

SOUTH AFRICAN TOURISM

Alignment of Tourism Marketing

Local Government Conference
Thulani Nzima
26 February 2013



Inspiring new ways

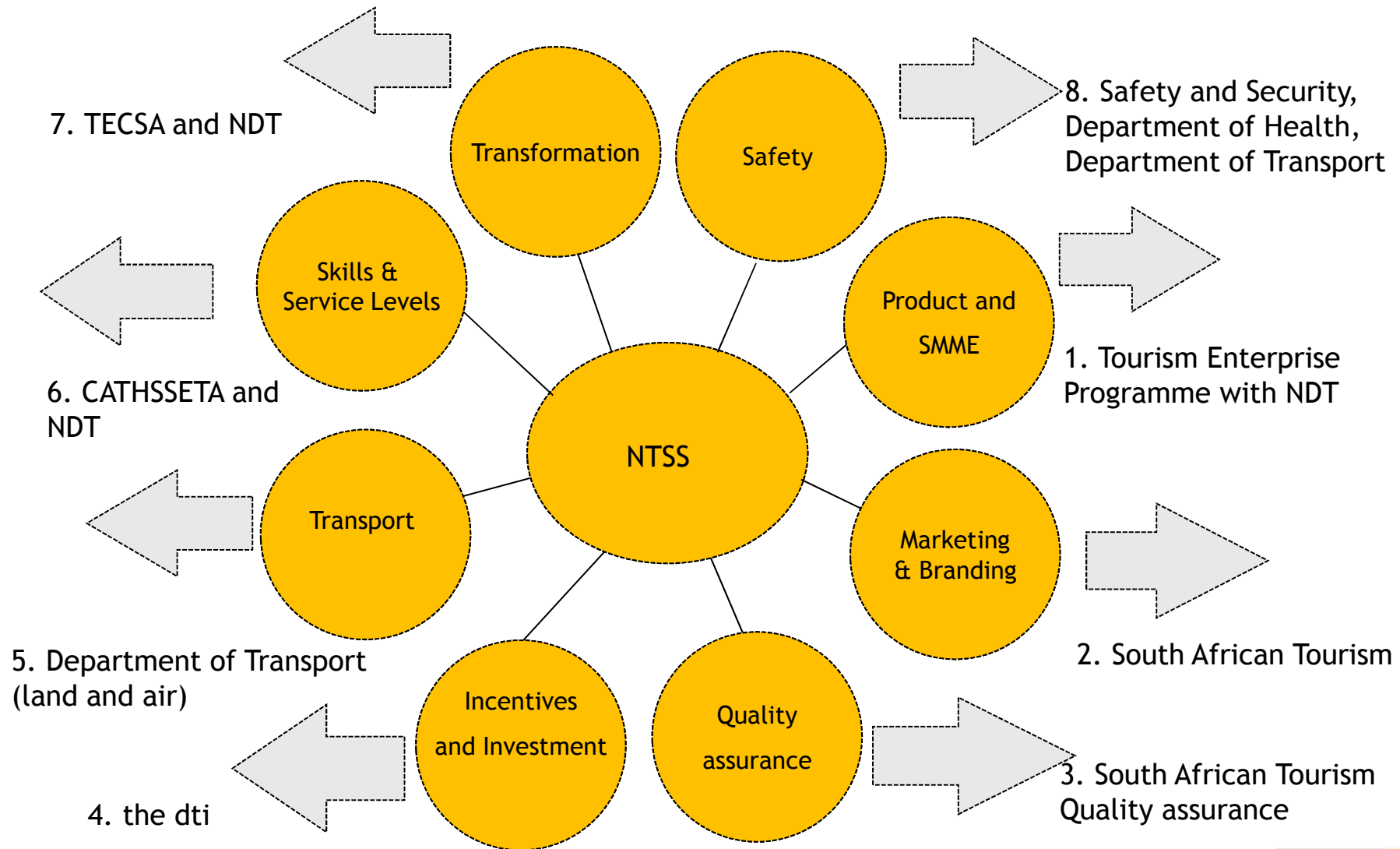
Contents

- National Tourism Sector Strategy
- Aligning International Marketing
- Aligning Domestic Tourism
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- Next Steps



