MARKETING SOUTH AFRICA AS AN INTERNATIONAL DESTINATION
IMPORTANCE OF MARKETING SA INTERNATIONALLY

KEY OBJECTIVES

• Increase in foreign tourist arrivals to South Africa
• Increase international awareness of SA as a travel destination
CORE BUSINESS OF SATourism

• The core business of South African Tourism is the international marketing of SA.....as a place to visit and thereby help us to realize the economic potential of tourism.

• Develop ways to maintain and improve the standards of facilities and services that tourists use.

• Coordinate marketing activities of role players in the tourism industry.
KEY ROLE/RESPONSIBILITIES OF SAT

- market and facilitate interventions to improve and grow the country’s tourism sector:

1. Understand who is out there

2. Choose those who we can & want to get there
3. Get them here

4. Get them to the product

5. Ensure they have a good experience
The world's biggest travel and tourism trade show, the whole variety of travelling is present at ITB Berlin

(6-8 March 2013)
DEFINITION OF A TRADE SHOW

An event at which **goods** and **services** in a specific **industry** are exhibited and demonstrated.
Leading global event for the travel industry

(4th to the 7th November 2013)
What is World Travel Market?

- Staged annually in London (the home of the WTM) a Leading Global Event for the Travel Industry
- It is a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business under one roof
- 2013 show has emphasis on travel technology, luxury and business travel
Who can attend World Travel Market?

World Travel Market has a strict admission policy and is open to travel industry professionals only and not the general public.
FUNDING FOR SA TOURISM’s INTERNATIONAL MARKETING INITIATIVES

THE ROLE OF TOMSA
What is TOMSA?

• Tourism Marketing Levy South Africa - a private sector initiative (1988)

• **Purpose**: to raise additional funds for the marketing of destination SA

• SAT makes use of the above-mentioned funds to profile the country

• With additional funding from TOMSA, SAT’s marketing reach thus opening many tourism doors
1999 - R9.9 million

2011 - R90 million

Increased marketing of SA
How much is the levy?

• The levy in SA is **1%** and is charged as follows:
  * **Accommodation**: 1% of each confirmed booking
  * **Care rental**: 1% of each confirmed booking
  * **Tour Operators**: R3,00 per customer, per tour booked

Example: 1% levy: Car Rental

<table>
<thead>
<tr>
<th>Daily rate</th>
<th>KM charge</th>
<th>Insurances</th>
<th>Total</th>
<th>1%</th>
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<td>SATourism</td>
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• Collections are voluntary

• They are paid by the tourist and the business acts as a collector to be paid over to TBCSA, administrators of TOMSA
PARTNERSHIP BETWEEN TOMSA & GOVERNMENT

TOMSA  SOUTH AFRICAN TOURISM  GOVERNMENT
How is the levy collected?

The levy is paid by the guest when he settles his account with a hotel, tour operator etc. The organisation must keep accurate record of how much they collect and pay this over to Tourism Marketing South Africa on a monthly basis.
CONCEPT BRANDING

SOUTH AFRICA’s BRAND LOGO
EXAMPLES OF POPULAR BRAND NAMES

- Coca-Cola
- Nike
- Soviet
- Russell Hobbs
- Emporio Armani
- Burberry
- Breitling
- Lacoste
- Gucci
- Versace
- Dolce & Gabbana
- Rolex
BRAND SA JOURNEY

SOUTH AFRICA

Inspiring new ways

It's Possible
• Cabinet has approved the new international marketing logo for South Africa. Officially launched on the 4 July 2012 in Midrand.

• The new logo replaces the logos that were primarily used by the International Marketing Council (IMC) and SA Tourism to market South Africa abroad.
Purpose of creating one brand was to avoid confusion in the market when various entities market themselves internationally using different logos.

Inspired by the South African flag - distinctive, dynamic, energetic and stands out from the competition.
We are all competing for the same share of wallet

TOURISM
INVESTMENT
TRADE

South Africa

Inspiring new ways
(IMAGE MARKETING)

- Established in August 2002
- Their main objective is the (promotion) of SA
- Major role is to create a positive, unified image of SA; one that’s builds prides, promotes investment & tourism and helps job creation and new enterprises
IMPORTANCE OF BRAND ALIGNMENT
CONCLUSION

Our brand alignment goal is to effect a unifying brand idea

South Africa

Inspiring new ways

ONE COUNTRY   ONE VISION   ONE BRAND
VIDEO: INSPIRING NEW WAYS
INDABA

(11-14 MAY 2013)

Local trade visitor access - 12-14 May
Student access -14 May
BACKGROUND INFO.

- One of the largest tourism marketing events on the African calendar
- The term comes from a Zulu language word, meaning "business" or "matter"
- Showcases the widest variety of best tourism products & attracts visitors from around the world
- Owned by South African Tourism
- A four day travel event & has won the award for Africa’s best travel & trade show, two years in a row
ATTENDEES AT THE INDABA

1. South/ern African product owners and marketing associations/organizations

2. International tourism buyers
WHY VISIT THE INDABA

- Its Africa’s top travel & trade show in the Southern Hemisphere
- Keep abreast of global trends & new developments within the tourism industry
- Get to meet industry stakeholders face to face
- Conduct business & network with key decision makers
- Gain competitive advantage
- Meet exhibitors from a diverse range of destinations
GETAWAY SHOW

(GAUTENG: 30 Aug-1 Sept 2013)
(Cape Town: 15-17 Mar 2013)
Launched in 1989, Getaway has become a household name with super brand status, a highly regarded source of all things travel related in Southern Africa and beyond.

- Organized by Getaway magazine publishers
- Offers an informative and interactive experience
TEACHING METHODOLOGY

• List of the key Concepts with acronyms, eg Branding, Showcase, Trade show, Levy, Indaba, Gataway, SAT, DMO, WTM, TOMSA, ITB
• Give definition
• Make use of each in a sentence
• Put a picture of each concept next to it
• Stimulate discussions with learners surrounding international awareness of South Africa as a viable destination to VISIT.
THANK YOU