



REGIONAL MARKETING



I am proud to be here today...

We will be spending R4 million on regional marketing in the next financial year. This is only possible with funds received in commissions from SANParks, Pay to play marketing options and membership fees. Thank you to all of you.

We have launched the new video which you have just seen – another great job by SANHU.

We are busy with the reconstruction of our new Kruger Lowveld website, which is planned to go live today! Watch the press for details.

We have attended many tourism shows, workshops and roadshows, which include: Vakantiebeurs in Holland, Beeld Holiday Show in Gauteng, World Travel Market in Cape Town, Indaba in Durban, Travel People workshop in Cape Town, Innibos, Gauteng Getaway Show and the Nordic Spotlight engaging with travel trade in the Nordic countries.



KLCBT STATISTICS



KRUGER LOWVELD
EHLANTENI
it's in our nature

I am proud to be here today...

We currently have 860 members

We reach 3000 people with our weekly newsletters and online advertising services

Nearly 4000 unique visits to our website per month

We host more than 20 events per year

We engage government and stakeholders on every platform possible

The business chamber raises and spends R1 Million (with no government funding) per year

We only have 3 individuals driving the advocacies (Lisa Sheard, TJ Mare and Linda Grimbeek), plus a number of committee volunteers

We only have 4 full time staff members to organize all the events, do all the accounting, coordinate all the advocacies, and manage all 3 information / booking offices

These staff members received and respond to 400 – 600 e-mails per day



SOCIO-ECONOMIC CASE FOR TOURISM



Why Lisa was quoted in the Minister's budget speech:

There is no doubt that the value of tourism, when it comes to boosting the SA economy, is enormous:

- Tourism creates jobs, lots of them!
 - Currently for every 12 foreign visitors, on direct job is created in the SA tourism sector
- Tourism is sustainable and can be very inclusive
 - Unlike industries such as mining, tourism is neither extractive nor exploitative
 - Much work is being done to include rural communities as beneficiaries of tourism.
- Tourism is accessible
 - It is labour intensive right down to the lowest levels
 - Many opportunities for people without formal qualifications
- Barriers to entry into tourism sector are relatively low
 - Most tourism professionals start somewhere near the bottom of the ladder
 - Many businesses start with one vehicle or a few rooms



SOCIO-ECONOMIC CASE FOR TOURISM



Why Lisa was quoted in the Minister's budget speech:

- There is no current overconcentration of economic power in the tourism sector and this is unlikely to change
 - There are not many companies that are listed and only a few are overly dominant.
 - The very nature of the sector demands unique experiences and “personalities”
- Tourism encourages entrepreneurship and small business
 - There is plenty space for entrepreneurs and small businesses in the tourism sector
 - Small businesses are often preferred over large ones
 - About 70% of the tourist plant in the Kruger Lowveld / Ehlalzeneni region is a so-called “family business”.
- The multiplier effects of tourism can be significant
 - Potential for other economic activities to support the tourism sector is huge.
 - Outsourcing of laundries, gardening, landscaping, maintenance, waste removal, etc
- Tourism encourages “pride of place”
 - If you have a visitor at home, what do you do?
 - Clean up, and put your best foot forward...



SOCIO-ECONOMIC CASE FOR TOURISM



Why Lisa was quoted in the Minister's budget speech:

- Tourism is “woman full”
 - Women excel and dominate (I think!) in tourism
 - This goes a long way towards rectifying the gender bias of our economy and is particularly relevant to the rural economy
- Tourism breaks down many barriers and promotes social cohesion
 - Barriers are broken down by the passage of meeting people from different places
- Tourism brings the world to your doorstep
 - Many people do not have the opportunity or means to travel
 - Opportunity to meet people from other parts of the country or world
- Tourism instils a good and honest work ethic – a rewarding sector for hard working people
 - It is hard work, long hours and not elitist!
 - It is “real” – personal results reflect the effort and time you put in
 - The sector is all about people



SOCIO-ECONOMIC CASE FOR TOURISM



Elevating the tourism sector to fulfil its socio-economic potential:

Here are 5 simple things we can do to elevate Kruger Lowveld /Ehlanzeni's socio-economic potential:

1. Prioritise the sector as a future export income earner, tax generator and employment sector
2. Increase resources to effecting tourism development, marketing and benefits and less on staffing, regulation and administration
3. Benchmark to see what the most successful tourism destinations in the world do and copying or out-manoeuvre them
4. Activate the Regional Tourism Organisation Framework document through meaningful interaction between the public and private sectors. Less thinking and more doing.
5. Involve the people and attract them to the sector through better information and more workable projects on the ground. The benefits need to be felt.

Read the full document on www.klcbt.co.za under News, click on KLCBT News