



SATSA WORKSHOP
**US MARKET
INSIGHTS**

Bangu Masisi

THE AGENDA

- Consumer & Trade Insights Gathered From Research
- Executive Summary, BIG Things & Business Goals
- Key Messages & High Level Project Summary
- Deep Dive Into US Trade Landscape & Approach
- Collaboration, Q&A

Slide no. 2



Key Insights Identified in Annual Performance Planning cycle

Macro Environment:

- The American outbound market is growing, but young, upwardly mobile consumers are taking less leave to focus on their careers and in times of global risk or economic uncertainty, domestic travel is prioritized. Despite these constraints/potential constraints our arrivals are growing and we sustain market share
- Our arrivals growth has been driven by holiday arrivals. First timers are up. It must be noted that there is a large incentive travel opportunity, which is a leisure offering
- Americans are staying for longer in South Africa, and they travel consistently through the year. Western Cape and Gauteng remain the most visited provinces
- Americans have tightened their purse strings and are spending less per day and less US\$ overall. The forex gains are giving them more for their money in country. Accommodation and transport are the large portion of spend but there has been growth on leisure activities

Brand:

- While we score above average on Wildlife and scenic beauty our brand is still considered faceless to the US consumer, and Australia owns all attributes we want to be known for. Our hygiene factors of S&S, ease to get around and friendly are below average
- Americans seek holidays that optimize value for time and money and we under perform on VFM. Safari is desired but perceived as unaffordable. Affordability is key for consideration of a destination with VALUE
- We score significantly below average on S&S and this is the number one (NSSA) and the second (WL) need for the market. S&S is not only about crime and safety but also health. Ebola built on an already poor perception on health which could make it difficult to recover from

Key Insights Identified in Annual Performance Planning cycle

Brand (continued):

- Americans want exotic, rich cultural history and an activity rich destination that will create deeper meaning in life and educate themselves. Iconic destination features help build familiarity of a place. South Africa is not known for anything other than wildlife and we position ourselves very seriously
- Australia is well known and appealing in the market and active in marketing around food, wine, culture and wild life. Lack of barriers makes them even more appealing, even though they are more expensive than us
- OOH, TV are key for inspiration but USA is a huge ad spend environment and we have a relatively small budget. TV remains expensive
- Video is essential for content and there needs to be a consideration of how it displays / impacts in each platform. Consumers are also creating more user generated video content
- Online, WOM, print and the travel agent remain important sources of information and our buy has covered all of these. Although print is declining it gives credibility, but limited reach/ frequency make it a second tier option
- Content is key. Consumers want customised content and prefer to hear opinions from influencers. But if content is engaging they will share it and create more earned content
- Digital is becoming more mobile and social networks are evolving to capitalise on ad spend opportunely. While this poses an opportunity increased privacy concerns means we need to be vigilant of consumer irritation

Key Insights Identified in Annual Performance Planning cycle

Trade:

- Independent travel is growing, and while trade is used for some components of the trip, consumers are looking at price points in the trade and OTA's but then choosing to book directly with the brand
- The trade landscape is shifting, with more independent agents charging a service fee. Hybrid TO's (going direct to consumers) are also on the rise. It is highly fragmented, over a huge geographic expanse and many operators selling South Africa
- Americans are shifting their accommodation usage. While hotels remain the largest source, they and game lodges are declining slightly, while guest houses and B&B's and backpackers are showing growth
- Americans still make a decision about 6 months prior to travel. June and July are big travel search times
- We are at capacity on direct airlift, and it is also expensive. Lack of affordable, easy to do airlift is a barrier to further growth of this market. Additional direct flight from another port would be huge support for market growth
- Due to the vast a fragmented trade landscape we have leveraged webinars, trade shows and partnerships to give us reach and then assess who is eligible for a hosting and follow up

Executive Summary: USA 2016/17

Consumer insights:

- American travellers are aware of South Africa as a holiday destination, but feel South Africa lacks the experiences that they are looking for.
- “I want a personalized, varied, rejuvenating and real experience that encompasses contemporary culture and lends joy and value to my life now, without losing the comforts of home.”

Big things to be done:

- CONSUMER BIG THING - Create a vivid picture of SA as a cool, safari PLUS destination by showcasing iconic, activity rich experiences that demonstrate value for time and money
- TRADE BIG THING - Inspire and educate the trade to promote and sell a range of easy to do, safari PLUS experiences that clearly demonstrate affordability and value.

Campaign Idea:

- South Africa: A WOW In Every Moment

Big thing 1:

CONSUMER - Create a vivid picture of SA as a cool, safari PLUS destination by showcasing iconic, activity rich experiences that demonstrate value for time and money

Considerations :

