



Product Newsletter

Welcome

Dear Readers

With UNTWO forecasting an overall decline in global tourism between 6% and 9% for 2009, there can be no doubting the long term challenges that face our industry.

Closer to home it's heartening to note that domestic tourism figures for 2008, revealed a resilient industry with room for growth, and as the 2010 FIFA World Cup South Africa™ draws ever-closer, we've much to look forward to. And much work to do. Starting with ensuring we deliver brilliant customer service and experiences to all our visitors now, in 2010 and beyond.

Help us entrench a culture of Service Excellence throughout the industry by entering your business into the 2009/10 Welcome Awards. You'll become a beacon for the rest of the industry to emulate, and besides, who couldn't use some extra kudos, and a share in some fantastic prizes, to boost their business?

An event-packed Product Calendar, new Speed Marketing workshops and important updates on exhibitor registrations for INDABA and WTM are all in this edition. Read on...

Hanneli Slabber, Global Manager: Product, SA Tourism

2008 Annual Report

South African Tourism has released its 2008 Annual Report, a comprehensive report on tourism's performance in 2008. It is available for download on South African Tourism's website:

[2008 Annual Report](#)

For more information e-mail research@southafrica.net

Product Calendar

Our Product Calendar provides a month-by-month snapshot of upcoming SAT workshops and in-market events, as well as local and international industry shows and expos, for you to plan to participate in.

SAT Packaging Workshops
Dates: August 2009 - March 2010

South African Tourism's popular Product Packaging Workshops are back. There is no charge to host the workshop but a minimum of 30 participants per session is required.

For more information on how to arrange a product workshop in your area, please contact renette@southafrica.net.

SEPTEMBER 2009	SEPTEMBER 2009	OCTOBER 2009
<p>Speed Marketing Workshops Dates: 8-9 September 2009 Venue: Bloemfontein Contact: renette@southafrica.net</p> <p>A high-speed networking platform to facilitate new products to meet inbound and domestic operators.</p> <p>----- German Media Fam Trip</p>	<p>Dutch Trade Fam Trip 1 Dates: 26 September - 04 October Province: KwaZulu-Natal Contact: Charonne Oling Charonne@southafricantourism.nl or Mies Hofman mies@southafricantourism.nl</p> <p>SAT Netherlands will host 10 travel agents and tour operators in KwaZulu-Natal to educate them about the province and South Africa.</p>	<p>Speed Marketing Workshops Dates: 6-7 October 2009 Venue: Oudtshoorn/George Contact: renette@southafrica.net.</p> <p>A high-speed networking platform to facilitate new products to meet inbound and domestic operators.</p> <p>----- SAT Italy - South Africa Workshop</p>

