

South African Tourism - Global/Regional and Domestic Marketing Strategy 2012/13

Thulani Nzima

July 2012



Strategy in Action - Global 2012/13



Key Messages

- _ Tourist arrivals for the 2011 grew 3.3% to 8,339,354
 - ✓ Asia up +14.6% and Regional Africa +6.9%.
 - ✓ First quarter results to end March 2012 grew by 10.5%:
 - Regional growth at 7.9% and
 - Long-haul growth at 17.8%.
- Global SAT challenge: to create consistent positive awareness about South Africa as a preferred destination in a confident and credible manner in the mind of the consumer.
- Cabinet approved South Africa's new pay-off line: INSPIRING NEW WAYS - inspire new ways to make a visit to South Africa a ground breaking 'break' for the leisure traveler.
- Overview of Key Initiatives for 2012/13:
 - ✓ Our Journey/Meet SA brand campaigns and
 - ✓ Phase III of our 20E/10D; and
 - ✓ The launch of our new Domestic campaign; It's HERE
- Winning Mantra 2012/13 - About looking forward not back. About looking more outward_than within. About what we need to do to succeed rather than what we can't do.

PARTNERSHIP AND TEAM TOURISM IS KEY TO SUCCESS

South African Tourism sees its role in the tourism sector in terms of what it actually does as an organisation and what it facilitates

Understand who
is out there



DO the research to inform the choices about which market spaces we will 'play' in.

FACILITATE industry insights on customer product and service needs.

Choose those
who we can &
want to get here



DO the choice-making for SAT's focus markets and segments and tourism brand development.

LEAD the choice-making process for other markets.

Get them here



DO and LEAD marketing in focus markets and tourism brand development.

FACILITATE the unblocking of barriers. (e.g. flights, visas)

FACILITATE packaging for core markets.

Get them to the
product



FACILITATE the tourist-product connect.

FACILITATE appropriate product development.

Ensure they have a
good experience



MONITOR tourist satisfaction and experience.

LEARN from feedback.

FACILITATE learning by industry.

Portfolio of Markets



Market Focus - 2011/13

Responsibility		AFRICA & MIDDLE EAST	ASIA & AUSTRALASIA & AMERICAS	EUROPE & UK	
Regional Director	Country Manager	CORE MARKETS	Angola Botswana Kenya Nigeria South Africa*	Australasia India USA*	France* Germany Netherlands UK
		INVESTMENT MARKETS	DRC Mozambique	Brazil Canada China (including Hong Kong) Japan	Belgium Italy Sweden
		TACTICAL MARKETS	Lesotho Swaziland	New Zealand	Ireland
Stakeholder Manager		WATCH-LIST MARKETS	Malawi Namibia Zambia Zimbabwe	Argentina Republic of Korea	Austria Denmark Portugal Spain Switzerland
		STRATEGIC IMPORTANCE	Bahrain, Oman, Qatar, Saudi Arabia		
Global Channel Manager		STRATEGIC LINKS/HUBS	Egypt, Ethiopia, Ghana, Senegal, Mauritius, Tanzania, UAE	Malaysia Singapore	

Note: Markets marked with an asterisk indicate business tourism hubs.

Note: Markets marked with an asterisk indicate business tourism hubs.

Marketing Challenge



Our mix of portfolio countries is changing

Our marketing approach will need to reflect these portfolio shifts

From...

A marketing approach focused on in-country activities, like trade and local brand building

***Portfolio serving 30 countries between 2005-2007
(9 Core; 8 Investment)***

Portfolio predominantly consisting of mature markets

Predominantly countries with stable macroeconomic conditions, lower cost and higher ease of doing business

To...

Striking a balance between sufficient in-country tactical marketing and global branding

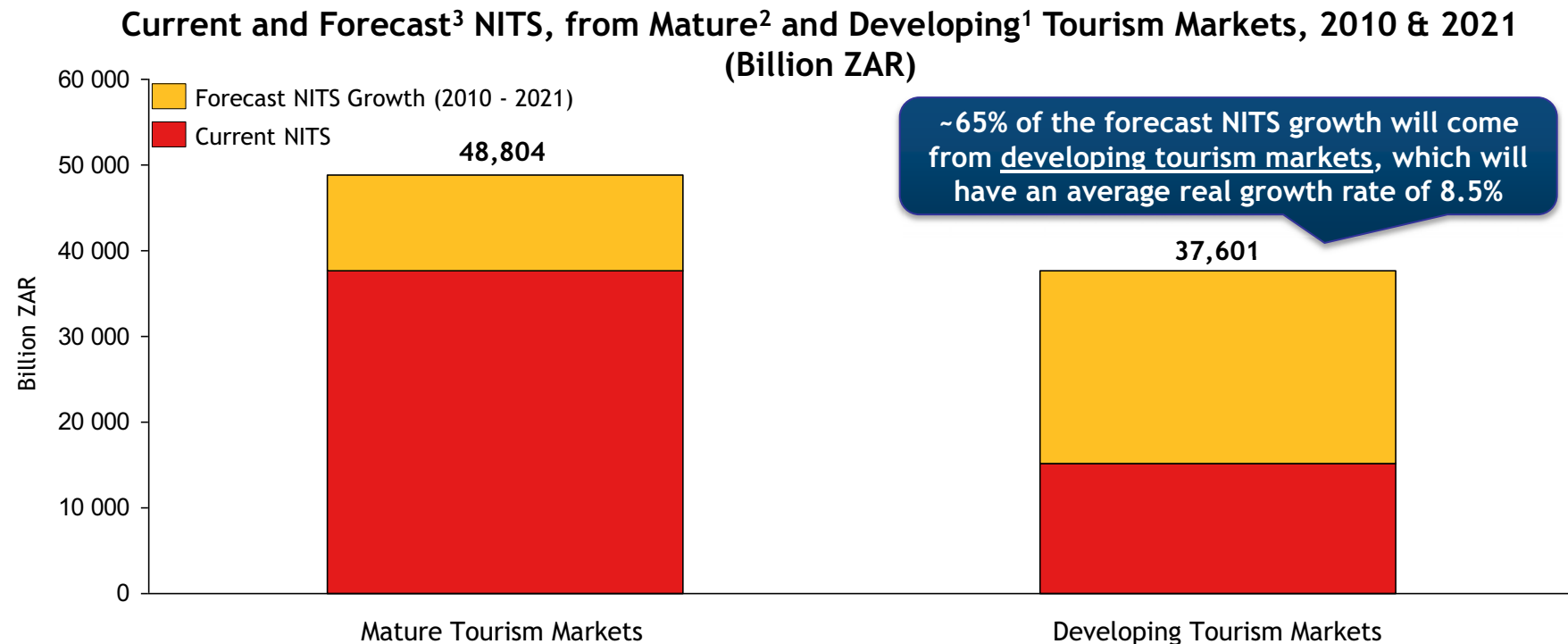
***Portfolio serving 36 countries between 2011-14
(12 Core; 9 Investment)***

Portfolio consisting of both mature and developing tourism markets

Mix of countries with different macroeconomic conditions, cost levels and ease of doing business

Developing markets will bring disproportionate growth

A large portion of future growth is forecast to come from developing tourism markets, which will catch up with more mature markets in coming years - there is a significant opportunity for us to gain early traction in these markets



