

Tourism Breaking News

SOUTH AFRICAN TOURISM

14 May 2012

South African Tourism increases efforts in marketing the destination in Africa land markets

- *Arrivals from Mozambique grew 4.5% from 1 330 000 in 2010 to 1 339 000 last year*
- *South Africa's share of Botswana's outbound travel has decreased by 2.5% from 51.5% in 2010 to 46.2% in 2011*
- *South Africa is the most popular travel destination for Namibians as 47.3% of the 558 800 trips taken in 2010 were to South Africa. Second and third most popular destinations for Namibians are Botswana and Germany*

South African Tourism has conducted consumer research in the Africa land markets of Botswana, Mozambique and Namibia. Through this research South African Tourism was able to establish what the focus for those three markets will be for the April 2012 to March 2013 period.

Phumi Dhlomo, Regional Director: Africa at South African Tourism said the combined potential for growth from the three markets contributes significantly to South Africa's overall tourist arrivals figures.

"We are currently working on implementing a communications strategy for these markets that will allow us to increase the frequency with which these tourists travel to South Africa.

"We want to show Mozambicans, Namibians and the Batswana the other experiences available in South Africa outside what they have always done when visiting. Whilst there is a lot of work to be done in the coming two years, we are confident that we will be able to quantifiably grow tourist volume, spend and length of stay," Dhlomo said.

The Mozambican market is performing well. Total number of people travelling across the borders grew by 4.5 percent last year to 1 390 000. Of those, 211 000 came specifically for purposes taking a holiday, whilst 426 000 came to South Africa to go shopping for personal reasons. The remainder of arrivals visited for business, for medical reasons or to visit friends and relatives. Collectively, these visitors spent R13.5 billion whilst in South Africa.

South Africa's share of the Botswana market declined 5.7 percent between 2009 and 2011. This was the largest drop in arrivals since 2003. In 2009, a record number of 836 000 Batswana visited South Africa. The majority of Botswana tourists that travel to South Africa are repeat visitors. Research shows that 3.1 percent of all visitors have been to South Africa at least ten times. Total foreign direct spend from Botswana declined by 17.2 to 1.9 billion in 2011. This is attributed to a number of factors including arrivals' decrease, curtailed spend and shortened length of stay.

South African Tourism's research analyses the growth potential; key consumer target groups; and consumer leisure ideals in each market. It also analyses the best media to use to reach consumers in each of the markets.

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"We decided to conduct research in Namibia so that we could determine the number of people already travelling to South Africa and whether it's worth the industry's while to actively market destination South Africa in Namibia. Whilst South African Tourism will not roll out brand campaigns in Namibia, we see a bigger opportunity for the provinces and will endeavour to work closely with the Provincial Marketing Authorities in outlining package requirements for the Namibian traveller," Dhlomo says.

"South African Tourism needs to defend present arrivals numbers and increase frequency of travel by communicating the benefits of leisure travel in South Africa. In Botswana, we will keep defending existing arrivals and arrival frequency as well as growing awareness of the variety of events South Africa offers visitors. Family-orientated events are especially important for Botswana visitors."

From June 2012 South African Tourism will host product briefing sessions for trade in Botswana and Mozambique whereby they will be given comprehensive information on the consumer research findings. This will allow the travel trade to put plans in place for consumers in terms of suitable packages that address their travel leisure requirements and how they consume information.

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Register on our media extranet to browse the latest news releases (from SAT as well as the tourism industry in general), access the news archive and get details of all upcoming tourism industry events (both locally and internationally).

<http://www.southafrica.net/media>

South African Tourism is the national tourism agency responsible for the marketing of South Africa as a preferred tourist destination. It is headed up by Chief Executive Officer, Mr Thulani Nzima, Chief Operating Officer Mr Timothy Scholtz and Chief Marketing Officer, Ms Roshene Singh.