<p>Date: 11-17 September 2009 Venue: Gauteng, Mpumalanga</p> <p>SAT Germany is putting together a media trip, with a focus on eco-tourism/ 'voluntourism'.</p> <p>Product in these provinces with interesting and enriching experiences or activities, are invited to contact: Silvia Braun: silvia@southafricantourism.de and Isabell Kendzia: kendzia.isabell@kprn.de</p> <p>Registrations for INDABA 2010 Exhibitor registrations for INDABA 2010 close 15 September 2009.</p> <p>For exhibition space enquiries contact: Kagiso Exhibitions & Events (Pty) Limited: +27 (0)11 483 2501/21 or email: indaba@kagisoexpo.co.za</p> <p>JATA World Travel Fair Dates: 18 - 20 September Venue: Tokyo Contact: Bradley Brouwer, Country Manager - Japan: bradley@southafricantourism.or.jp</p> <p>JATA 2009 promises to be the most important event for marketing South Africa to Japan, ahead of the FIFA 2010 World Cup™.</p> <p>Provincial tourism authorities, trade and product, interested in partnering or exhibiting, are invited to contact Bradley to discuss participation opportunities. http://news.southafrica.net/cgi-bin1/DM/y/hBxCy0YPdYN0xUM0FwdC0Ed</p>	<p>Interested product owners and accommodation providers are invited to contact Mies or Charonne to discuss participation opportunities.</p> <p>Dutch Trade Fam Trip 2 Dates: 26 September - 04 October Province: Western & Eastern Cape Contact: Charonne Oling Charonne@southafricantourism.nl or Mies Hofman mies@southafricantourism.nl</p> <p>SAT Netherlands will host a second group of 10 travel agents and tour operators in the Eastern and Western Cape to educate them about the provinces and South Africa.</p> <p>Interested product owners and accommodation providers are invited to contact Mies or Charonne to discuss participation opportunities.</p> <p>World Tourism Day Date: 27 September 2009 This year's theme is Celebrating Diversity. http://news.southafrica.net/cgi-bin1/DM/y/hBxCy0YPdYN0xUM0F1E30Eg</p> <p>Tourism Month Date: 29 September 2009 Province: Northern Cape Contact: Denys Botes Manager: Trade Relations Southern Africa Denys@SouthAfrica.net World Tourism Day celebrations are being hosted in the Northern Cape this year.</p> <p>Start packaging affordable deals to the Northern Cape NOW, and advertise them for free on the Shot Left WOM site. Go to www.southafrica.net/shotleft</p>	<p>Dates: 16-18 October 2009 Venue: Rimini Contact: Cristina Secco Trade Relations Manager Italy cristina@turismosudafricano.com Tel: +39 02 43911765 /Fax: fax +39 02 43911158 To coincide with the TTG trade fair, SA Tourism Italy will host a 3-day workshop to train Italian travel agents and to give them a 360° experience of what SA has to offer.</p> <p>Interested provincial tourism authorities and SA product are invited to contact Christina to discuss participation opportunities.</p> <p>Ride of your Life 2 Dates: 3 weeks in October 3 weeks in November Country: South Africa - World Cup Host Cities Contact: Mies Hofman mies@southafricantourism.nl</p> <p>SAT Netherlands are developing a TV programme with soccer and storytelling as the main themes. Well-known Dutch presenter Jonny de Mol will host the 8-episode country showcase, accompanied by different celebrity or sporting heroes.</p> <p>Each episode will focus on 1 host city, 1 adventure highlight and 1 activity, where the pair will 'give back' to a local community - by helping to build a soccer field for example.</p> <p>The show will air in February - March 2010, and offers great exposure opportunities. Interested provinces, hotels, transport providers, attraction owners and activity providers are invited to contact Mies to discuss participation opportunities.</p>
<p>NOVEMBER 2009</p> <p>U.S. BT Famil - Corporate & Incentive Date: 1st or 2nd week of November - to be confirmed. Provinces: Gauteng, Western Cape, North West and Limpopo. KwaZulu-Natal if there is time. Contact: Laura Saegar - Trade Relations Manager: USA laura@us.southafrica.net</p> <p>The 9 day programme will target key decision makers in the U.S. C&I sector.</p> <p>The U.S. BT team is appealing to the provinces and DMC's to assist with hosting and organising incentive activities.</p> <p>World Travel Market® Dates: 9-12 November 2009 Venue: London, UK Pre-registration is free to all travel and tourism professionals. To pre-register visit http://news.southafrica.net/cgi-bin1/DM/y/hBxCy0YPdYN0xUM0FwdD0Ee</p> <p>For exhibition space enquiries contact: Kagiso Exhibitions & Events (Pty) Limited:</p>	<p>DECEMBER 2009</p> <p>FIFA 2010 World Cup South Africa - final draw. Date: 4 December 2009 Venue: CTICC</p>	<p>FEBRUARY 2010</p> <p>Meetings Africa Dates: 24-26 February 2010 Venue: Sandton International Convention Centre Gauteng http://news.southafrica.net/cgi-bin1/DM/y/hBxCy0YPdYN0xUM0Fsj0EM</p> <p>For exhibition space enquiries contact: +27 (0)11 549 8300 info@tepg.co.za</p> <p>Africa Mega Fam Trip Dates: to be confirmed Venues: to be confirmed</p> <p>Key Trade partners from Kenya will be hosted in on a familiarisation trip.</p> <p>U.S. pre-Meetings Africa Famil Dates: 14-22nd February 2010 Venues: KwaZulu-Natal, Western Cape & Gauteng Contact: Laura Saegar - Trade Relations Manager USA laura@us.southafrica.net</p> <p>Australia Meetings Africa Famil Dates: to be confirmed Venues: Gauteng, Mpumalanga, Western Cape, North West, KwaZulu-Natal. Contact: Eric Lewanavanua Trade Relations</p>