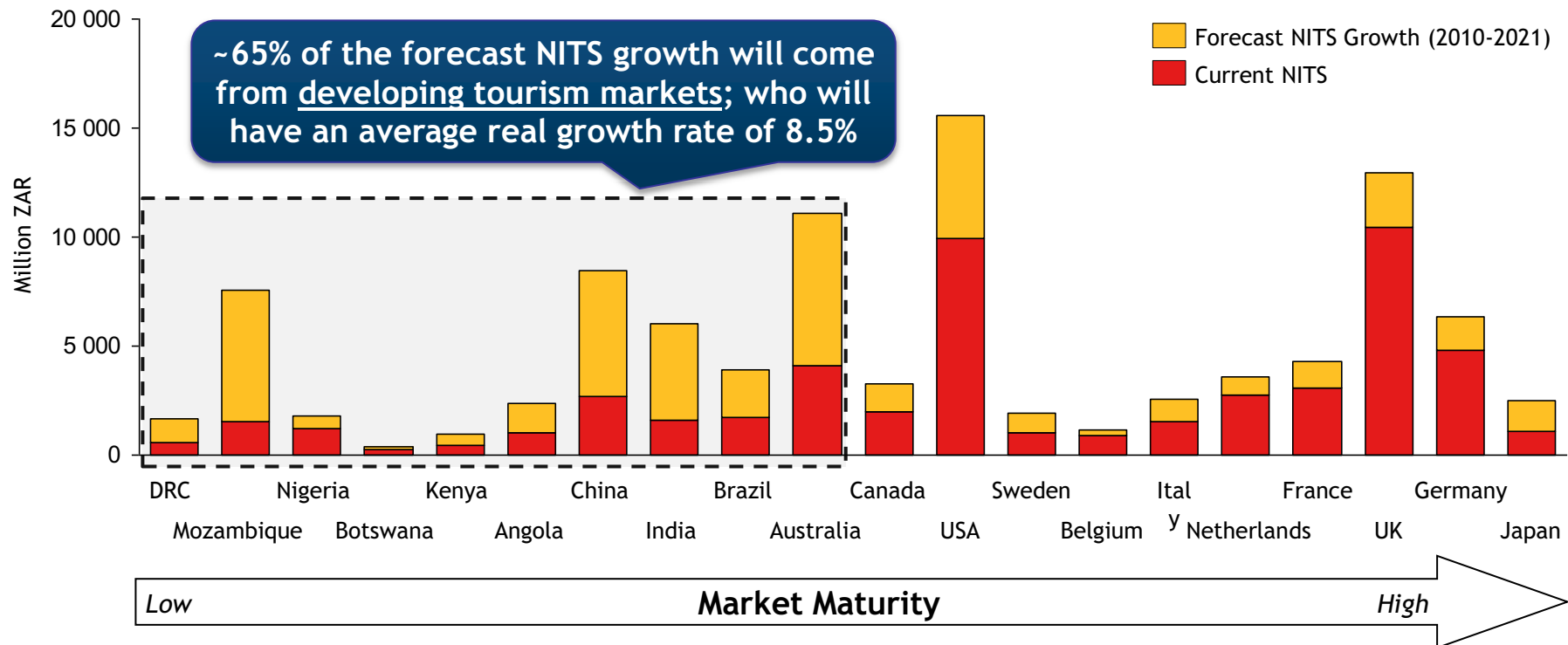
Note: ¹Developing Tourism Markets consist of: Angola, Botswana, India, Kenya, Nigeria, Brazil, China, DRC, Mozambique, Australia; ²Mature Markets consists of: France, Germany, Netherlands, UK, USA, Belgium, Canada, Italy, Japan, Sweden; ³Forecast data has been calculated by (A) * (B) * (C) where (A): 'Forecasted Travel Market Growth Rate to 2021' (Euromonitor) applied to the 'Current Outbound Traveller Market Size' (Euromonitor), (B): 'South Africa's Current Market Share' (South Africa Arrivals / Current Outbound Market Size), and (C): 'Current NITS per Traveller from Source Country' (Departure Survey). Key assumptions include - South Africa's market share of outbound travelers remains constant, as does NITS per traveler

Source: ¹SA Departure Survey; Euromonitor Travel Report

Major growth will come from Australia and the BRICs

With the exception of Mozambique, most of the growth will be primarily driven by developing economies, including Australia, Brazil, India and China

Current and Forecast¹ NITS by Country, 2010 & 2021 (Million ZAR)



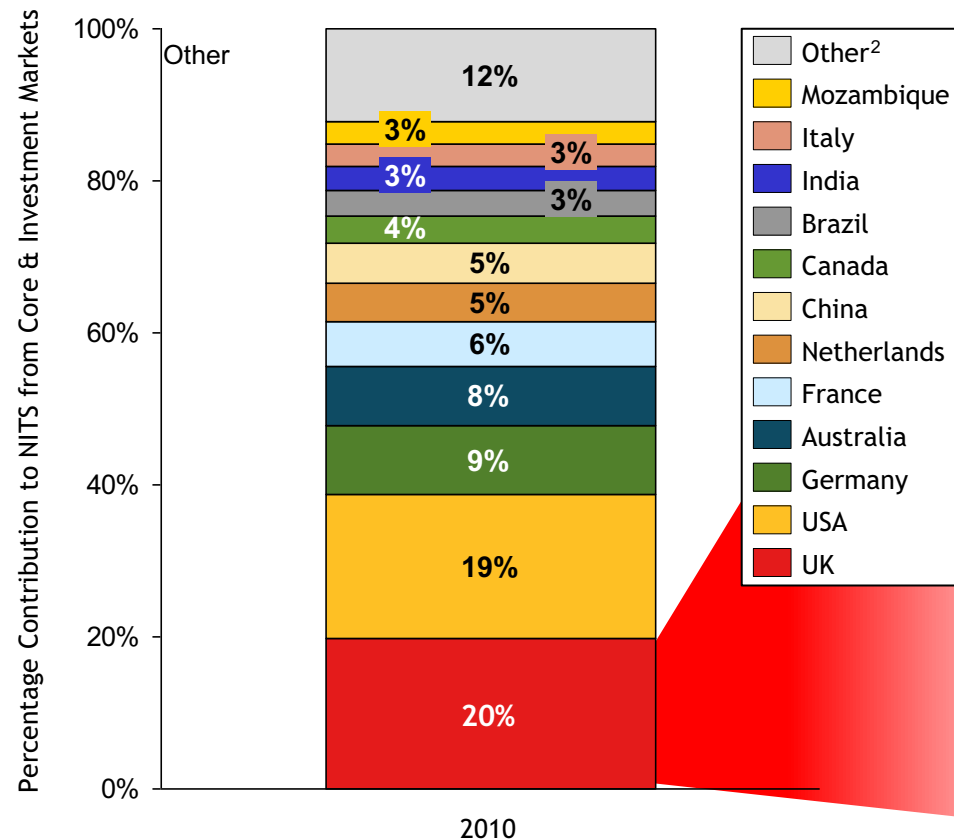
Note: ¹Forecast data has been calculated by (A) * (B) * (C) where (A): 'Forecasted Travel Market Growth Rate to 2021' (Euromonitor) applied to the 'Current Outbound Traveller Market Size' (Euromonitor), (B): 'South Africa's Current Market Share' (South Africa Arrivals / Current Outbound Market Size), and (C): 'Current NITS per Traveller from Source Country' (Departure Survey). Key assumptions include - South Africa's market share of outbound travelers remains constant, as does NITS per traveler