- Most US arrivals are currently between the ages of 25-44 years old
- While we score above average on Wildlife and scenic beauty our brand is still considered faceless to the US consumer, and Australia owns all attributes we want to be known for. Our hygiene factors of S&S, ease to get around and friendly are below average
- Americans want exotic, rich cultural history and an activity rich destination that will create deeper meaning in life and educate themselves. Iconic destination features help build familiarity of a place. South Africa is not known for anything other than wildlife
- Australia is well known and appealing in the market and active in marketing around food, wine, culture and wild life. Lack of barriers makes them even more appealing, even though they are more expensive than us
- Americans seek holidays that optimize value for time and money and we under perform on VFM. Safari is desired but perceived as unaffordable. Affordability is key for consideration of a destination with VALUE
- Icons build familiarity
- Our brand is very deep and intense (serious) - need more fun/excitement
- Building icons for the country drives “badging” interest
- Video is essential for content and there needs to be a consideration of how it displays / impacts in each platform. Consumers are also creating more user generated video content
- Content is key. Consumers want customised content and prefer to hear opinions from influencers. But if content is engaging they will share it and create more earned content
- Digital is becoming more mobile and social networks are evolving to capitalise on ad spend opportunely

Measures:

- VFM scores, Consideration, Plan to visit

Big thing 2:

TRADE - Inspire and educate the trade to promote and sell a range of easy to do, safari PLUS experiences that clearly demonstrate affordability and value.

Considerations :

- Segment and identify the trade into those servicing the NSSA and the WL market and emphasize WL
- Deals promoted often do not currently reflect needs of the consumer
- Deals can be used to demonstrate VFM and price points
- Consumers still look to the trade when booking SA
- The product mix needs to be more affordable and be packaged at price points that will attract WL
- Packages must still appeal to FIT
- Americans seek holidays that optimize value for time and money and we under perform on VFM. Safari is desired but perceived as unaffordable. Affordability is key for consideration of a destination with VALUE
- The trade landscape is shifting, with more independent agents, charging a service fee, Hybrid TO's (going direct to consumers) also on the rise. IT is highly fragmented, over a huge geographic expanse and many operators selling South Africa
- Independent travel is growing, and while trade is used for some components of the trip, consumers are looking at price points at Trade and OTA's but then choosing to book directly with the brand Americans are shifting their accommodation usage. While hotels remain the largest source, they and game lodges are declining, while guest houses and B&B's and backpackers are showing growth
- We are at capacity on direct airlift, and it is also expensive. Lack of affordable, easy to do airlift is a barrier to further growth of this market
- Due to the vast a fragmented trade landscape we have leveraged webinars, trade shows and partnerships to give us reach and then assess who is eligible for a hosting and follow up

Measures:

- Closure ratio and VFM perceptions



Business Goals for 2016/17

Targets:

- Arrivals 2016: 287,117 (-3.4%); (229,327 US arrivals as of Aug 2016; +18.6% over the same period in 2015)
- TTFDS 2016: R4,468 MM (Spend of R3,230 as of Jul 2016)
- Brand Awareness 2016: 89% (Awareness at 81% as per SAT Jun 2016 Brand Tracker)
- Positivity 2016: 45% (Positivity at 55% as per SAT Jun 2016 Brand Tracker)

Measurable Marketing Objectives:

- Maintain closure ratio (1 in 3.1) (Closure ratio 1 in 2.1 as per SAT Jun 2016 Brand Tracker)

Big Things:

1. CONSUMER - Create a vivid picture of SA as a cool, safari PLUS destination by showcasing iconic, activity rich experiences that demonstrate value for time and money
2. TRADE - Inspire and educate the trade to promote and sell a range of easy to do, safari PLUS experiences that clearly demonstrate affordability and value.

A landscape photograph of a dirt trail at sunset. The sun is low on the horizon, casting a warm orange glow over the scene. The sky is filled with soft, golden clouds. In the foreground, a dirt trail leads through dry grass and rocks. In the background, rolling hills and mountains are visible under the sunset sky. A large black circular graphic is overlaid in the center, containing the text 'KEY MESSAGES' and 'PROJECT SUMMARY' in white, bold, sans-serif font. The circle has a decorative border of small white dashes. Below the text is a horizontal line with a small white square in the center.

KEY MESSAGES

PROJECT SUMMARY

Key Messages for 2016/17



- With a diverse range of activities & landscapes & a rich and dynamic culture, South Africa offers huge variety & opportunity for travelers
- Incorporate diverse & iconic SA “safari PLUS” experiences, including Table Mountain and Mandela-themed attractions to underscore messaging across channels



- SA offers experiences at a range of price points suitable for any budget and presents great value for money in terms of service and experience
- Focus on affordability and emphasize the timely advantage of favorable exchange rates
- Work alongside US trade partners to showcase travel packages starting at \$1,999



- Spotlight SA’s most compelling & memorable point of difference - our people
- Leverage interesting stories & personalities that showcase warmth, friendliness, and sense of humor to create rich storytelling opportunities across media platforms

High-level project summary USA

- Trade and consumer opportunities will be pursued to promote conversion while highlighting SA's diverse, iconic, safari-PLUS experiences that demonstrate our VFM proposition
- The team believes that conversion work with the trade must be supported by robust consumer inspiration work. Inspiration is essential to create excitement and urgency to travel now. We will work to strengthen the CTA for all trade and consumer activations as well as media placements
- To maximize the available budget, it is imperative that we stretch each dollar as far as we can, and digital/ online trade and media opportunities are often most cost-effective. We envision a healthy mix of digital network/ programmatic buys. Trade will be further supported through creative JMAs (i.e. TravelZoo, Groupon)
- If additional budget becomes available we will look to strengthen our CTA for deals to SA through OOH and local TV (key markets) placements as well as through strategic print partnerships with high-value publications to reach a qualified, higher net worth audience. These will include possible DDC's with airline partners
- We also plan to explore potential large scale TV integrations that provide expanded reach and third-party endorsements and will hope to continue our hosting programs with key media as budget allows

