

MARKETING SOUTH AFRICA AS AN INTERNATIONAL DESTINATION



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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.



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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

CONT.

3

Get them here



4

Get them to the product



5

Ensure they have a good experience



INTERNATIONAL TRADE SHOWS: ITB(Berlin)

- The world's biggest travel and tourism trade show, the whole variety of travelling is present at ITB Berlin



(6-8 March 2013)



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DEFINITION OF A TRADE SHOW

An event at which **goods** and **services** in a specific **industry** are exhibited and demonstrated.



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WORLD TRAVEL MARKET-LONDON



Leading global event for the travel industry
(4th to the 7th November 2013)



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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



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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.



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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



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CONT.

1999-
R9.9million



Increased
marketing
of SA

2011-R90
million



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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

Daily rate + KM charge + Insurances = Total + 1%
SATourism



- 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



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PARTNERSHIP BETWEEN TOMSA & GOVERNMENT

TOMSA ← **SOUTH AFRICAN TOURISM** → **GOVERNMENT**



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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.



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CONCEPT BRANDING

SOUTH AFRICA'S BRAND LOGO



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EXAMPLES OF POPULAR BRAND NAMES



SOVIET



Russell Hobbs



NIKE

EMPORIO ARMANI



GUCCI

BURBERRY



DOLCE & GABBANA

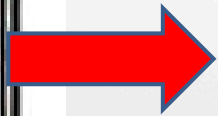


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BRAND SA JOURNEY



Inspiring new ways



It's Possible



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BRANDING CONT.

- 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.



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BACKGROUND

- ✓ 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



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We are all competing for the same
share of wallet

**TOURISM
INVESTMENT
TRADE**



Inspiring new ways



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Key Issues and Priorities of Brand SA

(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



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IMPORTANCE OF BRAND ALIGNMENT



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CONT.



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CONCLUSION

Our brand alignment goal is to effect a
unifying brand idea



Inspiring new ways

ONE COUNTRY **ONE VISION** **ONE BRAND**



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VIDEO: INSPIRING NEW WAYS



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INDABA



(11-14 MAY 2013)

Local trade visitor access - 12-14 May

Student access -14 May



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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



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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

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INDABA

Africa's top travel show



GETAWAY SHOW



(GAUTENG:30 Aug-1 Sept 2013)

(Cape Town:15-17 Mar 2013)



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BACKGROUND

- 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



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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





THANK YOU



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