



SOUTH AFRICAN TOURISM



UNLOCKING DOMESTIC TOURISM

DOMESTIC TOURISM

Presentation to SATSA Webinar Participants

19 September 2023



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

Broadening Horizons





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01. | Background & Strategic Importance
02. | Policy Framework
03. | Domestic Tourism Growth Strategy Revised.
4. | Tourism Sector Recovery Plan & Green Paper.
5. | Current Initiatives and Programme Support for Domestic Tourism.

STRATEGIC IMPORTANCE

- The importance of this strategic intervention is aligned to the White Paper on the Development and Promotion of Tourism in South Africa (1996), the National Tourism Sector Strategy (2011), and the Domestic Tourism Growth Strategy (2012) and the Reviewed Strategy (2018).

The Department's Domestic Tourism programme seeks to respond to the following National Outcomes:

- Outcomes 4: Economic Development and Job Creation.
- Outcomes 7: Rural Development.
- Outcome 11: Creating a better South Africa and contributing to a better and a safer Africa in a better world.



POLICY FRAMEWORK: DOMESTIC TOURISM FACILITATION





DOMESTIC TOURISM GROWTH STRATEGY REVISED

2004 - Domestic Tourism Growth Strategy (DTGS)

Contribute to GDP growth, job creation and transformation through four key objectives:

- 1 - Increased expenditure (more trips, length of stay, average trip expenditure);
- 2 - Reduced seasonality;
- 3 - Improved geographic spread;
- 4 - increased volumes

2012 - Domestic Tourism Growth Strategy (DTGS)

- Developing a sustainable domestic tourism market, addressing domestic tourism's uneven geographic spread and seasonality. Four strategic objectives:
 - 1 - Increase domestic tourism revenue
 - 2 - Increase domestic tourism volume
 - 3 - Improve measures and efforts aimed at addressing seasonality and equitable geographical spread
 - 4 - Enhance the level of the culture of travel and tourism among South Africans



DOMESTIC TOURISM GROWTH STRATEGY REVISED (contin...)

Domestic Tourism Growth Strategy (2012 - 2020):

- The new strategy was developed with an application period of 2017 - 2030.

Vision: *Growing domestic tourism for a sustainable tourism economy*

Mission: Promote domestic tourism growth based on a culture of travel; innovation; stakeholder participation; offering authentic, affordable experiences and packages which meet the needs of all existing and potential local travellers.

Values: The Strategy will be premised on the respect for culture and heritage; responsible tourism; service excellence; embrace sector transformation; accountability; transparency and integrity.



DOMESTIC TOURISM GROWTH STRATEGY REVISED (contin...)

DOMESTIC TOURISM GROWTH STRATEGY'S THRUSTS, OBJECTIVES AND TARGETS

Strategic Objectives:

- a) To increase domestic tourism revenue (expenditure).
- b) To Increase domestic tourism volume.
- c) To improve measures and efforts aimed at addressing seasonality and equitable geographical spread.
- d) To enhance the level of the culture of travel and tourism among South Africans.

THE HOW:

A) INCREASE DOMESTIC TOURISM EXPENDITURE (REVENUE)

- Innovation of operations, attractions and offerings
- Maximize the use of existing and introduce new products
- Increase in business travel volume
- Entrenching a culture of travel



DOMESTIC TOURISM GROWTH STRATEGY REVISED (contin...)



B) INCREASE DOMESTIC TOURISM VOLUME:

- Differentiated packaging of affordable tourism products.
- Review and conversion mechanisms

C) ENHANCE MEASURES AND EFFORTS AIMED AT ADDRESSING SEASONALITY AND EQUITABLE GEOGRAPHICAL SPREAD:

- Audit of products across the country to ascertain availability for all the priority segments.
- Maximize use (all year round) of existing tourism assets/ facilities.
- Differentiated marketing.

D) ENTRENCHING THE CULTURE OF TOURISM:

- Develop and implement tourism awareness-education programme/campaigns.
- Enhance training of tourism product owners, employees and neighbouring communities



Tourism Sector Recovery Plan

3 PILLARS:

I) PROTECT AND REJUVENATE SUPPLY

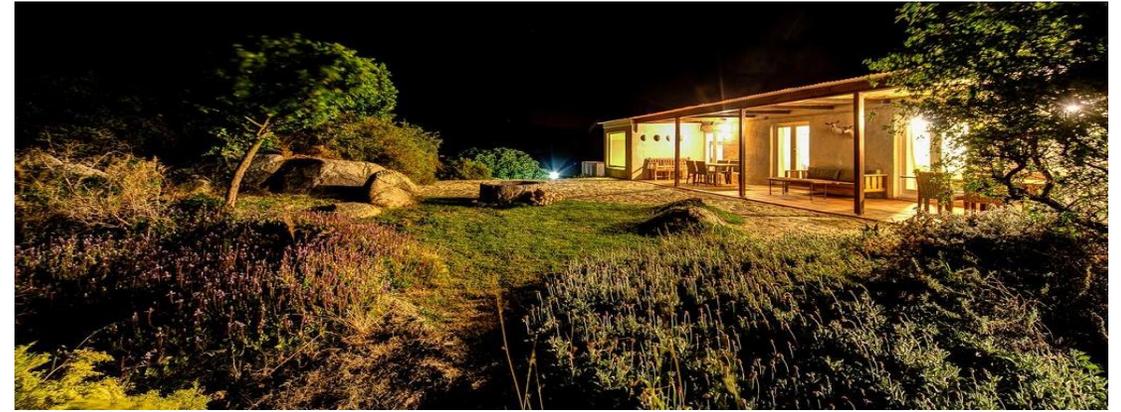
II) **RE-IGNITE DEMAND**

III) STRENGTHEN ENABLING CAPACITY

Re-ignite Demand: Stimulate domestic demand through targeted initiatives and campaigns.