High-level project summary

(OPTIONS for JMAs 2016-2017)

USA

PARTNER	CATEGORY	OBJECTIVE	FOCUS
Virtuoso	Consortia	Improve Closure ratio through Education	JMA: Media buy, Trade Training workshops, webinar, conference.
Signature	Consortia	Improve Closure ratio through Education	JMA: Media buy, DDC, Trade training workshops, social media, conference
American Marketing Group	Consortia	Improve Closure ratio through Education	JMA: Media Buy, co sponsor conference & trade training
USTOA	Association	Improve Closure ratio through Education	JMA: website, trade training, co sponsor national conference
New York Times	Media	Improve Closure Ratio through Education	Media Buy : DDC campaign , NY Times Travel Show
South African Airways	Road Show	Improve Closure Ratio through Education	Trade Training 5 cities and 400 agents
GTA	Trade Training	Improve Closure Ratio through Education	Conference trade training
Travel Zoo	Media and Trade Engagement	Improve Closure Ratio through DDC	Media Buy/JMA
eGroupon	Media and Trade Engagement	Improve Closure Ratio through DDC	Media Buy/JMA
NY/LA Times	Media and Trade Engagement	Improve Closure Ratio through DDC	Media Buy/JMA

CAN

PARTNER	CATEGORY	OBJECTIVE	FOCUS
Reservations Africa	Media Buy	Improve Closure Ratio through Education	JMA
GM Tours	Media Buy	Improve Closure Ratio through Education	JMA
<u>Goway</u>	Media Buy	Improve Closure Ratio through Education	JMA
Lion World Tours	Media Buy	Improve Closure Ratio through Education	JMA
Butterfield & Robinson	Media Buy	Improve Closure Ratio through Education	JMA
Escapades by Huntington	Media Buy	Improve Closure Ratio through Education	JMA
<u>Tourcan</u>	Media Buy	Improve Closure Ratio through Education	JMA
Kensington Tours	Media Buy	Improve Closure Ratio through Education	JMA
Collette Vacations	Media Buy	Improve Closure Ratio through Education	JMA
Integrity Tours	Media Buy	Improve Closure Ratio through Education	JMA

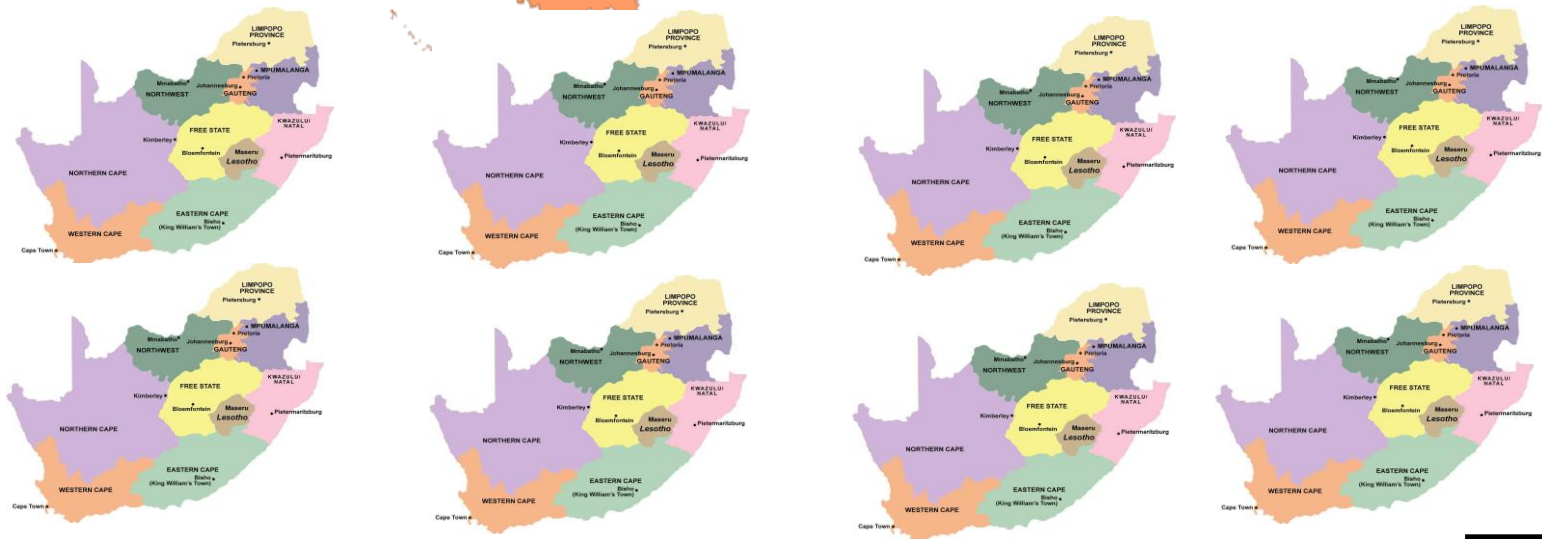


The image features a scenic landscape of a vineyard during sunset. The sun is low on the horizon to the left, casting a warm, golden glow over the rows of grapevines. In the background, there are dark, silhouetted mountains under a clear sky. A large, black circular graphic is centered over the image, containing the title text in white, bold, sans-serif font. The text is arranged in three lines: 'TRADE', 'LANDSCAPE', and '& APPROACH'. Below the text is a decorative horizontal line with a small white circle in the center.