Source: SAT¹⁰ Departure Survey; Euromonitor Travel Report

We also need to protect our Brand equity with our current base

The need to invest in developing tourism markets should not detract from the economic value delivered by mature markets; we also need to keep pace with growth (in real terms) in these markets, in order to maintain market share and retain valuable economic contributions

NITS¹ Contributions from Key Markets, 2010



- Tourists from the UK make the single largest NITS contribution
- We forecast that the UK will remain amongst the top two contributors over the next ten years, bringing a cumulative total of over five million tourists to SA
- The UK outbound tourism market is forecast to grow at 1.0% annually, but SAT's high long-term ROI makes continued investment highly rewarding

Continued investment to maintain market share in mature markets is crucial, because of the sheer size of the contribution such markets make to the SA economy

Notes: ¹NITS for Africa Land Markets is limited to Holiday + Business Tourism; ²Other includes Nigeria, Japan, Angola, Sweden, Belgium, DRC, Kenya, and Botswana (all contribute less than 2.5% to total NITS from Core & Investment Markets)

Source: SAT Departure Survey

Key Challenges - Summary

- Globally, the challenge is to create consistent positive awareness about South Africa as a preferred destination in a manner that is confident and credible- in order to own a distinct space in the mind of the consumer.
- Critical challenge is to consistently market our iconic/big experiences, that drives our Point of Difference, to ensure that we are true to our brand.
- Ensure that the experiences we market are authentic, accessible, doable , attainable, sellable. i.e. consumers can actually do them.
- Understanding that overall, brand SA is an experiential brand.
- It is about engaging visitors with our diversity, possibility and Ubuntu that are found in our people, our place and our cultures.

Key Challenges

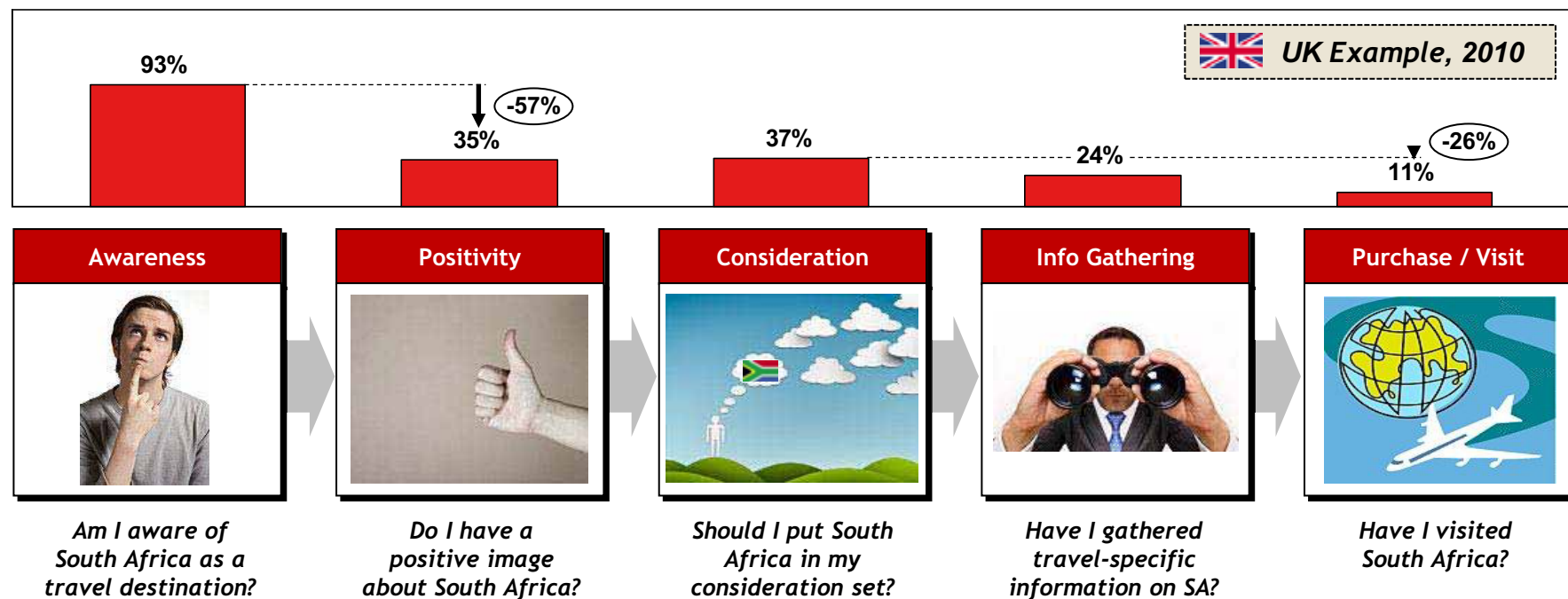
- It is about allowing the consumer to create their own enriching memories and life changing experiences.
- This is done through showcasing the unique combinations of holiday experiences available in SA.
- Ultimately, about ensuring that we deliver what our consumers want- memorable holidays that they can share with others, and in turn, inspire them to visit SA.

Marketing Blueprint



Our marketing blueprint is focused on improving conversion ratios by increasing awareness/positivity and 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

Joint Marketing Agreements (JMA)



Familiarisation Trips / FUNDI



Media Hosting / Partnerships



Trade Shows



Promotion / PR Activation



Language Specific Websites / Info



Slide no. 16

Source: SAT Market Penetration Approach

Global Media - 2012/13



2012/13 Media Objectives

Quantitative

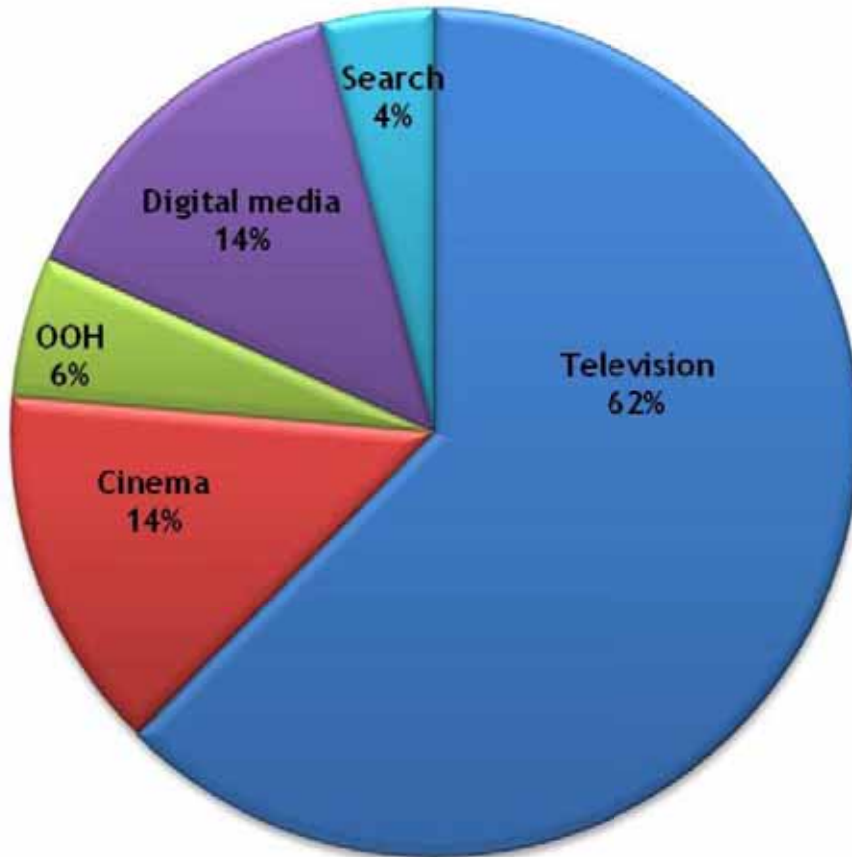
- Achieve 79% brand awareness Target
- Achieve 40% global positivity
- Global Reach - 1 Billion Consumers

