

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

LEISURE TOURISM
“preferred tourism destination”



• SA Tourism business focus

BUSINESS EVENTS & MEETINGS
“preferred business events destination”

GRADING/ QUALITY ASSURANCE
“improved quality visitor experience”

Contents

- SA Tourism's business focus
- **Marketing Approach**
- Benefit of partnerships
- Aligning our Marketing efforts
- Campaigns and Product development



SA Tourism's Expanded Mandate: Leisure, Business Events and Meetings and Quality Assurance

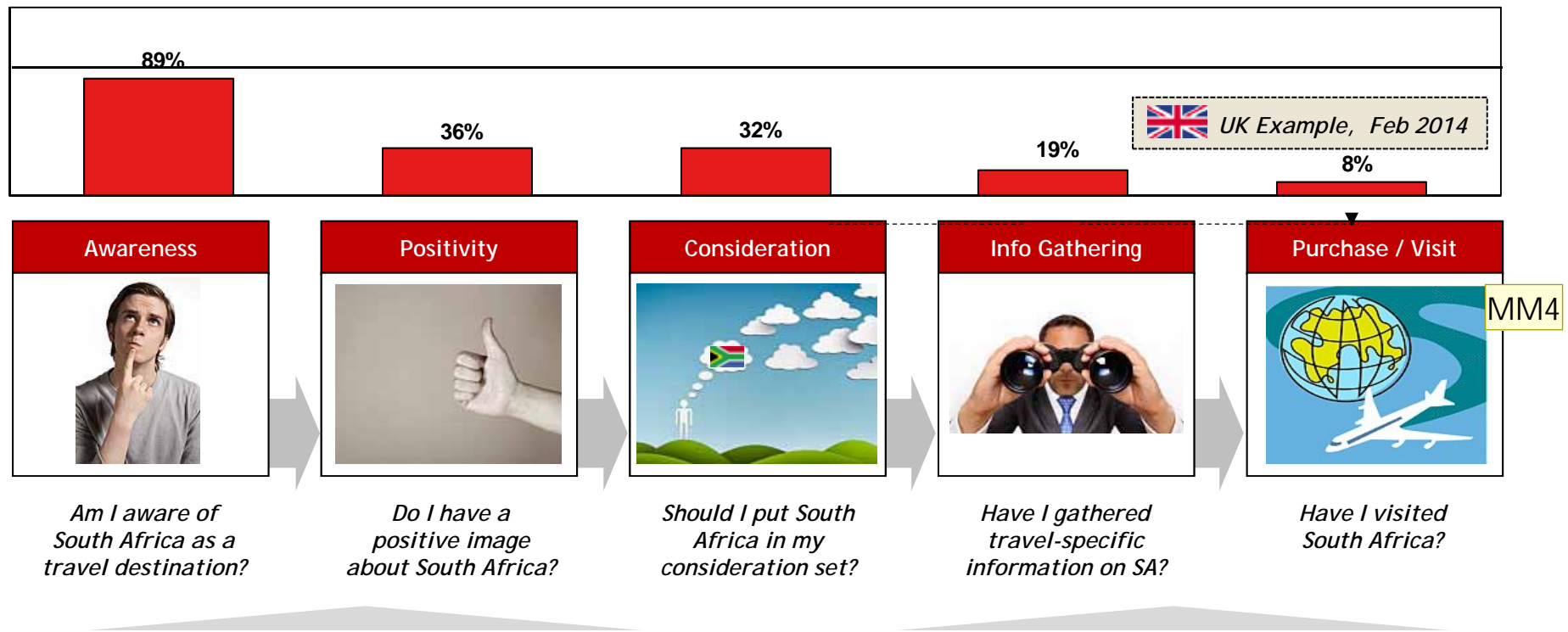


Marketing Approach

- 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



A concerted and balanced effort is required across the conversion curve



Global Digital bridges the gap

Source: SAT Brand Tracker Survey FY Feb 2014



Slide 7

MM4

check if updated slide

Mpho Mfenyana, 2/10/2015

Contents

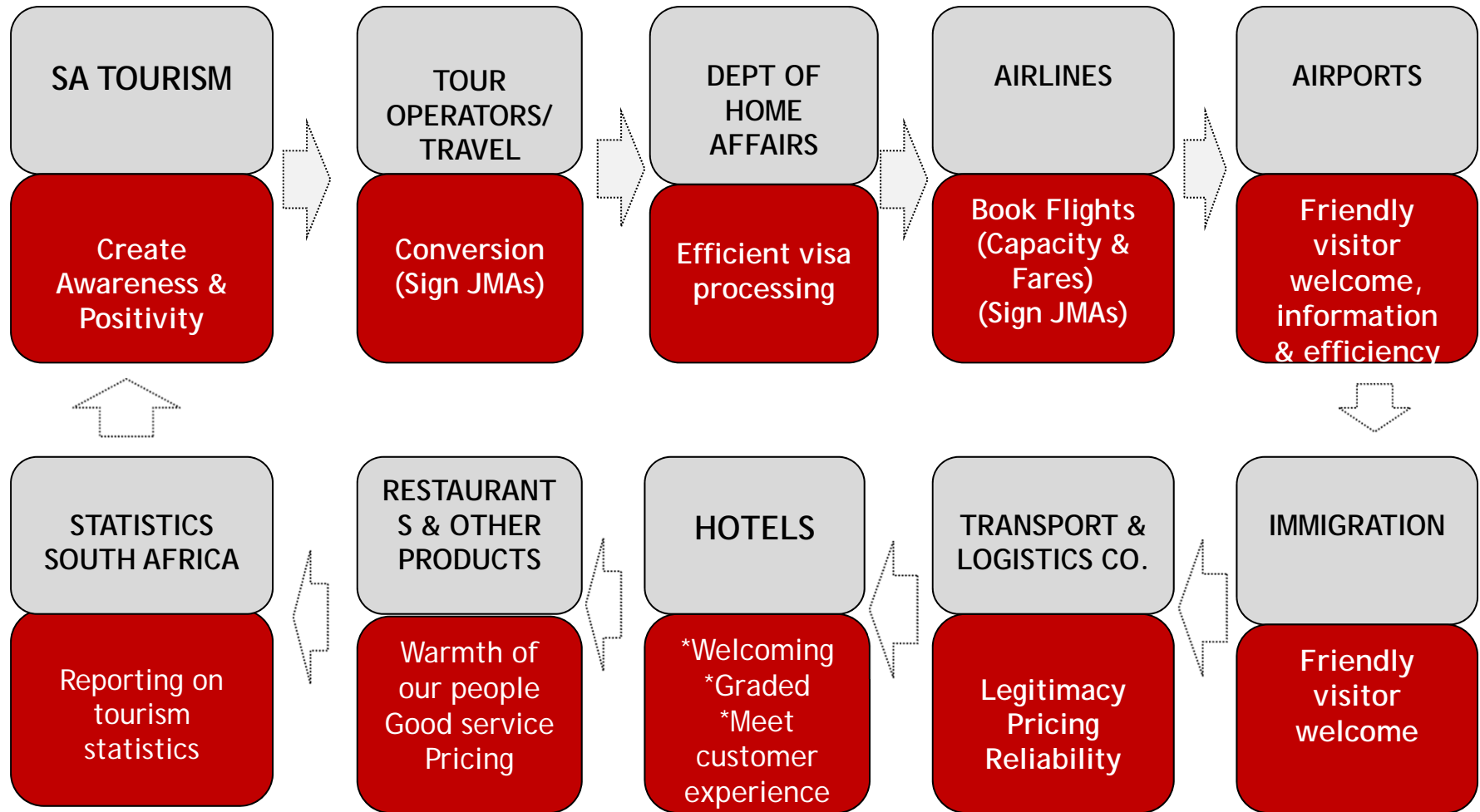
- SA Tourism's business focus
- Marketing Approach
- **Benefit of partnerships**
- Aligning our Marketing efforts
- Campaigns and Product development



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



Key Stakeholder Register & Purpose of Engagement

Ministry of Tourism - policy & political leadership.	TBCSA & Other Industry Associations TOMSA levies-marketing & alignment.	Sector Associations - increase number of meetings.	DIRCO & Embassies Abroad - use overseas network to promote tourism.	Parliament (Portfolio & Select Committee) - alignment at political level.	MIPTECH/ MINMEC- alignment at political level.	Marketing Working Group - marketing strategy alignment.
National Department of Tourism - policy, funding, NTSS custodianship & leadership.	TGCSA Assessor Network - new business & retention	Convention Bureaus - bid support.	the dti -	SAA & Other Airlines - airlift & mobility.	Hotel & non Hotel Establishments - improve tourist experience.	PCOs/ PEO - increase number of meetings.
National Treasury - funding & Subvention.	AGSA - auditing & recommended remedial actions.	Department of Science & Technology	Department of Home Affairs - visa admin & immigration.	Other Government Departments	Association Management Companies - increase number of meetings.	Media - positive messages.
Board - strategy & fiduciary responsibility.	Statistics South Africa - improve credibility of tourism stats.	Exhibition Organisers - efficient events/meetings.	Government Bodies & NGOs	Convention Centres - bid support.	Corporates - lead generation (meetings).	Low cost airlines - air connectivity locally & regional Africa.

Contents

- SA Tourism's business focus
- Marketing Approach
- Benefit of partnerships
- **Aligning our Marketing efforts**
- Campaigns and Product development



Inspiring new ways

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

Contents

- SA Tourism's business focus
- Marketing Approach
- Benefit of partnerships
- Aligning our Marketing efforts
- **Campaigns and Product development**



Inspiring new ways

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 ..