**TRADE
LANDSCAPE
& APPROACH**

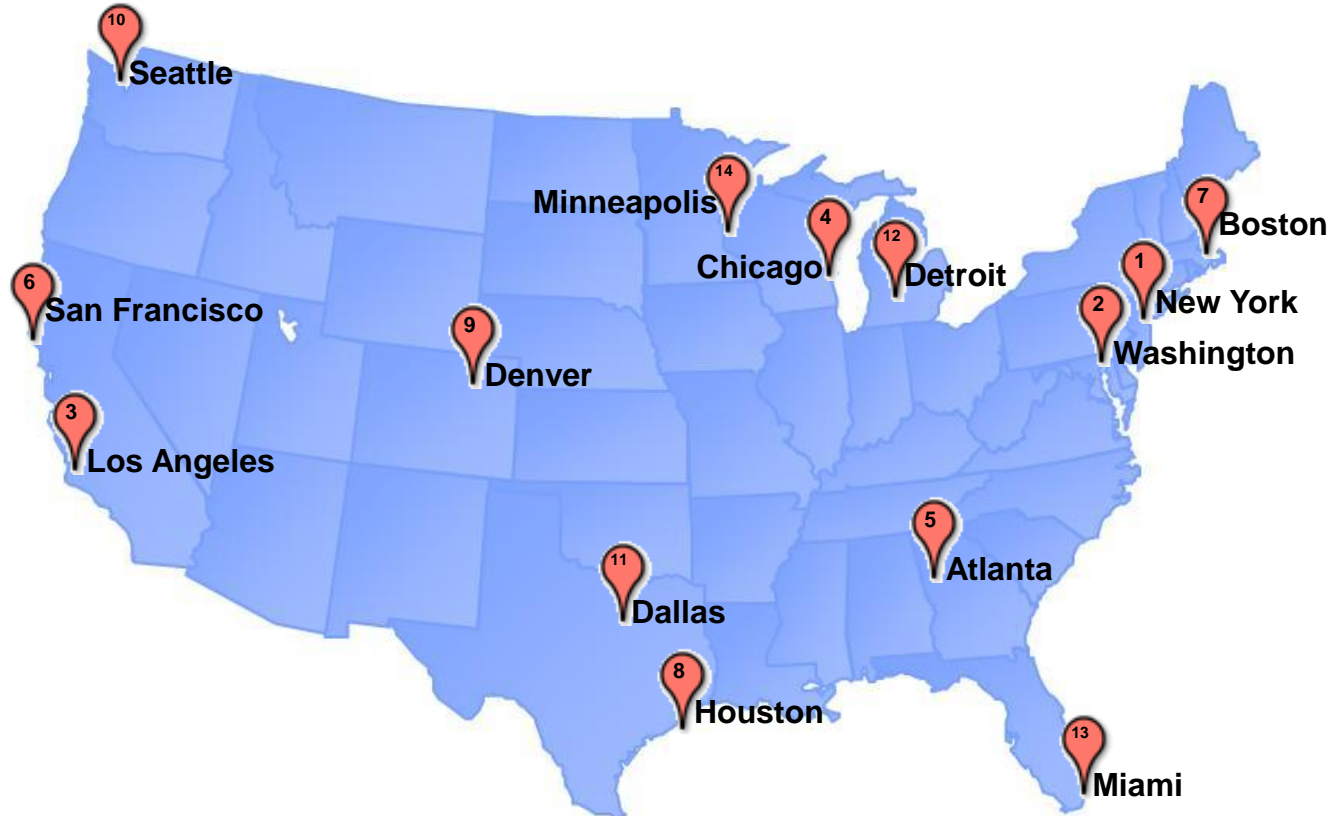
The United States is 8 times the size of South Africa

1 = 8



Geographic Spread of Arrivals

- 80% of arrivals from the US are for leisure purposes
- ~60% of arrivals are visiting South Africa for the first time
- 35+ years old is our traditional primary market however growth in the 18-34 group has outpaced 35+ for the past few years; most US arrivals are currently between the ages of 25-44 years old



Air Access to South Africa from the US

DIRECT SERVICE

Estimate Capacity

SAA - 207,480

Delta - 105,924

South African Airways

- Daily service from NY JFK and Washington Dulles

Delta Airlines

- Daily service from Atlanta Hartsfield

INDIRECT SERVICE

Via OTHER HUBS

KLM Royal Dutch Airlines (via Amsterdam)

Lufthansa (via Frankfurt)

British Airways (via London)

Virgin Atlantic (via London)

Air France (via Paris)

Emirates (via Dubai)

Qatar Airways (via Doha)

Etihad Airways (via Abu Dhabi)

Turkish Airways (via Istanbul)

Ethiopia Airlines (via Addis Ababa)

Americans prefer direct flights & total estimated direct capacity from US is currently ~300,000 seats