Qualitative

- We need to build a distinctive brand image that will give SA a unique and recognizable character; that South Africa is an enriching, memorable and breakthrough destination.
- We need to improve and drive relevancy of different experiences for our target market and win ahead of competitors by inspiring consumers to desire South African Experiences.
- Improve brand traction, awareness and communicate South Africa's point of difference in our core markets.

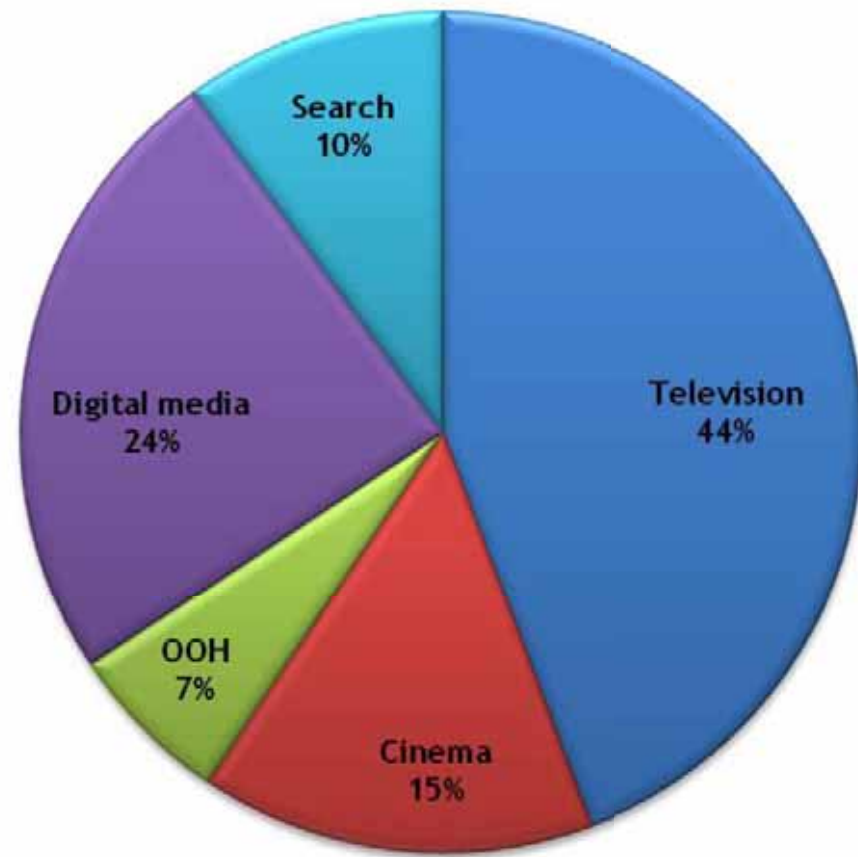
2011/12 vs. 2012/13 Channel mix

2011/2012



Spend R96m

2012/2013



Spend: R79.5m

2012/2013 digital spend increased to drive more engagement and conversion on global platforms.

Global Media Investment In-Country - 2012/13

- Africa - leverage AFCON
 - Media Investment - R1,300,000

- Australia
 - Media Investment - R1,500,000

- USA - TV - Travel Channel, Digital
 - Media Investment R3,800,000

- China - Outdoor, Magazines, Radio, Digital
 - Media Investment - R5,000,000

- Germany - Cinema, Digital
 - Media Investment - R2,200,000

- India - TV, Cinema, Digital
 - Media Investment R1,700,000

- UK
 - Media Investment - R2,800,000

South African Tourism - Marketing Budgets 2012/13



Inspiring new ways

COUNTRY OFFICE	FOREIGN CURRENCY	APPROVED MARKETING BUDGET 2012/13 FOREX	Budget Rate	RAND
USA	USD	5,074,464.00	9.03	45,816,320.56
UK	GBP	2,659,808.00	13.53	35,993,585.78
Germany	EURO	3,370,656.00	11.58	39,024,106.91
France	EURO	1,988,912.00	11.58	23,026,827.57
Netherlands	EURO	1,719,716.00	11.58	19,910,183.96
Italy	EURO	703,448.10	11.58	8,144,240.72
India	INR	90,882,352.82	0.18	16,685,999.98
China	CNY	12,085,366.00	1.14	13,752,698.90
Japan	JPY	59,663,200.00	11.94	4,994,909.92
Australia	AUD	2,404,556.76	7.34	17,659,064.87
Angola	USD	729,930.00	9.03	6,590,391.98
Nigeria	USD	1,327,906.98	9.03	11,989,406.51
Brazil	USD	1,095,666.81	9.03	9,892,556.52

TOTAL MARKETING BUDGET IN ZAR FOR INTERNATIONAL OFFICES

253,480,294.19

BUSINESS UNIT				RAND
Europe & UK Head Office Portfolios, Including Ireland, Sweden and Belgium		253,220.00	11.58	2,931,679.87
Asia & US Head Office Portfolios, including Canada & South Korea		342,912.00	9.03	3,096,083.87
Africa Portfolio including Domestic, SADC, DRC, Kenya, Tanzania & Angola				50,884,000.00
Conventions Bureau				29,275,579.00
Central Marketing				188,240,290.94
PR & Comms				6,412,886.70
e-Marketing				14,714,000.00
Product				8,512,843.00
Watchlist Markets				7,348,113.00
Research				51,740,517.70
TGCSA				26,706,192.72
Total:				389,862,206.89

