

## South African Tourism

### Targets 2005/6 and actual performance against targets

The objective of this report is to indicate SA Tourism's actual performance in critical areas during the 2005/6 financial year against indicated targets and stated key performance areas.

Statement number	Output	Output performance measure/service delivery indicators	Actual Performance against target Actual
1	Increase total tourist arrivals	Achieve 6 862 715 total tourist arrivals for the 2005 calendar year (as report by Central Statistics/SRU)	Achieved 7 368 742 tourist arrivals in the 2005 calendar year, an increase of 690 898 or 10,3% over the 2004 calendar year
2	Increase direct jobs created in the South Africa Tourism industry	Increase estimated number of direct jobs created in the South African tourism industry during 2005 by 20 000 (against 2004) – as per WTTC	- the South African tourism industry is estimated to have provided an estimated 478 630 direct jobs during 2005 (2004: 465 710) per WTTC statistics
3	Increase brand awareness	Internally: Tighten and internalize our Brand Externally: Execute marketing activities in overseas markets aimed at increasing awareness of Brand South Africa amongst the overseas tourism trade and potential	Internally: Formulate and commenced with the implementation of a Living the Brand strategy in the organization based on the values of the company and the 4 brand pillars Externally: - the highly-successful execution of an exhibition in Shanghai China which showcased the numerous tourist experiences on offer in South Africa for Chinese visitors - a rugby launch took place at the 'Stade de France' in the presence of 70 000 rugby fans during the France vs. SA test match in November 2005; all the poster advertising space

		overseas tourists	<p>around the stadium was taken up by a special offer to SA, and video spots to market the destination were projected on the giant screens</p> <ul style="list-style-type: none"> <li>- launch of a 6 months long joint promotion campaign with HIS (Japan's number one individual travel organizer), co-branding HIS's main sales outlets in Tokyo and Yokohama, and presenting a variety of tour products aimed at opening up the FIT market in Japan</li> <li>- maintaining a most popular website in South Africa (<a href="http://www.southafrica.net">www.southafrica.net</a>) consisting of 14 700 pages (2004: 14 109) available to customers; during the period 1 April 2005 until 31 March 2006, 4 416 482 page impressions (2004: 3 864 154) were accessed by customers (these page impressions excludes our Fundi website, Heritage website or downloads made from the Image Library);</li> <li>- solidifying our partnerships with the top 10 travel agencies that sell SA out of Kenya; to further entrench our brand, SA Tourism branded their shops with South African Tourism's new brand (visuals and brochure's etc)</li> <li>- launching, in association with contests2win, an exciting and interactive contest during the last week of December 2005 across 63 outlets of Barista, a popular coffee chain, in 6 cities in India (Mumbai, Pune, New Delhi, Chennai, Hyderabad and Bangalore); this contest revolved around South Africa as the perfect summer season getaway, emphasising on the hospitality and vitality of this wild locale</li> <li>- joint launch with Gulf Air of an innovative promotion for frontline executives in travel agencies across the country; this unique joint venture targeted over 15,000 executives across India</li> <li>- launch of the world's first 3D Movie on Wildlife ever made; the movie was launched in New York and London during April and May 2005 respectively; its appeal and interest has seen it being showcased on all corners of the globe to such places as Australia, Pacific Asia and Germany to mention but a few</li> </ul>
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4	Improve our relationships in the "Channel"	Take action to improve our relationships in the channel and participate in joint activities	<ul style="list-style-type: none"> <li>- the execution of a high-profile workshop in Goa India which involved all key players in the tourism industry in India;</li> <li>- the successful co-hosting of the Dertour Reisakedemie in Cape Town towards the end of the 2005 calendar year; this event saw the hosting of 700 travel agents from Germany during which they got extensive exposure to the South African tourism product platform on offer for German visitors;</li> <li>- hosting of a successful luncheon for 1000 delegates attending JATA's Annual Tourism Congress and World Travel Fair in Japan; this event attracts decision makers and opinion leaders from travel trade, airlines, media and public sector institutions and organizations in Japan. The key objective was to create a platform for high level direct communication with Japanese key channel players, getting them to gain confidence in the destination and giving trade reasons to sell.</li> <li>- organized a two week national bus advertising campaign with a key French trade partner in March 2006; over 1400 public transport buses across France advertised a special offer to SA and the SAT logo and call centre number.</li> <li>- the development and introduction of the Trade Extranet, an online sales tool for tourism trade globally and the channel strategy; the Trade Extranet is a web based interface accessible on the World Wide Web</li> <li>- participating in leading international exhibitions such as IMEX 2005 (Frankfurt, Germany), EIBTM (Barcelona, Spain), WTM 2005 (London, UK), ILTM 2005 (Nice, France) and ITB 2006 (Berlin, Germany);</li> <li>- participate in TBCSA/TOMSA roadshows in South Africa to improve alignment amongst all role players in the tourism sector in South Africa</li> </ul>
5	Launch South Africa's Business Tourism Strategy	Launch our Business Tourism Strategy in identified business	<ul style="list-style-type: none"> <li>- the successful launch of SA Tourism's Business Tourism Concept "Businessunusual" to key players in the Netherlands and London during October and November 2005 - as a</li> </ul>

	overseas	tourism hubs overseas	destination promise to Associates, Corporate and Incentive Houses
6	Continue to grow the Indaba exhibition	Increase number of visiting delegates to Indaba 2005 by 200 (over 2004) Increase total number of attendees by 500 (over 2004)	- number of visiting delegates (2005: 4 145; 2004: 3 940) - total attendees (2005: 10 701; 2004: 9 629)