SOUTH AFRICAN AIRWAYS

A STAR ALLIANCE MEMBER 



DELTA



AIR LINES



1. Consortia
(which includes
retail travel
agents)

2. Traditional Tour
Operators/ Africa
Specialists

Trade
Channels

5.
Associations

6.
Airlines

4. Travel Management
Companies

3. Online Travel
Companies
(Expedia, Orbitz &
Priceline)

US Trade Channel Overview

- The US travel market is highly fragmented, with over 43,000 players operating in the market. In 2015, the market included over 18,000 TAs, which generated over USD 40 Bn in revenues. In the travel intermediaries segment, there were over 7,000 tour operators (TOs), of which 200 specialise in selling Southern Africa
- As South African Tourism we collaborate closely with the 20% of the trade that produces 80% of our arrivals

1. Consortia (Travel Agents)

- Most travel professionals belong to a consortium and there are 5 key consortia that we play with namely (Virtuoso, Signature, Ensemble , Travel Leaders and American Marketing Group)
- The consortia are associations that specialize in destination training, provide marketing platforms for destinations, negotiate hotel and airline rates, and generate leads for their members
- The trend towards home-based agents continues as many seek to reduce operational costs

2. Tour Operators

- There is roughly 240 tour operators who specialize in Southern Africa in the US
- These tour operators vary in size with a large number of medium sized tour operators selling between 100-1000 pax per year and a handful of larger operators that sell 1000-5000 pax per year
- Tour operators are spread out throughout the country, with the greatest concentration residing in the Northeast (New York, Massachusetts, Connecticut) and the West (California, Arizona). Secondary markets include Chicago, Texas, Florida, Colorado and the Pacific Northwest
- Most tour operators sell land only while a few sell both land and air packaged trips

US Trade Channel Overview

3. Online Travel Agents

- The fastest growing segment of the channel is the OTA's and the main ones for South Africa are Expedia and Orbitz which is now a subsidiary of Expedia
- It is largely the WL traveler who is driving the growing OTA trend
- The traditional air only consolidator has been gradually losing business to the OTA's

4. Travel Management Companies

- There are six top travel managements companies selling Southern Africa in the US with all having offices in New York. They are Altour, Frosch Travel, Pro Travel, Ovation Travel, Tzell and Valerie Wilson
- They each have 250 + employees and all are independent agents
- All of the Travel Management companies belong to a Consortia

5. Associations

- There are four main Associations are APTA (Agents Promoting Travel to South Africa) , ATTA (Adventure Travel Trade Association) NTA (National Tour Association) and USTOA (United States Tour Operators Association)
- These well respected associations offer a platform to educate 2000+ travel professionals who have the full reach of the North American Consumer

6. Airlines

- The 2 On line Carriers for travel from the US to South Africa are South African Airways and Delta
- These two carries carry 60 % market share. The balance is split between the other airlines flying via Europe and the Middle East

CONSORTIA



Established 1970

3000
Independent
Agents

Producing 20
Billion in Sales

Established 1989

8600
Independent
Agents

Producing 12.5
Billion in Sales

Established 1956

6000+ Independent
Agents

Producing 5 Billion
in Sales

Established 1968

850 Travel Agencies

Producing 2 Billion in
Sales

ASSOCIATIONS



ASSOCIATION FOR THE PROMOTION OF TOURISM TO AFRICA

Tour Operator

- Reaching tour operators is a top priority for SA Tourism's US trade landscape as they have the largest reach to the agent community and ultimately the consumer, generating hundreds to thousands of annual arrivals to the destination
- Meetings with tour operators are meaningful in terms of training, relationship building, supplying materials, recruiting for Indaba and brainstorming for JMA opportunities
- In U.S. cities where there are concentrations of tour operators, agency visits can be added on to the visit, making the sales trips more cost-effective
- 41% of agents are now home-based, with the number of home-based agents expected to increase by 10% in the next ten years
- The cost to reach agents in person in retail shops is higher than ever, as nearly half of agents work from home and therefore working with the tour operators is the most cost effective way to reach the agent community



Franchises, OTAs, & Travel Management Companies

FRANCHISES



29.9 Billion in Sales



3,44 Billion In Sales



12.3 Billion in Sale



Now One Company
Bookings to SA in 2015/16
29,455



Bookings to SA in
2015/16 4276

Travel Management Companies

ALTOUR

1.92 Billion Sales
840 Employees
74% Corporate
15% Leisure
11% Other
25 Million Incentive

American Express



1.2 Billion Sales
900 Employees
70% Corporate
28% Leisure
2% Other

Signature



1.02 Billion Sales
582 Employees
90% Corporate
6% Leisure
4% Other

Virtuoso



4 Billion Sales
4597 Employees
70% Corporate
26% Leisure
3% Other

Virtuoso



363 Million Sales
132 Employees
51% Corporate
46% Leisure
3% Other

Virtuoso

Canada Snapshot



- South African Tourism has identified Canada as an investment market and as such we are making inroads into marketing the destination through a few strategic trade partnerships with CAN tour operators
- These JMA partnerships focus on educating both consumers and trade on SA's value for money proposition and the diversity of experiences one can have on holiday in SA
- Arrivals from CAN to South Africa (Jan-Aug 2016) are currently 38,1662 (up +13.7% compared to the same period in 2015)
- We also reach the Canadian market through hosting of selected media and trade to South Africa and via our social media platforms



Sample
TRADE
PRESENTATION

Buzz Destination

South Africa is one of the fastest growing long-haul destinations in the world, having enjoyed a strong and steady increase in tourism over the past decade.