Overall:				643,342,501.09
-----------------	--	--	--	-----------------------

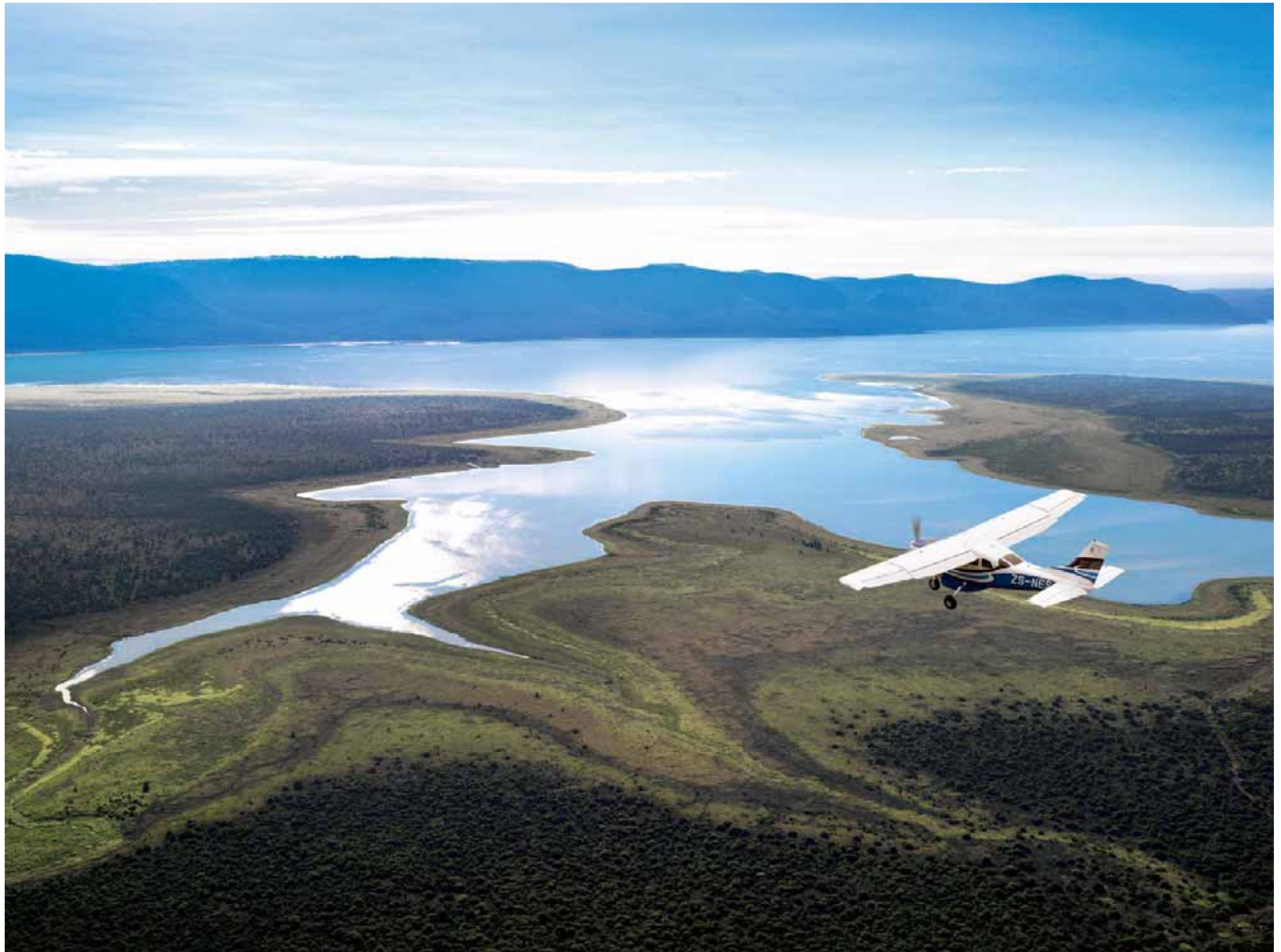
Strategy in Action - Global 2012/13

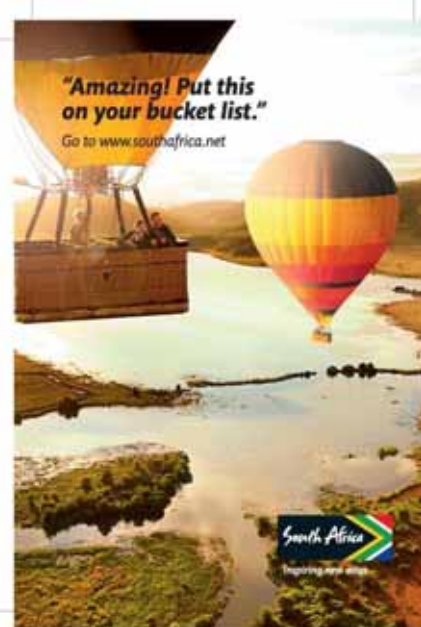












Strategy in Action - Regional Africa, & SA Domestic



Strategy in Action - Regional Africa

2012/13



Brand Conversion - 20 Experiences in 10 Days



Angola - Bring your ... to life

Bring your culture to life
in South Africa from R XXX

Visite www.viaateaafricadosul.mobi



*Bring your weekend to life
in South Africa from R XXX*

Visite www.viajateaafricadosul.mobi



Inspirando novas viagens

Angola Media at Glance



12+ TV Stations
70% Reach



12 Radio Stations
91% Reach



16+ Newspapers
65% Reach



12+ Magazine
60% Reach



Internet Usage
4.6% of the population



Mobile Penetration
56.69%

Source: Pamro, Budde.com and internetworldstats

Angola/ Media Platforms Summary

Television

- ✓TV Zimbo
- ✓TV Globo
- ✓TPA



Radio

- ✓Radio Luanda
- ✓Radio Ecclesia
- ✓Radio Mais



Magazines

- ✓Chocolate
- ✓Caras
- ✓Austral



Newspapers

- ✓Journal de Angola + Online

Outdoor

Bellas shopping Centre

DRC - Let's get together ...

Let's get together

And start a conversation about
local culture in the Drakensberg.

Go to www.voyagerensa.com



Retrouvez l'inspiration

Let's get together

And start a conversation about
lifestyle in Cape Town.

Go to www.voyagerensa.com



South Africa
Retrouvez l'inspiration

DRC Media at Glance



75 TV Stations
65% Reach



300 Radio Stations
89% Reach



100 Newspapers
10% Reach



12 Magazine
28% Reach



Internet Usage
5.2% of the population



Mobile Penetration
15.95%

Source: Pamro, Budde.com and internetworldstats

DRC / Media Platforms Summary

Television

- ✓ Digital Congo,
- ✓ RTGA
- ✓ B- One
- ✓ RTNC



Radio

- ✓ B-One
- ✓ RTVS 1 FM
- ✓ Top Congo



Magazines

- ✓ Bellissima,
- ✓ Reneitre
- ✓ Optimum
- ✓ B Spirit



Outdoor



Kenya - Find yourself local ...

Find yourself local

"I wanted to rise with the sun and be greeted by excitement. In Durban this is exactly what I got. With the rolling waves, soft sand, warm sun and new friends who wake up to this every day. I was in a place I really felt at home in. And a place where I found myself local."

Tope Ogbeni

Join us and share at www.traveltoSA.mobi



Inspiring new ways

Find yourself local

"I wanted to take the family to a place where I could show them somewhere unforgettable and enjoy some real quality time with them. Along the Durban's coastal region we got to experience just that and had a holiday where we felt both at home, as well as a part of the culture wherever we went. This was truly a place where we found ourselves local."

Ogbeni-Awe Adoyo

Join us and share at www.traveltoSA.mobi



Inspiring new ways

Find yourself local

"I wanted to experience a truly cosmopolitan place. In Joburg, the city of gold, I got to experience that and so much more. Amongst new friends, bright lights and trendy places, I was in a place I really felt at home in. And a place where I found myself local."

Temí Omondi

Join us and share at www.traveltoSA.mobi



South Africa
Inspiring new ways

Find yourself local

"I wanted to unwind in a place where the surroundings were as beautiful as they were relaxing. At the foot of a mountain range in the Cape this is exactly what I got. Amidst tranquil natural sounds, aromas of untainted nature and the soothing hands of a sensual massage, I was in a place I really felt at home in. And a place where I found myself local."