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Success of the SAT Mandate - Forming the NTSS 2009



The Goal

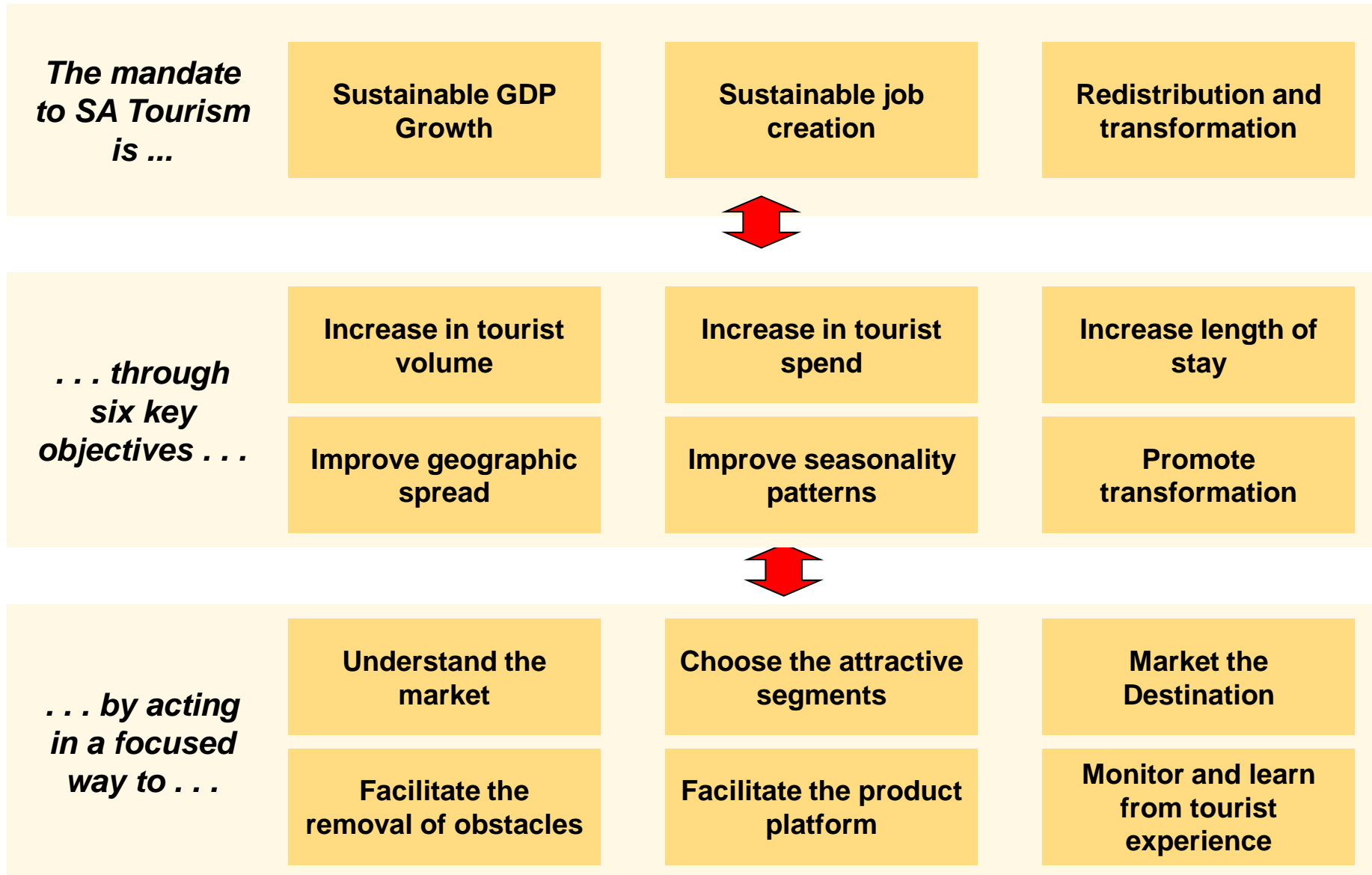
The overall goal of the strategy rests on four pillars, namely:

