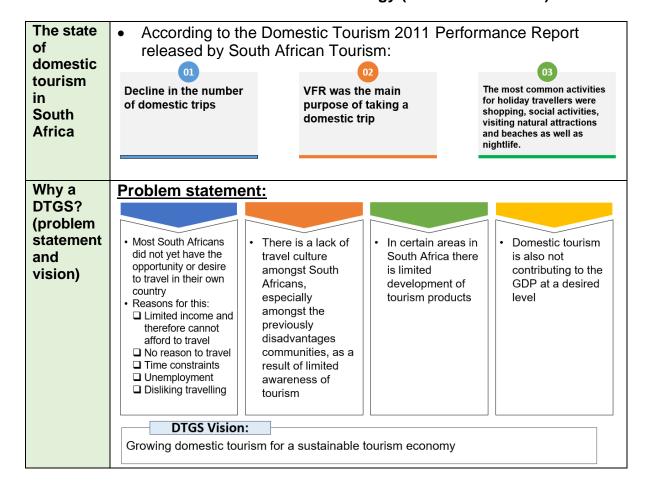


TOURISM TERM 2

GRADE 11

Topic: Domestic, regional and international tourism

Content: The Domestic Tourism Growth Strategy (DTGS 2012 - 2020)





List current trends influencing tourism

TREND

A general development or change in a situation or in the way that people are behaving

 Below are three current trends that are observed as having impact on the growth potential of the domestic market:

Travel industry trends

- Increased and frequent shorter holidays
- Increased use of new technology (booking channels and marketing, e.g. social media)

Technology trends

 Disruptive technologies e.g. uber, Airbnb, couch surfing

Social trends

- Shifting domestic travel demographics due to growing black middle class
- Risks of diseases and other pandemics

The five (5) domestic market segments.

MARKET SEGMENT	PROFILE	REASON FOR TRAVELLING	PREFERRED TYPE OF TRAVEL/WEEKEND
Spontaneous Budget Explorers	Aged 18-24 All races R5,000 disposable income a month	Travel is a way to discover new people, places and adventures. Travel to get away from the monotony of daily life Travel to add to life experiences and fond memories	Prefer a weekend holiday filled with activities
02 New Horizon Families	Aged 35+ Black, coloured and Indian R5,000 to R10,000 disposable income a month	Travel is a way to educate their children Provide children with the opportunity to broaden their perspectives. Quality time for the family to spend together Reward for hard work	Special offers on flights and or hotels would encourage them to travel
03 High-Life Enthusiasts	Aged 25-45 Black, coloured and Indian. R10,000 or more disposable income a month	Travel is a way to boost one's social status Travel is a way to experience the finer things in life in new and different settings	Prefer a weekend holiday filled with activities
04 Seasoned Leisure Seekers	Aged 25-45 White R5,000 or more disposable income a month	Travel is a way of life and something of a necessity Grew up going on regular holidays Travel to add to life experiences and fond memories	Prefer a weekend holiday filled with activities
05 Well-to-do Mzanzi Families	Aged 25-4 Black R10,000 or more disposable income a month	Travel is all about escaping the city Travel to spend time with friends and family in new and different locations Travel is also about exposing the children to alternative ways of life and activities	Special offers on flights and or hotels would encourage them to travel



The four strategic objectives and targets of the DTGS

STRATEGIC OBJECTIVES



To increase domestic tourism revenue/income





To increase domestic tourism volume



 Provide different packaging of affordable tourism products e.g. introduce a Domestic Travel Card to encourage travel through discounted packages

TARGETS

Improvement of operations,

products and introduce new

volume e.g. develop pre- and

attractions and offerings

Increase in business travel

 Establish a culture of travel e.g. improve performance of Tourist Information Centres

Make best use of existing

products

post-tours



To improve measures and efforts aimed at addressing seasonality and equitable/fair geographic spread



- Make the best use (all year round) of existing tourism assets / facilities e.g. create special activities for less visited areas and low season
- Make use of different marketing strategies e.g. set up provincial marketing offices in other provinces



To enhance the level of the culture of travel and tourism amongst South





- Develop and implement tourism awareness-education programme/campaigns
- Enhance training of tourism product owners, employees and neighbouring communities e.g. "Fundi" training programme and "Know Your Country/City Campaign"



The domestic marketing campaign

- In 2004 South African Tourism introduced Sho't Left, a marketing campaign to motivate young South Africans to travel
- The campaign was updated and re-launched every couple of years
- A new domestic tourism marketing campaign, Vaya Mzanzi, was launched by SA Tourism on 2 May 2012 by the then Minister of Tourism, Marthinus van Schalkwyk
 - The slogan of the new campaign was: 'Whatever you are looking for, it's right here in South Africa'
 - The new Domestic marketing campaign broadened its scope beyond the youth, and encouraged all South Africans to travel and enjoy the benefits and experiences of our own world class destinations
 - It aimed to create the desire for travel among groups who did not grow up in a holidaying culture
 - It also targeted the 5 domestic market segments as described above



- The Vaya Mzanzi campaign lasted one year
- In 2013, South African Tourism re-introduced the Sho't Left campaign to offer a variety of travel experiences and packages that give South Africans the opportunity to enjoy trips that are fun, accessible and affordable
- The current Sho't Left marketing campain slogan is: "It's your country, enjoy it"