Atenio Omondi

Join us and share at www.traveltoSA.mobi



Inspiring new ways

Kenya Media at Glance



18+ TV Stations
49% Reach



120 Radio Stations
95% Reach



7+ Newspapers
32% Reach



12+ Magazine
40% Reach



Internet Usage
28% of the population



Mobile Penetration
60%

Source: Pamro, Budde.com and internetworldstats

Kenya / Media Platforms Summary

Television

✓KTV

Radio

✓Capital FM

✓Classic FM

Magazines

✓Msafiri

✓Destinations

✓African Woman

Newspapers

Daily Nation
The Standard

Outdoor

Airport

Slide no. 48



Nigeria - Make it a day to remember...

Make it a day to remember in a true bay of plenty

Go to www.traveltoSA.mobi

Savour a bouquet
of aromas right
where you are

Be pampered like
a goddess in
an elegant
five-star spa

Dress for a
gorgeous evening
of glamor

Find out why
Napoleon made
such a fuss about
our Vin de
Constance



Scan the code to get closer to
these experiences and more



Inspiring new ways

Make it a day to remember in a true city of gold

Go to www.traveltoSA.mobi

Wind down after
a long day,
with soothing
sundowners

Snap your finger
to the beat in
a smoky
jazz joint

Indulge yourselves
with countless
dinner time flavours

Fall back into front
row seats at the
opulent Teatro



Search online to get closer to
these experiences and more



Inspiring new ways

Make it a day to remember and experience the wild side of luxury

Go to www.traveltoSA.mobi

Rediscover your
swing on the world's
most extreme
19th hole

Be enchanted by
stories shared
before pen and
paper around
the fire

See what can't be
seen by the rest of
the world and get
close enough to
touch the stars

Be captivated
by the essence
of the wild



Scan the code to get closer to
these experiences and more



Inspiring new ways

***Make it a day to remember
and be captured in a perfect moment
as time stands still***

Go to www.traveltoSA.mobi

Feel your worries
melt away by the
touch of expert
fingertips

Explore your
palate with silky
overtones

Take a leisurely stroll
at your own pace
amongst the sun
kissed valleys

Sip on a crisp
Cape Riesling
and allow your
senses to tingle



Scan the code to get closer to
these experiences and more



Nigeria Media at Glance



166 TV Stations
88% Reach



126 Radio Stations
91% Reach



100 Newspapers
47% Reach



50 Magazine
65% Reach



Internet Usage
28% of the population



Mobile Penetration
65%

Source: Pamro, Budde.com and internetworldstats

Nigeria / Media Platforms Summary

Television

- ✓NTA
- ✓AIT
- ✓SuperSport

Radio

- ✓Beat FM + Online
- ✓Classic FM+ Online

Newspapers

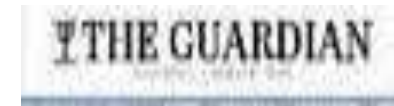
- ✓The Guardian + Online
- ✓Business day+ Online
- ✓Thisday+ Online

Magazines

Wings, Business Traveller (Trade)
ModeMen

Outdoor

Lagos and Abuja



Domestic Tourism - 2012/13



Targets

NTSS targets by 2020

- 18 m travellers
- 54m domestic trips
- 5m more holiday trips
- Increase contribution of domestic travel to GDP to 60%

Our Job

- Promote a culture of holiday travel through showing the personal value of travel
- Increase awareness of provincial offerings
- Promote affordable packages
- Package events

The How?

- Brand campaign
- Provincial participation
- Industry participation

We prioritized five segments for immediate growth

Spontaneous Budget Explorers	New Horizon Families	High-Life Enthusiasts	Seasoned Leisure Seekers	Well-to-Do Mzansi Families
<ul style="list-style-type: none"> • 18-24 • All races • Income range: R5,001+ 	<ul style="list-style-type: none"> • 35+ • Black, Coloured and Indian • Income range: R5,001- R10,000 	<ul style="list-style-type: none"> • 25-45 • Black, Coloured and Indian • Income range: R10,001+ 	<ul style="list-style-type: none"> • 25-45 • White • Income range: R5,001+ 	<ul style="list-style-type: none"> • 18-45 • Black, Coloured and Indian • Income range: R10,001+
<ul style="list-style-type: none"> • Avg. Length of Stay: 5.4 nights • Trips/year: 3 • Avg. Spend: R1,252.00 	<ul style="list-style-type: none"> • Avg. Length of Stay: 5.2 nights • Trips/year: 3.1 • Avg. Spend: R1,160.50 	<ul style="list-style-type: none"> • Avg. Length of Stay: 4.5 nights • Trips/year: 3.1 • Avg. Spend: R1,265.54 	<ul style="list-style-type: none"> • Avg. Length of Stay: 7.7 nights • Trips/year: 4.4 • Avg. Spend: R1,853.40 	<ul style="list-style-type: none"> • Avg. Length of Stay: 5.6 nights • Trips/year: 3.2 • Avg. Spend: R1,687.80
<p>Travel is a way to discover new people, places and adventures. Consumers in this segment travel to get away from the monotony of daily life; to add to their life experiences and fond memories</p>	<p>Travel is a way to educate their children, and to provide them with the opportunity to broaden their perspectives. It is also seen as quality time for the family to spend together, and a reward for hard work</p>	<p>Travel is a way to boost one's social status, and to experience the finer things in life in new and different settings</p>	<p>Travel is a way of life and something of a necessity. Having grown up going on regular holidays, this group of consumers understands the value of travel experiences and memories over commodities</p>	<p>Travel is all about escaping the city, and being able to spend time with friends and family in new and different locations. To a certain extent, travel is also about exposing the children to alternative ways of life and activities</p>

Slide no. 59

Source: Monitor/ Grail Analysis; Domestic Segmentation Quantitative Survey 2011



Integrated Marketing Activation - BUILD CULTURE OF TRAVEL AND ACTIVATE HOLIDAY TRAVEL NOW

	Value Proposition	Products
Spontaneous Budget Explorers	<ul style="list-style-type: none"> Have fun in new/ different surroundings, whether with existing friends or meeting new friends along the way 	<ul style="list-style-type: none"> Lots of activities with friends without being prescriptive
New Horizon Families	<ul style="list-style-type: none"> Spend quality family time and broaden the family's horizons, while being rewarded for hard work 	<ul style="list-style-type: none"> Accessible and informative family holidays
High-Life Enthusiasts	<ul style="list-style-type: none"> Domestic travel is the quickest and easiest way to enjoy invaluable and enviable world-class experiences 	<ul style="list-style-type: none"> Glamorous and comfortable holidays
Seasoned Leisure Seekers	<ul style="list-style-type: none"> South Africa has so many different places and ways to escape, relax and spend quality time with loved ones 	<ul style="list-style-type: none"> Explore hidden cultural, culinary and landscape gems
Well-to-Do Mzansi Families	<ul style="list-style-type: none"> Break away from daily pressures, whether relaxing with family or having good times with friends 	<ul style="list-style-type: none"> Hassle free and comfortable getaways
<hr/>		
Umbrella Strategy	<ul style="list-style-type: none"> Travelling in South Africa is not only a great way to explore the country and discover the many reasons why the rest of the world wants to visit, but also an accessible way to escape and have fun with family and friends 	

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

CAMPAIGN IDEA

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

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

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



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

OUTDOOR

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

Domestic Conversion Strategy - 360 Overview

PARTNERSHIPS

- Provincial link to experiences in each Provinces
- Trade and Retail partners eg Engen, Pick 'n Pay