Why Sell South Africa?

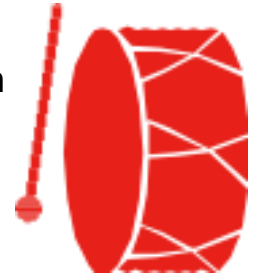
Value for Money

At around 13.9 to 1 (Rand vs Dollar), the US dollar goes very far in South Africa.



Metropolitan Cities

Where you'll find live music, urban vibes, internationally-acclaimed events & festivals.



World Class Infrastructure

Well-developed road and rail networks.



Amazing South African Hospitality

Warm smiles, friendly faces.



World Class Technology

Wifi widely available.



No Shots, No Visas

Two blank passport pages and a return plane ticket.



Great for Foodies

Variety of cuisine, and award-winning wines.



Rich & Diverse Culture

11 official languages, but ENGLISH widely spoken.



Growth in Tourism

Arrivals from the USA are growing this year at about 15% over last year.



Who's Visiting South Africa?

- **Boomers & Retirees (55+)**
 - Core Market
 - Luxury Packages
- **Wanderlusters (25-54)**
 - Adventurers
 - Families/Multi-Gen
 - Honeymooners/Dinks/LGBT
 - Culinary Enthusiasts
- **Youth Market (18-24)**
 - Fastest growth
 - Millennials
 - Students



Lay of the Land

Population:
55.6 Million

Size: 2x size
of Texas

Geography: 2
Oceans

Safe Drinking
Water: 3rd
best in the
world

Time: 6 Hours
Ahead of EST
(winter)

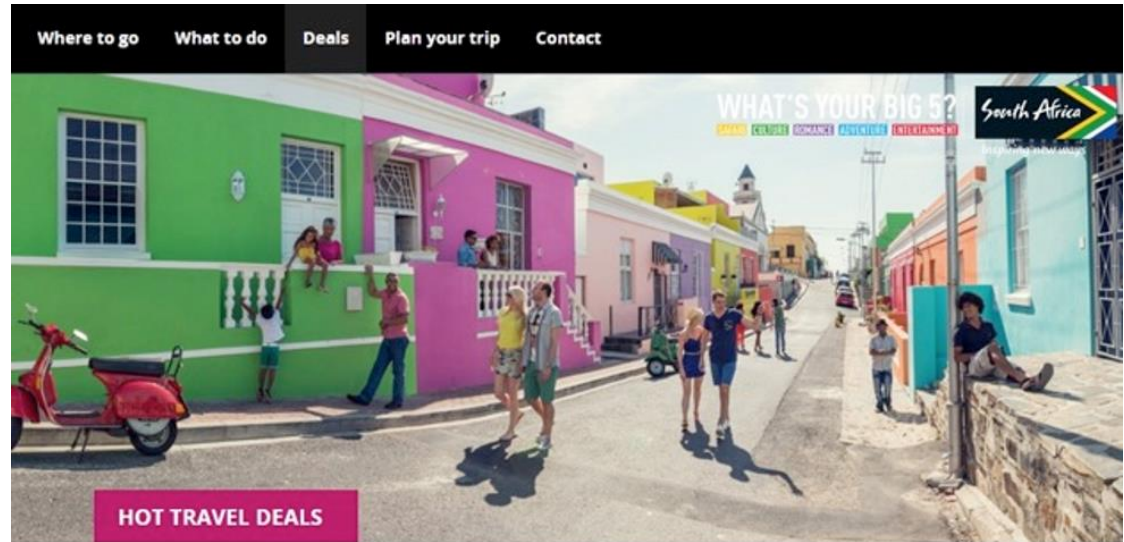


#WowSouthAfrica 6 user-centric Pillars

- Wildlife Safari Traveler
- Active Adventure Traveler
- Scenic Outdoors
- City Lifestyle Traveler
- Coastal Beach Traveler
- Cultural Roots Traveler



Deals page on SouthAfrica.net



DEALS page

Value-For-Money

- Our value-for-money proposition is promoted heavily throughout the year with via a rotating roster of 'deals' from our trade partners.





Tools to Help You Sell South Africa

SA Specialist Course

Grads enjoy these great benefits...

- Specialist logo for email signature
- Invitations / events FAMs (when applicable)
- Lead referral system tied to SouthAfrica.net
- Newsletters

<http://saspecialist.southafrica.net/us/en>

The image shows a screenshot of the SA Specialist website. At the top left is the South Africa logo with the tagline "Inspiring new ways". To the right is the "SA Specialist" logo and the text "The official specialist programme". Below the logo is a navigation menu with links: ABOUT, COURSES, WHY SA SPECIALIST, CERTIFICATE, STATS, GETTING STARTED, and CERTIFIED SA SPECIALIST. Social media icons for Facebook, Twitter, LinkedIn, and Google+ are also present.

The main content area features a large heading "WHAT IS SA SPECIALIST?" and a sub-heading "SA SPECIALIST?". Below this is a paragraph: "SA Specialist is an interactive online learning that will improve your knowledge of South Africa. It will equip you with the skills to better sell South Africa as a tourist destination." A yellow button labeled "REGISTER NOW" is visible.