- To drive the tourism economy;
- To enhance visitor experiences;
- To position South Africa as a destination of choice; and
- To sustain good governance in the industry

The 2020 Targets

- Domestic tourists to grow from 14.6m in 2009 to 18m by 2020 and total domestic trips to grow from 30m to 54m, with holiday trips increasing from 4m to 9m.
- Increase in contribution of domestic travel to GDP from 52% to 60%
- GDP - Increase tourism's contribution to the GDP from an estimated R189.4 billion in 2009 to R499 billion by 2020.
- Job creation - the tourism sector is committed to consolidating its efforts to create jobs and aims to create 225 000 jobs by 2020 - 177 000 in the tourism sector and 48 000 through direct government investment.

SA Tourism's mandate set out in the Tourism Act makes it clear that it needs to make choices that will benefit all South Africans



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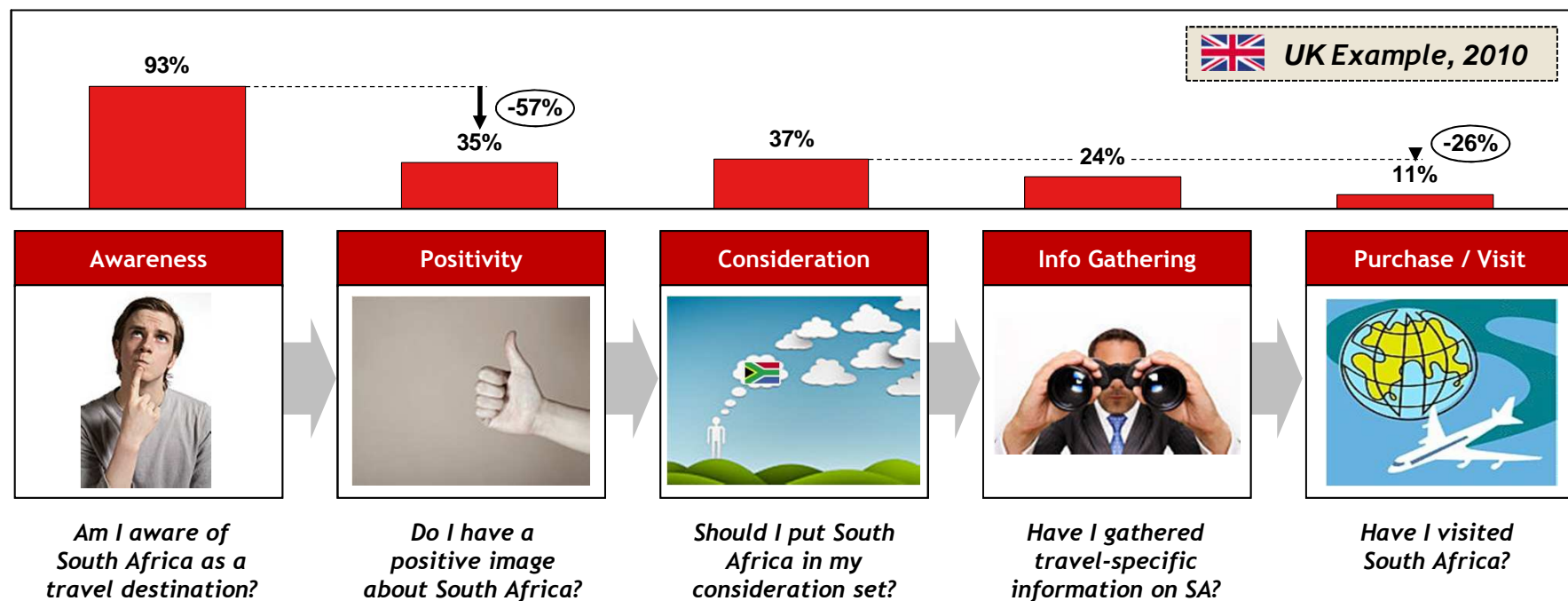
Brand Alignment