LOYALTY PROGRAMME

- Facilitate a corporate loyalty programme with Edcon, Discovery, Banks (Travel Savings Card) etc

EVENT DEALS

- On-going deal driven communication eg Jazz Festival, Food and Home Expo, Beach on the Track, Macufe, etc

VOUCHER CAMPAIGN

- Toll gate vouchers

DOMESTIC Conversion Strategy

CORPORATE ACTIVATION

- Partnerships with Banks eg FNB

GOVERNMENT DEPARTMENTS

- Civil Servants and their communication tools
- Rate Payer, Post Office etc

LAST MINUTE DEALS

- Link deals to Groupon and Last Minute.com, etc

FUN TRAVEL PACKAGE

- Plane, Bus, Taxi, Train, etc



MobiSite - Deal Detail, About & SignUp Result Pages





[DEALS](#) [EVENTS](#) [ABOUT](#) [SIGNUP](#)

Protea Hotel Edward - Durban
Location: KwaZulu-Natal
Valid from: 2012-01-13 to 2012-04-30

Self drive FROM R812 2 Nights accommodation at the 4* Protea Hotel Edward Bonus Early check-in and late check-out (subject to availability) Tickets for Moses Mabhida Sky Car Complimentary parking Wi-Fi R25 Drink voucher 25% Dinner discount voucher **TERMS & CONDITIONS:** Valid for SA Residents only. Prices are per person sharing. Peak season surcharges & block out dates may apply. All prices are indicative and correct at time of loading onto the Thompsons website and are subject to change due to availability. For standard terms and conditions refer to www.thompsons.co.za E&OE, 2 Nights packages are valid for weekend stays only.

Experience Type: Coastal Getaways
Package Option: Affordable
Destination: KwaZulu-Natal
Travel Mode: Self drive
Travel Partner Contact No: 0117707677
Travel Partner Website: www.thompsons.co.za

R812

[BOOK NOW](#) [REFER A FRIEND](#) [CALL](#)

[< BACK](#)



FIND YOUR NEXT STOP Use the new **VAYA MZANSI APP** and find activities in your area.

 [REFER A FRIEND](#)  

[Terms and Conditions](#). SA Tourism 2011





[DEALS](#) [EVENTS](#) [ABOUT](#) [SIGNUP](#)

SIGN UP

Sign up with Shot Left to get the latest and greatest Travel deal updates via email and SMS.

YOUR DETAILS

FIRST NAME:
LAST NAME:
EMAIL:
CELL:

INTERESTS

☐ City Breaks
☐ Coastal Getaways
☐ Cultural Discovery
☐ Bush Retreat
☐ Mountain Escapes
☐ Country Meanders
☐ Sports & Adventure
☐ Nightlife

HOW WOULD YOU LIKE TO RECEIVE UPDATES?

☐ Mobile
☐ Email

WHICH UPDATES WOULD YOU LIKE TO RECEIVE?

☐ Deals
☐ Competitions
☐ Events



[SUBMIT](#)




FIND YOUR NEXT STOP Use the new **VAYA MZANSI APP** and find activities in your area.

 [REFER A FRIEND](#)  

[Terms and Conditions](#). SA Tourism 2011





[DEALS](#) [EVENTS](#) [ABOUT](#) [SIGNUP](#)

ABOUT VAYA MZANSI

Welcome

South African Tourism markets South Africa's scenic beauty, diverse wildlife, kaleidoscope of cultures and heritages, the great outdoors, sport and adventure opportunities, eco-tourism and conference facilities.

Vision

For South Africa to be the preferred tourist destination in the world, in order to maximize the economic potential of tourism for the country and its people.


Mission

To develop and implement a world-class international tourism marketing strategy for South Africa.




In pursuance of this, South African Tourism will:

- * Facilitate the strategic alignment of the provinces and industry in support of the global marketing of tourism to South Africa
- * Remove all obstacles to tourism growth
- * Build a tourist-friendly nation
- * Ensure that tourism benefits all South Africans

[CALL CENTER](#) [CALL](#)



FIND YOUR NEXT STOP Use the new **VAYA MZANSI APP** and find activities in your area.

 [REFER A FRIEND](#)  

[Terms and Conditions](#). SA Tourism 2011

MobiSite - Home, Deals & Search Result Pages



IT'S HERE

DEALS EVENTS ABOUT SIGNUP

Pellentesque eu est a nulla placerat dignissim.

Morbi a enim in magna semper interdum. Etiam scelerisque, nulla ac, eget erat consequat, nulla nunc interdum nulla, eget accumsan enim. Nulla nunc, aliquam erat volutpat. Mauris vel magna vel amet nunc gravida.

Aliquam erat volutpat. Mauris vel magna vel amet nunc gravida.

FIND YOUR PERFECT HOLIDAY

Search our database of holiday offers ready made to suit your taste and of course... your pocket!

All Experiences

All Packages

All Destinations

Price Range

Enter keywords

SEARCH

LATEST TRAVEL DEAL

2 Day Cape Town Experience
Location: Western Cape
Valid from: 01/04/2012 to 31/08/2012

Experience Cape Town by spending 2 nights in a private or semi-private or Bedouin style destination which is located in Wilderness. Included in the price is a full day Wine Tasting Tour in some of our beautiful winelands regions. **R1300**

BOOK NOW REFER A FRIEND CALL

FIND YOUR NEXT STOP

Use the new **DATA** technology and find activities in your area.

REFER A FRIEND

Terms and Conditions: SA Tourism 2011



IT'S HERE

DEALS EVENTS ABOUT SIGNUP

TRAVEL DEALS

2 Day Cape Town Experience
Location: Western Cape
Valid from: 01/04/2012 to 31/08/2012

Experience Cape Town by spending 2 nights in a private or semi-private or Bedouin style destination which is located in Wilderness. Included in the price is a full day Wine Tasting Tour in some of our beautiful winelands regions. **R1300**

BOOK NOW REFER A FRIEND CALL

2 Day Cape Town Experience
Location: Western Cape
Valid from: 01/04/2012 to 31/08/2012

Experience Cape Town by spending 2 nights in a private or semi-private or Bedouin style destination which is located in Wilderness. Included in the price is a full day Wine Tasting Tour in some of our beautiful winelands regions. **R5400**

BOOK NOW REFER A FRIEND CALL

2 Day Cape Town Experience
Location: Western Cape
Valid from: 01/04/2012 to 31/08/2012

Experience Cape Town by spending 2 nights in a private or semi-private or Bedouin style destination which is located in Wilderness. Included in the price is a full day Wine Tasting Tour in some of our beautiful winelands regions. **R800**

BOOK NOW REFER A FRIEND CALL

FIND YOUR PERFECT HOLIDAY

Search our database of holiday offers ready made to suit your taste and of course... your pocket!

All Experiences

All Packages

All Destinations

Price Range

Enter keywords

SEARCH

FIND YOUR NEXT STOP

Use the new **DATA** technology and find activities in your area.