Series of Campaigns:

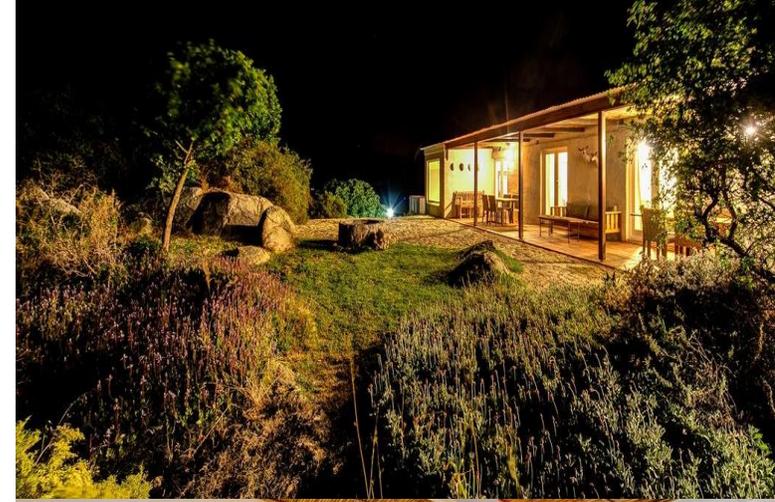
- Sho'T Left
- #Live Again
- #Its Safe to Travel
- #SouthAfricalsTravelReady
- #GimmeSummer
- #WeDoTourism
- Lesser visited destinations



Tourism Green Paper

The policy seeks to facilitate growth & transformation through the following objectives:

- **Increase tourism contribution to the broader economy** through geographic, year-round spread of visitor volumes and revenue.
- Drive **increased employment and entrepreneurship** as an integral part of growth efforts, with particular focus on women and youth.
- Provide for the sector's **enhanced resilience** and ability to respond to economic, health and other crises through risk mitigation innovation.
- Improve the capacity for **research and targeted data gathering** to understand, leverage, and cater for the domestic and regional markets.
- Contribute to **community engagement and ownership** of the sector.
- Promote a more inclusive sector through **increased skills development and financial support**.
- **Attract Tourism investment** and develop **supportive Tourism infrastructure**, especially to drive innovation in experience delivery.
- Ensure **sustainable Tourism development**: economic, social, cultural and environmental factors.
- Create an **enabling regulatory environment** for the present and future, especially as regards technological developments.



Tourism Green Paper (contin...)

Key proposals: There should be prioritisation of Domestic Tourism to ensure **destination resilience** with emphasis on:

- **Enhancement of market segmentation** of the domestic market to better formulate strategies in order to inspire revenue-generating Tourism amongst all segments with potential.
- Cultivation of a passion for **travel among the youth** to generate future demand.
- Exploration of the **feasibility of differentiated pricing** as a tool for stimulating domestic travel.
- The **important role of government-owned products** to expand access and facilitate affordability for lower-income groups.
- **Quality Visitor Services:** TGCSA.
- **Skills Development:** Clear coordinated & consistent prioritization of skills development & training.
- Prioritizing Rural and peri-urban **Tourism** as a driver of sustainable and inclusive development.
- **Transformation.**
- Develop leadership, policy and decision-making skills amongst **rural women** by improvement and integrate education and training opportunities for women and youth.

REVIEW OF DTGS: 2023/24

Research Study:

❖ Increasing and sustaining domestic tourism volumes (number of persons willing and able to travel:

- ✓ Develop affordable tourism packages/ incentives
- ✓ More opportunities for domestic travel experiences
- ✓ Enabling environment for more persons to travel
- ✓ Increase spending on domestic tourism products and services

❖ Increase use of existing tourism products/attractions:

- ✓ New tourism products and/ or diversify existing product portfolios and attractions
- ✓ Respond to domestic tourism demand

❖ Improved and targeted domestic tourism marketing:

- ✓ Re-energise and rethink current efforts to promote domestic tourism
- ✓ New and innovative marketing campaigns



REVIEW OF DTGS: 2023/24 (contin...)

Review Process:

❖ *Review Panel: DG to appoint a Review Panel:*

- Public Sector: Relevant Departments (national); Provinces (Depts & Agencies); SAT and other relevant national agencies.***

- Private Sector: TBCSA, SATOVITO, STEA, etc.***



Current Initiatives and Programme Support for Domestic Tourism.

- **SOCIAL TOURISM PROGRAMME:**
 - Focus on Seniors and School Go-ers.
 - Domestic Tourism Scheme
- **DOMESTIC TOURISM AWARENESS CAMPAIGNS:**
 - Sho'T Left
 - Summer & Easter Campaigns
- **NICHE TOURISM DEVELOPMENT:**
 - Focus on Gastronomy, Youth & Sport

Current Initiatives and Programme Support for Domestic Tourism.

- **DOMESTIC TRADE SHOWS:**
 - Support for Provinces: Trade and Public
- **EVENTS STRATEGY AND SUPPORT PROGRAMME:**
 - Call for Proposals
- **BUDGET RESORT CONCEPT:**
 - Revitalization and optimization of State-Owned properties.

Thank You!

Siyabonga!

Siyabulela!

Dankie!

Re A Leboga!

Ro Livhuwa!

Re A Leboha!

Ha Khensa!



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