- Led by Brand South Africa; SA Tourism (SAT), Provinces and the Cities have all adopted a master brand look and feel. We all carry the “South Africa” brand identity when trading or exhibiting abroad.
- Furthermore, Cabinet recently approved Brand South Africa’s pay-off line: “Inspiring New Ways”. This pay-off line is used by all the Destination Marketing Agencies when operating abroad. Provinces and Cities have been allowed to use their respective pay-off lines when marketing within South Africa promoting Domestic products.
- Brand SA is responsible for the Corporate Identity Guidelines and rollout and are currently finalizing the templates for various executions.
- SAT leads all international trade fairs and exhibitions, including provision of the host SA stand. Provinces and Cities will be allocated sufficient exhibition space for their product range and SMME support

Our Marketing Blueprint

...the focus is on improving conversion ratios by increasing awareness/positivity & closure ratios

Illustrative - Conversion Curve & Traveller's Buying Process



A concerted and balanced effort is required across the conversion curve

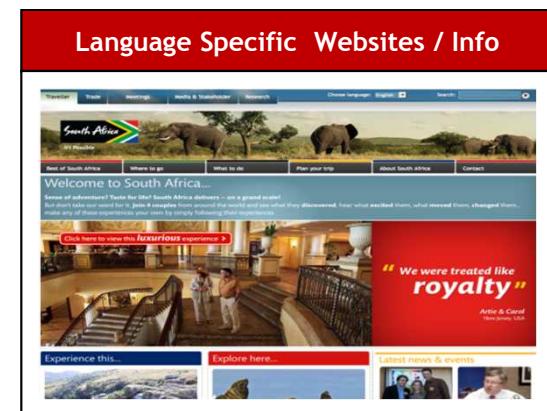
Branding at a Global Level

Trade-focused Activities at the Country Level

... To improve conversion, we engage primarily with key trade and media partners at the country level to activate travel to South Africa

In-Country Service Model - Key Activities

NOT EXHAUSTIVE



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Current Areas of Collaboration

Stakeholder	Details of co-operation
1. TBCSA & TOMSA	1.1 SAT is co-funded from voluntary tourism levies collected and SAT therefore offers some specific benefits for establishments that collect TOMSA levies 1.2 SAT and TBCSA, which represents all tourism business associations, jointly addresses the industry once a year in all provinces and have quarterly bilateral meetings.
2. Provincial Tourism Authorities	CEO's Forum (now called the Marketing Working Group) meets quarterly where SAT CEO meets Provincial CEO's to share Business Plans & Budgets and discuss specific marketing issues including joint marketing projects. SANParks, SANBI and TEP also attend. The CMO convenes the quarterly marketing forum with provincial marketing managers.
3. Fedhasa, ASATA and SATSA	Sharing of information
4. NDT, other public entities & programmes: 4.1 SANPARKS 4.2 SANBI 4.3 TEP	Provide exhibition space at exhibitions at beneficial rates Share information Joint funding of ETEYA project
5. BrandSA, GCIS and the Department of Trade & Industry	Sharing of information and joint marketing activities
6. Miptech and Minmec	Sharing of information on obtaining inputs on high-level marketing issues. SAT's CEO attends both meetings.
7. Departments of International Relations & Cooperation and South African embassies overseas	Provide marketing collateral

Domestic Messaging

The Insiders South Africa (What locals know)

- Showcase places and experiences that are unique and require special local knowledge to know about.
- Call upon South Africans to tell us about their favorite places and experiences, so that we can share them with the world
- “Vaya Mzansi” Creative Rationale
 - Personal places that inspire and excite us, awakening a desire to revisit them when we share our story
 - They fulfill those parts of us that are missing, generating a heartfelt connection.