REFER A FRIEND

Terms and Conditions: SA Tourism 2011



IT'S HERE

DEALS EVENTS ABOUT SIGNUP

SEARCH RESULTS

2 Day Cape Town Experience
Location: Western Cape
Valid from: 01/04/2012 to 31/08/2012

Experience Cape Town by spending 2 nights in a private or semi-private or Bedouin style destination which is located in Wilderness. Included in the price is a full day Wine Tasting Tour in some of our beautiful winelands regions. **R1300**

BOOK NOW REFER A FRIEND CALL

2 Day Cape Town Experience
Location: Western Cape
Valid from: 01/04/2012 to 31/08/2012

Experience Cape Town by spending 2 nights in a private or semi-private or Bedouin style destination which is located in Wilderness. Included in the price is a full day Wine Tasting Tour in some of our beautiful winelands regions. **R5400**

BOOK NOW REFER A FRIEND CALL

2 Day Cape Town Experience
Location: Western Cape
Valid from: 01/04/2012 to 31/08/2012

Experience Cape Town by spending 2 nights in a private or semi-private or Bedouin style destination which is located in Wilderness. Included in the price is a full day Wine Tasting Tour in some of our beautiful winelands regions. **R800**

BOOK NOW REFER A FRIEND CALL

FIND YOUR PERFECT HOLIDAY

Search our database of holiday offers ready made to suit your taste and of course... your pocket!

All Experiences

All Packages

All Destinations

Price Range

Enter keywords

SEARCH


FIND YOUR NEXT STOP

Use the new **DATA** technology and find activities in your area.

REFER A FRIEND

Terms and Conditions: SA Tourism 2011

Awareness

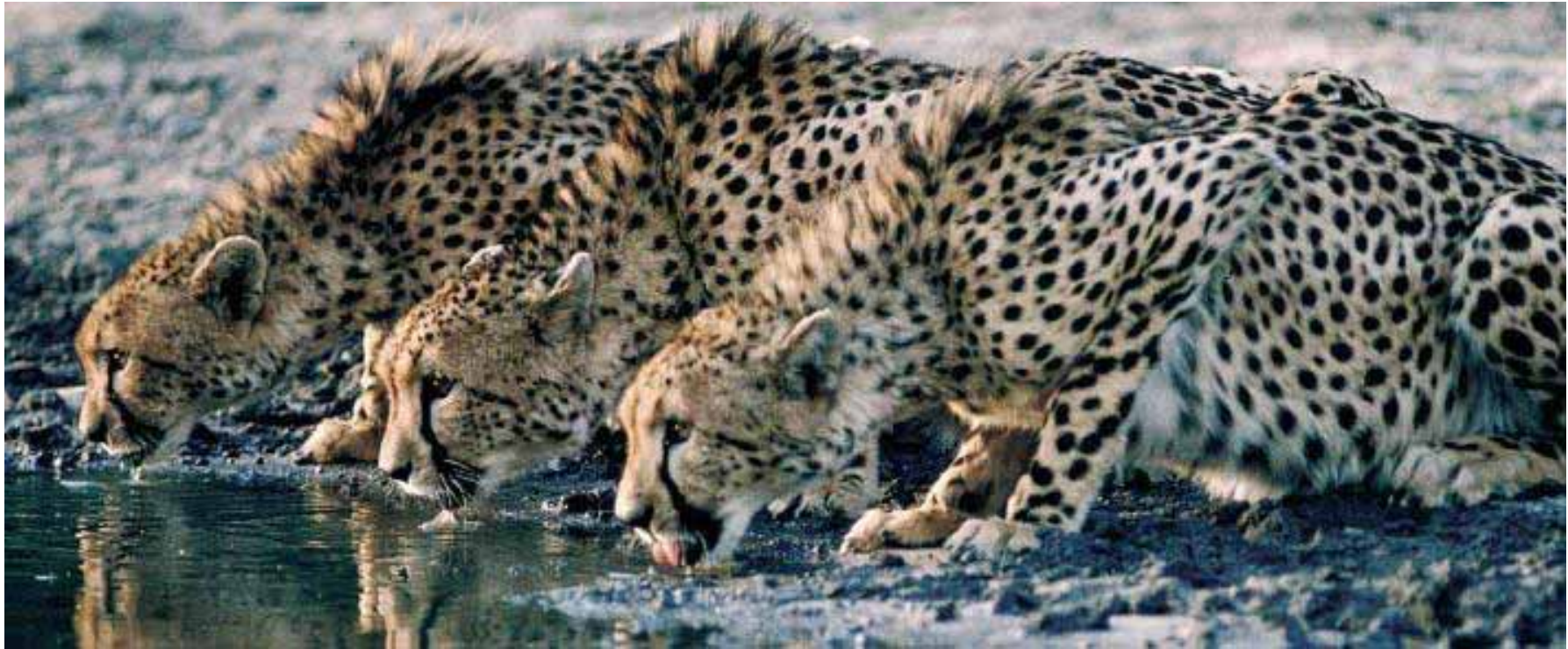
ACTIVITY	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Jan 13	Feb 13	Mar 13
TV = 30' TVC: <ul style="list-style-type: none"> SABC 1 SABC 2 SABC 3 ETV MNET 	X	X	X	X	X	X	X	X	X	X	X
Outdoor <ul style="list-style-type: none"> Gautrain Stations Shopping Malls BP Forecourts 	X	X	X	X							
PR: <ul style="list-style-type: none"> Magazine Travel Features Newspaper supplements Digital Content Marketing (blogs etc.) Publicity Stunts Agenda Setting Interviews 	X	X	X	X	X	X	X	X	X	X	X
Events, Sponsorships & Partnerships		Moretele Park Jazz Festival PTA	Beach Festivals EC/DBN/C PT	Joy of Jazz JHB		Macufe FS Sixties MPM		Sixties NW	J&B Met CPT		CPT Jazz Festival Rand Show
Social Media <ul style="list-style-type: none"> Youtube Twitter 	X	X	X	X	X	X	X	X	X		

Conversion

ACTIVITY	May 12	Jun 12	Jul 12	Aug 12	Sep 12	Oct 12	Nov 12	Dec 12	Jan 13	Feb 13	Mar 13
Radio <ul style="list-style-type: none"> • 5FM • Highveld • Metro FM • Kaya FM • Ukhosi FM 	X	X	X	X	X	X	X			X	X
Consumer Activations		Corporate	DBN July Knysna Oyster Festival	Soweto Festival Baba Indaba Getaway Show	Tourism Month		DBN Motor Show	Travel Vouchers Dist. On Translux, Intercape, City2City, Mango, Kulula, 1Time		VDay	Travel Vouchers Dist. On Translux, Intercape, City2City, Mango, Kulula, 1Time
Social Media <ul style="list-style-type: none"> • Facebook • Online advertising 	X	X	X	X	X	X	X	X	X	X	X
JMA's/DDCs: <ul style="list-style-type: none"> • Thompsons Holidays • Computicket Travel • Student Flights • Flight Centre • Pick n Pay Travel • GoTravel24 • STA Travel • Holiday Tours (new) 	X	X DBN July Fun Bus/Train Package School Holiday Family Packages	X Vodacom Challenge Travel Deals	X	X Vaya Mzansi Day Trips and Weekend get aways for Tourism Month	X Macufe Travel Deals Sixties Travel deals	X Self Drive Family Holiday Packages Cruise Travel Deals	X Last minute Travel deals and specials	X J&B Met Travel Deals	X Romantic Getaway packages	X Easter Holiday Packages

Meet South Africa - Building our Brand Equity/Positivity

Thank You, time for a refreshment.



Inspiring new ways