SOUTH AFRICAN TOURISM

Marketing South Africa as a competitive tourism destination

Local Government Conference
Thulani Nzima
30 March 2015
Contents

• SA Tourism’s business focus

• Marketing Approach

• Benefit of partnerships

• Aligning our Marketing efforts

• Campaigns and Product development
SA Tourism business focus

- SA Tourism business focus

BUSINESS EVENTS & MEETINGS
“preferred business events destination”

LEISURE TOURISM
“preferred tourism destination”

GRADING/ QUALITY ASSURANCE
“improved quality visitor experience”
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SA Tourism’s Expanded Mandate: Leisure, Business Events and Meetings and Quality Assurance

Significantly growing a sustainable tourism economy in South Africa, with domestic, regional and international components, based on innovation, service excellence, meaningful participation and partnerships.

Increased contribution of the tourism sector to inclusive and sustainable economic growth

Strategies to deliver expected outcomes:

- Invest only in selected markets/decision centres to deliver volume and value
- Convince consumers/clients that SA can be trusted to deliver memorable experiences & successful business events
- Engage Stakeholders to deliver quality visitor experience that re-affirm the brand promise
- Work the distribution channel to promote SA
- Set up regional hubs to increase market penetration
- Energise and empower the organisation to innovate and achieve excellence
Marketing Approach

• As SA Tourism our mission is to market SA to both domestic and international visitors.

• Our marketing approach rests on four (4) pillars:

  ➢ Consumer Communication/Integrated Marketing Communication (IMC)

  ➢ Renovation/Innovation (innovative work we do in trade shows, hosting, campaigns etc.)

  ➢ Availability, Visibility & Accessibility (AVA) (to industry through stakeholder management)

  ➢ Trade Engagement
Our marketing blueprint is focused on improving conversion ratios by increasing awareness/positivity and closure ratios.

Illustrative - Conversion Curve & Traveller’s Buying Process

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Positivity</th>
<th>Consideration</th>
<th>Info Gathering</th>
<th>Purchase / Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>89%</td>
<td>36%</td>
<td>32%</td>
<td>19%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Am I aware of South Africa as a travel destination?
Do I have a positive image about South Africa?
Should I put South Africa in my consideration set?
Have I gathered travel-specific information on SA?
Have I visited South Africa?

A concerted and balanced effort is required across the conversion curve.

Inspiration at a Global Level
Trade-focused Activities at the Country Level

Source: SAT Brand Tracker Survey FY Feb 2014

Global Digital bridges the gap
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Importance of the value chain

• SA Tourism’s role is to position South Africa as a tourism destination and business events destination

• Its role requires ability to align every player in the value chain

• Where we find impediments, SA Tourism works with the channel (tour operators, travel agencies through Joint Marketing Agreements)
The Value Chain

- **SA TOURISM**
  - Create Awareness & Positivity

- **TOUR OPERATORS/TRAVEL**
  - Conversion (Sign JMAs)

- **DEPT OF HOME AFFAIRS**
  - Efficient visa processing

- **AIRCINES**
  - Book Flights (Capacity & Fares) (Sign JMAs)

- **AIRPORTS**
  - Friendly visitor welcome, information & efficiency

- **STATISTICS SOUTH AFRICA**
  - Reporting on tourism statistics

- **RESTAURANTS & OTHER PRODUCTS**
  - Warmth of our people
  - Good service
  - Pricing

- **HOTELS**
  - *Welcoming
  - *Graded
  - *Meet customer experience

- **TRANSPORT & LOGISTICS CO.**
  - Legitimacy
  - Pricing
  - Reliability

- **IMMIGRATION**
  - Friendly visitor welcome

WTTC-Jan 2013
# Key Stakeholder Register & Purpose of Engagement

<table>
<thead>
<tr>
<th>Ministry of Tourism - policy &amp; political leadership.</th>
<th>TBCSA &amp; Other Industry Associations TOMSA levies marketing &amp; alignment.</th>
<th>Sector Associations - increase number of meetings.</th>
<th>DIRCO &amp; Embassies Abroad - use overseas network to promote tourism.</th>
<th>Parliament (Portfolio &amp; Select Committee) - alignment at political level.</th>
<th>MIPTECH/ MINMEC - alignment at political level.</th>
<th>Marketing Working Group - marketing strategy alignment.</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Department of Tourism - policy, funding, NTSS custodianship &amp; leadership.</td>
<td>TGCSA Assessor Network - new business &amp; retention</td>
<td>Convention Bureaus - bid support.</td>
<td>the dti -</td>
<td>SAA &amp; Other Airlines - airlift &amp; mobility.</td>
<td>Hotel &amp; non Hotel Establishments - improve tourist experience.</td>
<td>PCOs/ PEO - increase number of meetings.</td>
</tr>
<tr>
<td>National Treasury - funding &amp; Subvention.</td>
<td>AGSA - auditing &amp; recommended remedial actions.</td>
<td>Department of Science &amp; Technology</td>
<td>Department of Home Affairs - visa admin &amp; immigration.</td>
<td>Other Government Departments</td>
<td>Association Management Companies - increase number of meetings.</td>
<td>Media - positive messages.</td>
</tr>
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Aligning our Marketing efforts

- **The Power of One Roadshows:** This is a platform we use to engage industry from all nine provinces of South Africa

- **Marketing Working Group Forum:** This is a forum we use to align our marketing initiatives with provinces and cities

- **Integrating business planning with NDT/TBCSA:** SA Tourism shares its draft business plans with the two entities to ensure alignment before the approval process

- Quarterly performance reviews with TBCSA and TOMSA

- **Creation of market access through:**
  - Indaba
  - Meetings Africa
  - International platforms
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Campaigns and Product development

- #MeetSouthAfrica campaign rolled out across most Core Markets
- #ReconsiderSouthAfrica campaign rolled out across most Core Markets
- We have embarked on a domestic campaign called Shot’left with all provinces
- We have launched the Mandela and Gandhi inspired tourist attractions routes
- We leverage on key events such as: Joy of Jazz, Macufe and Cape Town International Jazz festival
- We have started rollout plans for ring-fenced domestic investments
THANK YOU ..