SOUTH AFRICAN TOURISM

Portfolio Committee Session Input

Submitted by: South Africa Tourism

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Executive Summary

- In response to a request from the Department of Environmental Affairs and Tourism to compile a submission for the Portfolio Committee Briefing Session of November, 2006 , herewith our submission, responding to the following key areas :

    - Targets 2005/6 | (separate attachments)
    - Targets 2006/7 |
    - Achievements 2005/6
    - Implementation challenges and/or risks 2005/6 (barriers separate attachment)

Achievements in 2005/6

Business wide

- Total arrivals edging past the 7million mark, to 7.3 million
- SA Tourism, using the results of the Global Competitive Study and segmentation in our portfolio of markets, submitted documents to Government last year that resulted in Tourism being one of two priority sectors in the ACCELERATED SHARED GROWTH INITIATIVE OF SOUTH AFRICA (ASGISA).

Critical areas identified for attention of Government were:

Airlift capacity – resulting in a new Airlift Strategy in Cabinet now which states "This document presents a five-year South African Airlift Strategy for the regulation of air transport in support of the Tourism Growth Strategy". SAT active in the air bilaterals run by DoT

Public Transport – being led now by DEAT

Safety and Security – being now led by DEAT

Skills Development – being led now by DEAT and Theta

Achievements in 2005/6

Research

- Producing quarterly and annual reports on foreign and domestic growth in tourism. The date of release is dependent on timely statistics from Home Affairs and StatsSA
- Managing two monthly surveys: foreign and domestic
- Managing brand tracking survey in our overseas focus markets
- Segmentation of Australia market
- Marketing research for SAT: Building and refining our understanding of both consumers and the trade in our focus markets
- Built spec for a knowledge management system for tourism marketing intelligence and statistics

Marketing

- Successful execution of marketing communications across the globe, with encouraging growth from the UK/US and recovery from the European Portfolio. Africa registered double digit growth and Asia is holding firm, encouraging upsurge in Japan. As a consequence, SAT secured the Board session of 11 000 member JATA (Japanese Assoc of Travel Agencies) to be held in South Africa in November 2006.
- Encouraging and increasing levels of Brand awareness in our target countries
- National Geographic collaboration which ensured consistent visibility of South Africa through various media including television, events, outdoor and print media

Achievements in 2005/6

- **Strategic Alliances and Stakeholder Relations**

  - On going work with organs of state, DHA,DFA, Stats SA and other related entities to unblock barriers, simplify pathways and increase efficiencies
  - Ongoing collaboration with industry bodies and associations
  - Ongoing collaboration with the Tourism Charter Council in the implementation of the Tourism BEE scorecard

- **2010 Soccer World Cup**
  - Thought leadership in the formulation of SA Tourism Plan for 2010, a collaborative effort with DEAT, IMC and other relevant stakeholders
  - Formulation of business case and subsequent submission of 2010 Unit motivation to Ministry
  - The creation of a pilot 2010 portal, for international and local consumer interface

- **Reputation Enhancement**
  - In order to harness and cultivate goodwill towards South Africa – South African Tourism implemented the Friends of South Africa Campaign (FOSA). This serves as a testimonial-based destination endorsement by high-profile and respectable individuals in the various target countries.

Achievements in 2005/6

Fiscal Discipline

- 5th consecutive, unqualified audit report

Skills Upliftment

- As part of initiative to harness travel writers, South African Tourism invited young journalists to attend the South Africa Tourism Writing School

Business Tourism

- Fully scoped the Business Tourism Proposition and launched in UK and US.
- Developed all Sales Toolkits

Achievements in 2005/6

Channel

- Trade and Consumer Presenters complete
- Trade extranet launched- will spread usability to other territories in the new fiscal

Achievements in 2005/6

E-business

- National Tourism product Database- Redesigned data architecture of product database, collected 120,000 records and started verification of records. Completed verification on approximately 45,000 records by the end of the financial. Churn in SMME tourism players results in need to regular verification.

- Content Management System implementation - Successfully implemented new Microsoft Content Management system into business. Roll out plan of all websites onto new CMS platform.

- Trade Extranet- Launched Trade Extranet in English to international trade. Rolling out into new languages.

- 2010 portals- Delivered working prototype of 3 2010 portals to address information needs of international visitors, local South Africans and Stakeholders in the 2010 tourism initiatives. Sourcing and updating appropriate content from host cities and provinces.

Risks to Tourism Growth to SA

- **COST TO TRAVEL TO SOUTH AFRICA** (see attached document *Barriers to Travel to SA)*

- **VISAS**: Current immigration legislation of South Africa leaves significant discretion to overseas embassies in terms of the time for processing visas and the payment of deposits as security. This has resulted in a significant loss of potential tourists for South Africa in markets such as India and Nigeria. Realizing the significance of this for potential tourists (making it as easy as possible to "sell" a destination and obtain a quick visa), destinations such as Australia, one of our main competitors, recently started to introduce on-line visa application systems (such as ETA, Electronic Travel Authority, visas in Australia). Visas are currently a significant barrier in Africa (eg Nigeria and Angola) and from India.

- **SAFETY AND SECURITY** (see attached document *Barriers to Travel to SA)*