Domestic Tourism Focus

- Promote a culture of holiday travel
- Increase awareness of provincial offerings
- Drive provincial alignment domestically
- Promote affordable packages
- Partner with local trade synergistically
- Package appropriate events
- Reduce the impact of seasonality
- Raise awareness of Domestic Tourism

Achieved through:

- Brand campaign
- Provincial participation and alignment
- Industry participation

Domestic Drivers

PROVINCIAL AND INDUSTRY

PACKAGES

Develop provincial packages encouraging SA's to travel like a local in their own province regularly

TOOL KITS

Develop provincial tool kit to help guide priorities per province to link to well-suited activations



CONSUMER

NATIONAL

- Develop and execute a National Consumer campaign that captures the hearts and minds of South Africans and inspires them to travel and share their experiences
- Design a National competition to encourage SA's to share their National and Provincial places they have seen
- Build awareness via television, radio, print, outdoor, mobi, digital and activations of all the places to be seen in SA - create an element of excitement to travel, explore, share and stand a chance to win a road-trip of a lifetime

Domestic Engagement Strategy - 360° Overview

TRADE / COLLATERAL

- Trade partnerships with airlines, travel agents, hotel groups to encourage link/support
- Trade toolkits and POS

PUBLIC RELATIONS

- On-going PR campaign to capture experiences and share with SA
- Invite magazines to tell personal travel stories linked to audience

MEDIA

- Channel strategy to be frequent and supported by media partnerships
- Promotional opportunities to be focused regionally

ACTIVATIONS

- Launch event 2 May in Cape Town
- On-going Provincial and Consumer activations throughout the year to encourage SAs to travel and tell us their stories

CAMPAIGN IDEA

- 360 campaign idea to create demand and excite SAs to travel
- Capture a bank of real stories to position SA globally



OUTDOOR

Inspire segments to travel and remind them at Gautrain and other sites

DIGITAL

- All communications to drive to mobi
- Deals to be on web
- Social media used to encourage SAs to share their experiences often and be rewarded

TELEVISION

- Short (20", 10", 5") and effective TVCs for each market segment
- Teaser TVCs to create excitement and awareness

RADIO

- Radio scripts to drive demand to travel and highlight deals
- Live reads to encourage Provincial participation and drive mobi

PRINT

- Print campaign to help create demand and show deal per segment
- Include trade partner print and event specific print campaign

Domestic Conversion Strategy - 360° Overview

PARTNERSHIPS

- Provincial link to experiences in each Provinces
- Trade and Retail partners e.g. Pick 'n Pay

LOYALTY PROGRAMME

- Facilitate a corporate loyalty programme with Stokvel (Travel Savings Card)

EVENT DEALS

- On-going deal driven communication in collaboration with provinces e.g. 60s, J&B Met, Macufe, Afcon etc.

VOUCHER CAMPAIGN

- Toll gate vouchers of experiences
- Provincial product participation

DOMESTIC Conversion Strategy

CORPORATE ACTIVATION

- Partnership with Siemens

GOVERNMENT DEPARTMENTS

- Civil Servants and their communication tools

LAST MINUTE DEALS

- Groupon, etc.

FUN TRAVEL PACKAGE

- Plane, Bus, Taxi, Train, etc.

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Aligned Campaign Initiatives

Gaps in the “Vaya Mzansi” campaign and initiatives taken:

- Repositioning of the campaign - “Vaya Mzansi” rather than “It’s Here”
- PTA’s rolling out their campaign themes like “Vaya Gauteng”
- Targeting corporate campaigns - targeting staff base
- Increased media buy in radio on strategic radio - 5 target segments burst
- ‘Partnerships with supermarkets , low costs airlines for packaging and fulfillment
- Signed Agreement with Stokvel Association - roll-out in March 2013
- Enhanced Social Media efforts - Facebook 62k fans and Twitter 3k followers
- Local Provincial Lekgotla’s to lobby support and alignment

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Next Steps

- Complete Brand Audit of current domestic tourism campaign
- Re-launch new improved strategic Domestic campaign, aligned with 5 segments
 - Teaser campaign unveiled at Indaba 2013
- Partner with strategic associations:
 - Stokvel
 - Sanparks
 - Fedhasa
 - SATSA
- Apply digital best practice, integrated into new campaign execution
- Engage low cost airlines (Mango Airline) to improve regional distribution -Eastern Cape, KZN and North West Regional Routes (Bloemfontein, Durban and Port Elizabeth)
- Radio DJ Programmes

Q&A

THANK YOU ..