<p>Tel: +27 (0)11 483 2501/21 or email phetogom@kagisoexpo.co.za, cc zaida@kagisoexpo.co.za and louise@kagisoexpo.co.za</p> <p>----- WTM World Responsible Tourism Day Date: 11 November 2009</p> <p>A day dedicated to recognising the importance of responsible tourism and best practices across all sectors of the industry.</p> <p>----- Australia BT Famil - Corporate & Incentive Dates: 18-25 November 2009 Venues: Gauteng, Mpumalanga, Western Cape, North West. Contact: Eric Lewanavanua Trade Relations Manager: Australasia eric@southafricanatourism.com.au</p> <p>The famil will target corporate and incentive planners.</p> <p>The Australia BT team is hosting 7 buyers, and is appealing to any 5-star properties with incentives experience, willing to offer accommodation, and meals if possible.</p> <p>Interested product and accommodation providers are invited to contact Eric to discuss participation opportunities.</p>		<p>Manager: Australasia eric@southafricanatourism.com.au</p> <p>The Australia BT team is hosting 10 buyers, and appealing to any 5-star properties with incentive experience, willing to offer accommodation, and meals if possible.</p> <p>Interested product and accommodation providers are invited to contact Eric to discuss participation opportunities.</p>
MARCH 2010	MAY 2010	JUNE - JULY 2010
<p>AIME 2010 Dates: 2-3 March 2010 Venue: Melbourne, Victoria Contact: Eric Lewanavanua Trade Relations Manager: Australasia Email: eric@southafricanatourism.com.au</p> <p>Hosted by Reed Exhibitions, all operators interested in tapping into the Asia/Australasia BT market should attend. http://news.southafrica.net/cgi-bin1/DM/y/hBxCy0YPdYN0xUM0F1E40Eh</p> <p>----- ITB Berlin Dates: 10-14 March 2010 Venue: Berlin, Germany http://www1.messe-berlin.de</p> <p>For exhibition space enquiries contact: Kagiso Exhibitions & Events (Pty) Limited: +27 (0)11 483 2501/21 or email phetogom@kagisoexpo.co.za, cc zaida@kagisoexpo.co.za and louise@kagisoexpo.co.za</p> <p>-----</p>	<p>INDABA 2010 Dates: 8-11 May 2010 Venue: Albert Luthuli Convention Centre (Durban ICC) http://news.southafrica.net/cgi-bin1/DM/y/hBxCy0YPdYN0xUM0CR6R0ES</p> <p>For exhibition space enquiries contact: Kagiso Exhibitions & Events (Pty) Limited: +27 (0)11 483 2501/21 or email: indaba@kagisoexpo.co.za</p> <p>IMEX '10 Dates: 25-27 May 2010 Venue: Frankfurt, Germany http://news.southafrica.net/cgi-bin1/DM/y/hBxCy0YPdYN0xUM0FwdE0Ef</p> <p>For exhibition space enquiries contact: Kagiso Exhibitions & Events (Pty) Limited: +27 (0)11 483 2501/21 or email phetogom@kagisoexpo.co.za, cc zaida@kagisoexpo.co.za and louise@kagisoexpo.co.za</p>	<p>FIFA 2010 World Cup South Africa™ Dates: 11 June - 11 July 2010 http://news.southafrica.net/cgi-bin1/DM/y/hBxCy0YPdYN0xUM0FsIIOEO</p>

Research

Tourism Arrivals January - April 2009

Arrivals for the first 4 months of 2009 remained virtually unchanged compared to the same period in 2008. Under current market conditions, and compared with other tourism regions, this is reassuring news.

[More info](#)

Domestic Tourism Performance 2008

Newly-released figures for domestic tourism show a decrease in the number of trips taken, offset by more travellers and greater spend.

[More Info](#)

Marketing Opportunities

Put some VOOMA in your marketing

South African Tourism's inaugural series of speed marketing workshops, aimed at assisting new products and established operators network, were enthusiastically received. If you are struggling to bring your tourism product across to the people who matter, read on...

[More info](#)

This winter, turn up the heat and upload your domestic deals online with Sho't Left - it's FREE!

Just because it's winter, don't let your domestic marketing efforts go into hibernation.

More than 300 domestic product owners and service suppliers have uploaded their hottest holiday offers on the Sho't Left WOM site, using our user-friendly DDC marketing tool.

Don't be left out in the cold when local travellers go online in search of sizzling holiday deals. Go to www.southafrica.net/shotleft register, and make this FREE marketing opportunity work for you.

Industry Initiatives

Be among the best in the industry - enter the 2009/10 Welcome Awards

If you eat, sleep and breathe great customer service, and are continually looking for innovative ways to improve your guests' experiences, we think it's time you blow your own trumpet, and show the industry how it's done, by entering the Welcome Awards

[More Info](#)

It's all systems go for WTM and INDABA 2010

At South African Tourism preparations for WTM in November 2009, and INDABA 2010, are in full swing.

[More Info](#)

Visit our new-look website: www.southafrica.net

CONTACT

For queries and comment, please contact South African Tourism's Product department on product@southafrica.net

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