

RECIPE FOR SUCCESS!

A SOUTH AFRICAN TOURISM MARKETING INITIATIVE

SOUTH AFRICA

It's possible





A Winning Recipe

One Tour Operator

One \$25,000 marketing proposal to promote South Africa as a leisure destination

A pinch of enthusiasm

A touch of passion

Heaps of creative, innovative thinking and imagination

Give us your “Recipe for Success” for our existing ‘Food, Wine and South African Tales’ or ‘Adventurers Wanted’ marketing campaign, and we will give you \$25,000 to make it happen!





Sample The Menu

We are looking for the most innovative ways to promote South Africa as a leisure destination (e.g. in-store activations, radio remotes, consumer/trade promotions).

Cook up the best ideas for selling South Africa, submit your marketing proposal for a campaign, and you will be eligible for one of six fully funded Joint Marketing Agreements worth \$25,000 each, to turn your idea into a reality.

Proposals will be judged on:

- Quality of proposal
- Breadth of elements used in the campaign
- Tie-in to themes of 'Food, Wine & South African Tales' or 'Adventurers Wanted'
- Adherence to South African Tourism objectives and key measures
- Innovation that will make South Africa stand out as a destination
- Expected return on investment





Menu Items

We need to break through the clutter and make South Africa stand out amongst the two key segments we are targeting. For the younger, more active traveler (Wanderluster), we need to position South Africa as an exciting, adventurous, accessible and affordable destination that is easy to book. For the older, more affluent traveler (Next Stop South Africa or NSSA), South Africa needs to be positioned as a destination that will take them out of their world and give them an enriching experience. Marketing proposals should tie into South African Tourism's current marketing campaigns of 'Adventurers Wanted', for Wanderlusters, and 'Food, Wine & South African Tale', for NSSAs, and must address the following objectives and key measures.

OBJECTIVES:

- Increase arrivals
- Increase spend
- Increase length of stay
- Improve provincial distribution
- Develop packages that offer value for money and diverse offerings

KEY MEASURES:

- Number of bookings received from campaign
- Consumer/travel agent database growth (to be shared with South African Tourism)
- Number of consumers/travel agents engaged during campaign
- PR value achieved





Important Serving Suggestions

THE RULES:

- The competition is open only to our top 50 tour operators and must be submitted under the company's name.
- You must select a key target segment, either Wanderluster or NSSA.
- In order for your proposal to be considered, all fields must be completed on the submission form.
- The marketing proposal you enter may not cost more than \$25,000.
- The timeline of activities outlined in the proposal must be completed by March 31st, 2010.
- Proposals are due **Wednesday, August 26th, 2009.**

Tastiest Recipes

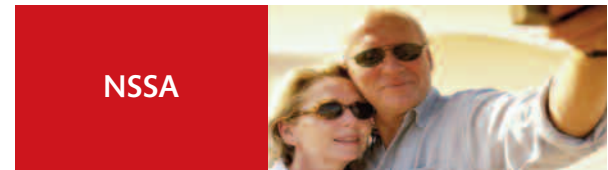
SELECTION PROCESS:

- Proposals will be judged by a panel of esteemed industry and marketing leaders.
- All proposals submitted will remain confidential.
- The top six proposals (3 Wanderluster, 3 NSSA) will each receive \$25,000 towards running or implementing the proposed campaigns.
- Announcement of winning proposals will be made on **September 4th, 2009.**





Wanderluster & NSSA Profiles



AGE / INCOME

- | | |
|--|--|
| <ul style="list-style-type: none"> • Ages 18–40; (85% 26–40; 15% 18–25) • HHI: 52% \$60K–120K; 13% > \$200K | <ul style="list-style-type: none"> • Ages 41+ (32% 41–54; 25% 55–64; 43% 65+) • HHI: 66% \$60K–120K; 21% \$120–200K; 19% > \$200K |
|--|--|

HOUSEHOLD STATUS

- | | |
|---|---|
| <ul style="list-style-type: none"> • 63% Single; 35% Married or Living w. Partner • No Children | <ul style="list-style-type: none"> • 71% Married/Living w. Partner; 13% Single; 16% Divorced/Widowed |
|---|---|

EDUCATION / EMPLOYMENT

- | | |
|--|--|
| <ul style="list-style-type: none"> • 78% Working Full-time; 4% Students • 91% Undergraduate or further education | <ul style="list-style-type: none"> • 41% Retired; 39% Working Full-time • 78% Undergraduate or further education |
|--|--|

TRAVEL PATTERNS

- | | |
|--|---|
| <ul style="list-style-type: none"> • 48% Have <14 days per year to travel • 1–4 Months between info search-trip | <ul style="list-style-type: none"> • 67% Have >21 days per year to travel • 2–8 Months between info search-trip • 30% Have already been to SA |
|--|---|

NOTE: Numbers may not add up to 100 due to rounding
 Source: U.S. Growth path (2001)

Food, Wine & South African Tales (NSSA)



Adventurers Wanted (Wanderluster)



www.southafrica.net/adventurerswanted



Cooking Instructions

How to participate:

1. Complete submission form
2. Attach marketing proposal, not to exceed \$25,000
3. Send entries to:
South African Tourism
Attn: Dean Jacobberger
1875 Century Park East
Suite 600
Century City, CA 90067
dean@us.southafrica.net
4. Submit proposals no later than **August 26th, 2009**

Get Cooking

Wash your hands, put on your apron and get ready to create a delicious masterpiece all about 'Food, Wine and South African Tales' or 'Adventurers Wanted' and don't forget to get your proposals in by **Wednesday, August 26th, 2009**.

GOOD LUCK!



Go to www.southafrica.net

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SOUTH AFRICAN TOURISM
500 FIFTH AVENUE, SUITE 2040
NEW YORK, NY 10110

5284

July 29th, 2009
DATE

PAY TO THE
ORDER OF

2 Afrika

\$

25,000⁰⁰/₁₀₀

Twenty Five Thousand Only

⁰⁰/₁₀₀ DOLLARS



FOR *Recipe for Success*

NOT FOR LEGAL TENDER

STHU ZUNGU
PRESIDENT