

Kruger Lowveld Tourism: Medium Term Strategy 2016 - 2018



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The Kruger Lowveld Tourism (KLT) team and partners undertook a strategic review and planning process in October 2015.

This was followed by a consolidation of those discussions, a review of “where we are” and a SWOT analysis.

It was agreed that the 2016 – 2018 strategy should be focused on outcomes, not platitudes.

It is generally agreed that our mission remains the same as follows:



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To play a leading role in maximizing the benefits of tourism to Kruger Lowveld, by stimulating longer stays, extended experience of the region's tourism products, repeat visits and recommendations to friends and relatives.

Supported by the following objectives:



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MARKETING:

- To dedicate the bulk of our efforts to position Kruger Lowveld as a top of mind international and domestic destination to visit, reflected in:
 - Growing visitor numbers
 - Growing bed nights
 - Growing spend



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DEVELOPMENTAL:

- To inspire innovation to create / reinvent unique, inclusive and marketable
 - Tourism themes
 - Routes
 - Products
 - Experiences
- that modern travelers seek.



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TRANSFORMATIONAL:

- To establish / increase the number of LTO's, particularly in underdeveloped tourism towns / areas,
- thereby increasing representation on the KLCBT Tourism Management Committee,
- to increase the number of black staff members in management positions as the organisation grows and
- to make the board more representative.



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HUMAN RESOURCES:

- To create greater human capacity, especially in terms of delivering on our marketing mandate and
- To draw on expert *ad hoc* skills as and when required, while being mindful of managing costs.

ADVOCACY:



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- As the official voice of the tourism industry in the region, to continue playing a meaningful advocacy role on issues that are important to tourism, including leveraging and participating in partnerships and associations with key stakeholders.

FINANCIAL:



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- To maintain and grow existing revenue streams and
- Develop new revenue streams.



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PHYSICAL:

- To upgrade our physical resources and
- To explore ways of increasing our physical footprint in strategic locations, without incurring additional costs.



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MEMBERSHIP:

- To grow and engage our membership,
- To actively seek ways of improving member benefits and
- To assist Local Tourism Organisations (LTO's) wherever possible.

Conclusion



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The above information creates the launching pad for our activities over the next 3 years until the end of 2018.

While the strategy is confirmed, the finer details of it might be subject to some variations depending on changes in the environment in which we operate.

We will give the overall strategy a full review on an annual basis and intermittent reviews will be undertaken as required.