Overlaid on the bottom right of the website screenshot is a certificate. The certificate has a gold border and a central gold seal that reads "CERTIFIED SOUTH AFRICAN SPECIALIST". The text on the certificate reads: "This is to certify that ELLA MARREN has successfully completed the course". The certificate is signed by the Chief Executive Officer, Thulani Nzima, on 10 Oct 2014. The South Africa logo and the "SA Specialist" logo are also present on the certificate.

Order Maps, Posters or Brochures

Safari & Nature

South Africa's sun-drenched, wide open spaces and endless sky will captivate you as you explore all the fauna and flora of this majestic land. Keep your eyes open for the leopard, elephant, rhinoceros, cape buffalo and lion (otherwise known as the Big Five) but don't forget to take in the stunning natural scenery as well.

- See the Big Five on a driving safari in Kruger National Park, Mpumalanga
- Visit the elephants at Addo Elephant Park in the Eastern Cape
- Drive the scenic Garden Route stretching from Cape Town to Port Elizabeth
- Explore the 240 million year old Subiaco Caves and stunning Blyde River Canyon in Mpumalanga
- Admire the Boterwold Cultural & Botanical Landscape in Northern Cape
- Observe the penguins on Robben Island just outside Cape Town, Western Cape
- Experience five ecosystems in one day at the Simonskop Wetland near in Swakopmund

Culture & Heritage

As a country rich in both ancient and contemporary history, South Africa's culture can be experienced everywhere from tribal villages to vibrant cosmopolitan cities. No matter where you go, the warm hospitality of the people will leave you feeling welcome and eager to return again and again.

- Discover mankind's fascinating ancient history at the Cradle of Humankind World Heritage Site - home to the oldest human fossils ever found
- Experience history at the former of Ndebele, Xhosa, Zulu, and Voortrekker sites in the Free State
- See what real life is like on a typical South African farm in the Free State
- Catch a ferry from Cape Town to Robben Island and walk the halls of South African history
- Visit the home of Mahatma Gandhi just outside of Durban
- Pay your respects to the King of the Zulus at the monument of Shaka Zulu in Swakopmund
- Experience the spirit of Ubuntu as you explore Ntabelanga, Peka, Bantulu and Zulu traditions at Lesedi Cultural Village in Gauteng

South Africa
It's Possible
www.southafrica.net



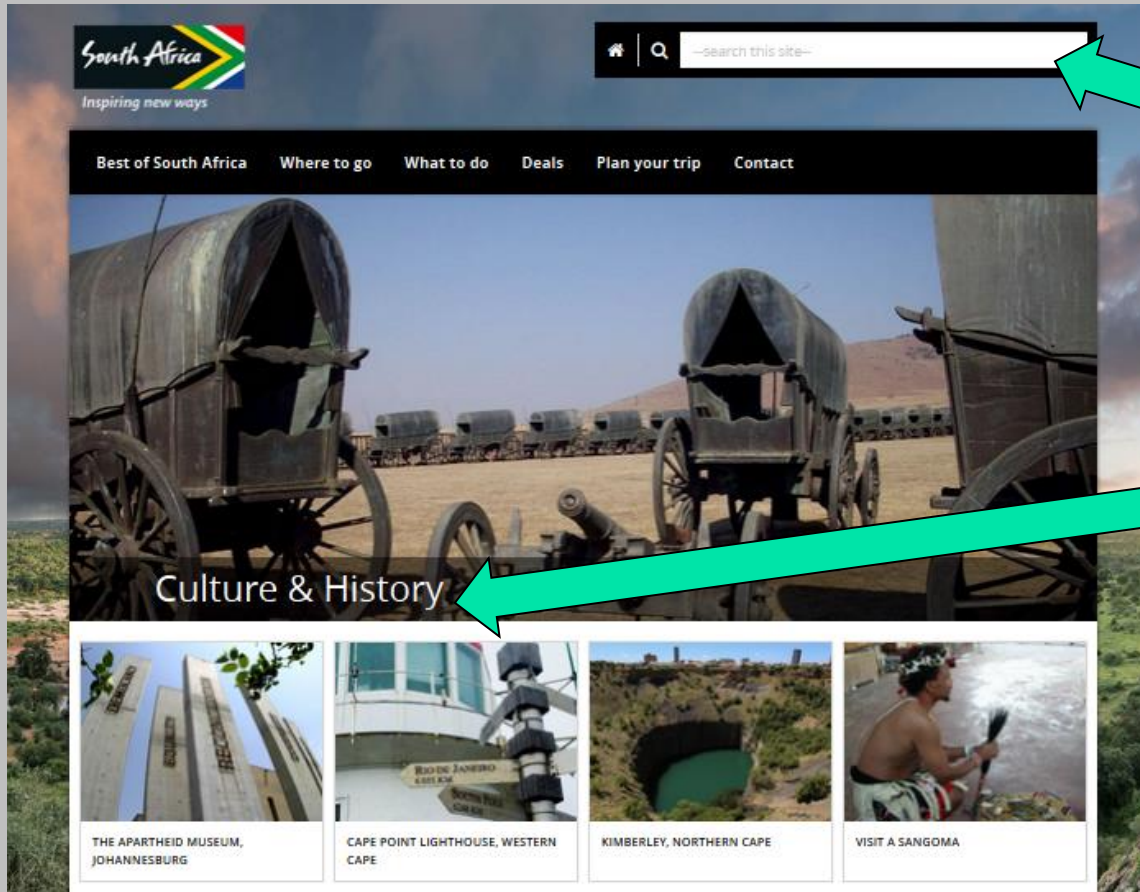
South Africa

South Africa is a land where
With world-class restaurant
relationships, our unique line
exceed all expectations. It's
own unique blend of flavors
and try different experiences

