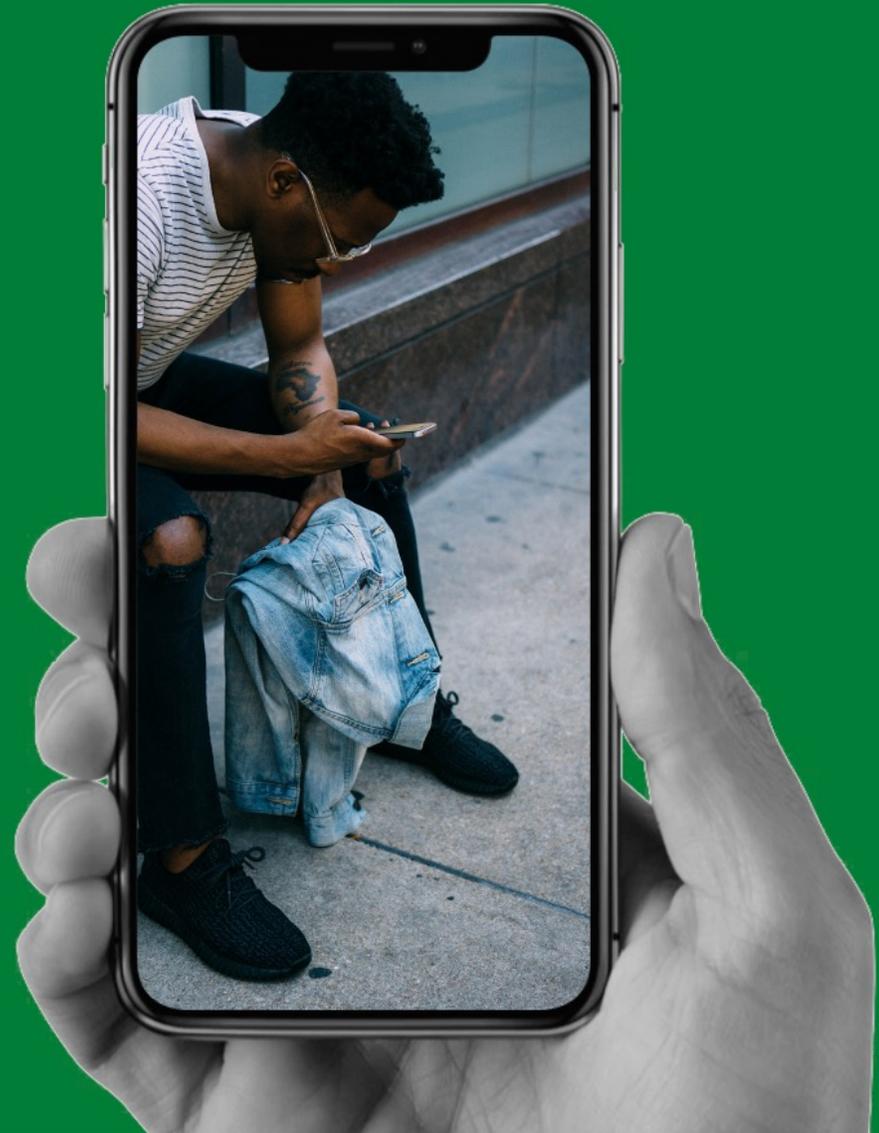
Turning adversity into advantage

## Crises

- Scotland Yard Protocols

## Rapid Response

- Messaging Grid System



## CREATE & CONVERT DEMAND

1. Newsroom Daily Content Implementation
2. Intensified Marketing Programs in each source market
3. Real-time data capability (predictive modelling)
4. Global Brand Campaign Film

## TOURISM VALUE CHAIN

5. National Mobility Forum
6. Maximum communications leveraging of “every win” in the tourism value chain
7. In-Destination Mobility

## SUPPLY-SIDE EFFICACY

8. Intensified communications of existing product and experiences
9. Consolidated Events Calendar Communications
10. Big Tourism Investment (Analytical Tool)

## PROVINCIAL COLLABORATION

11. Single joint project with SAT on a province-by-province priority basis
12. Global Advocacy Campaign 2.0



**THANK YOU!**