- Gallery hop through history
heritage and art at Boulder
- Sample Pinotage along your
outside of Cape Town
- Take African operators and
their, inspire visitors
- Join the locals on the beach
an authentic South African
Shaq and you drop at the
catching the latest show at
Head to the Cape Town
rough with both in nature
- Try your luck at the poker
entertainment complex in

Your Journey Begins Here

www.southafrica.net



Search Box

Editorial Content

Social Media Marketing

Facebook

Visit South Africa

Twitter

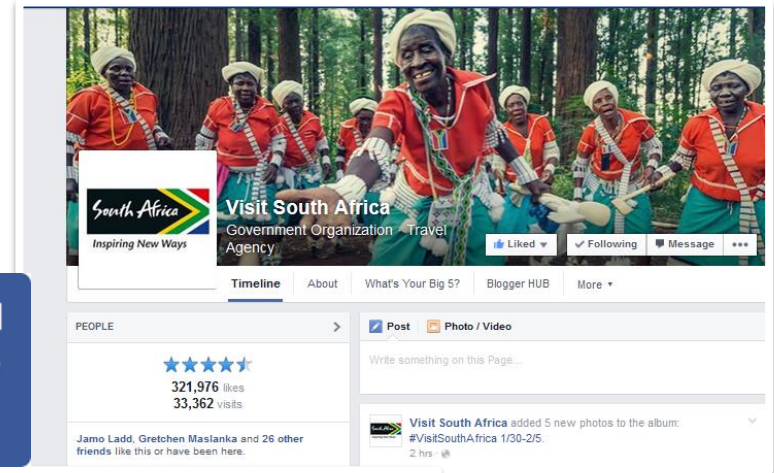
@southafrica

#WowSouthAfrica

Instagram

@visitsouthafrica

#WowSouthAfrica



A large crowd of people is seen from behind, looking towards a brightly lit stage at night. The stage features complex lighting rigs and structures. A large black circle is superimposed over the center of the image, containing white text. The background is filled with blue and white light, creating a hazy atmosphere.

**COLLABORATION
+ Q&A**



Indaba 2017



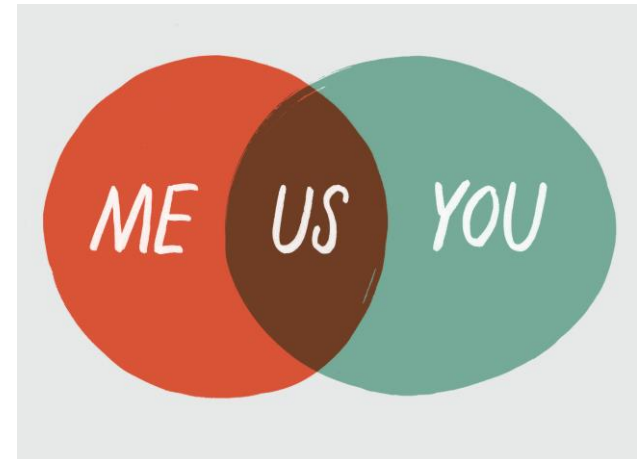
- Indaba recruitment begins in June each year. We only host first-time buyers to ensure that we continue to grow the market. Currently we have 40 US/ CAN buyers on the INDABA 2017 invite list
- We target only the most senior executives/ decision makers so that the decision to diversify & add another destination to the tour operators portfolio can be made during Indaba and not be championed through lower level staff members. This insures the beauty & diversity of South Africa is not lost in translation through the organization
- The process of introducing a new destination through the tour operator channel is faster and more streamlined due to the comprehensive databases these tour operators have established over the course of their business life
- The value for money proposition is also more apparent with this channel because the volume of travel the tour operator produces earns them significant buying power

COLLABORATION - HELP US TO HELP YOU

- Let us know if you have a tour operator who would be a good candidate to diversify and include South Africa in their portfolio
- Keep us informed of tour operators who have increased sales. Perhaps we can help them continue the momentum by investing in the agency by using both soft and hard cash
- Share your clients passenger numbers with us. This will give us good indicators when sourcing new JMA partners. Perhaps we can grow their business with an investment. We will always keep the information shared confidential
- Do you have a first time candidate you would like to see at Indaba?
- Let us know about interesting things happening in South Africa which can be used as a hook to entice the consumer to travel to South Africa. It's all about the stories! We can pitch these to our PR agency



SOUTH AFRICAN TOURISM



A scenic mountain landscape with a large black circle in the center containing the text "THANK YOU". The background shows a vast mountain range under a clear sky, with a stone wall and greenery in the foreground. The circle has a decorative border of small white dashes. Below the text, there is a horizontal line with a small white square in the center.

**THANK
YOU**