

# Destination Gauteng Sedibeng Marketing Programme

April 2022 – May 2023

**Igniting the Southern Corridor's Tourism Economy to Power GGT2030**

Presentation to the Economic  
Development Portfolio Committee

Friday 9<sup>th</sup> June 2023



# Purpose



## The purpose of this document is to:

Share with the Gauteng Legislature Portfolio Committee on Economic Development, the GTA's Destination Gauteng marketing activities and plans specifically for the Sedibeng District or Southern Corridor aimed at lighting-up tourism recovery efforts, mainstream domestic tourism and reintroducing the regional destination offerings to international travel trade, media and share the benefits with hosting communities.

Outline at a high-level the overall destination Gauteng marketing framework and approach as it relate to regional tourism partner marketing efforts and brand building initiatives.

Highlight targeted marketing activities and joint projects implemented for the period April 2022 to May 2023 in association with marketing partners in development and supported by the GDED Family through the Integrated Marketing Communications Drive.

Secure the Committee's input, guidance and support towards the implementation of this year-round programme and possible participation and mobilisation of the much-needed resources to dial-up implementation and measurements.

# Market Alignment

Tourism offerings	Ekurhuleni	Sedibeng	Joburg	West Rand	Tshwane
Medical	🔴😞	🔴😞	🟡😐	🔴😞	🟡😐
Shopping	🟡😐	🟡😐	🟡😐	🟡😐	🟡😐
Agri-tourism	🟡😐	🟡😐	🔴😞	🟡😐	🟡😐
Ecotourism	🟡😐	🟡😐	🔴😞	🟡😐	🟡😐
Arts & Cultural	🟡😐	🟡😐	🟡😐	🟡😐	🟡😐
Avi-tourism	🟡😐	🟡😐	🔴😞	🟡😐	🔴😞
Business & Trade	🟡😐	🔴😞	🟡😐	🔴😞	🟡😐
Religious	🟡😐	🟡😐	🟡😐	🟡😐	🟡😐
Adventure tourism	🟡😐	🟡😐	🟡😐	🟡😐	🟡😐
Sports	🟡😐	🟡😐	🟡😐	🔴😞	🟡😐
History & Heritage (mining)	🟡😐	🟡😐	🟡😐	🟡😐	🟡😐
Education	🟡😐	🔴😞	🟡😐	🔴😞	🟡😐
Leisure & lifestyle	🟡😐	🟡😐	🟡😐	🟡😐	🟡😐
Entertainment & events	🟡😐	🟡😐	🟡😐	🟡😐	🟡😐
MICE	🟡😐	🔴😞	🟡😐	🟡😐	🟡😐

📌 Emerging International Market

📌 Traditional International Market

📌 Emerging Regional Market

📌 Domestic Tourist Market

🟡 Excellent

🟡 Average

🔴 Poor

# Marketing Principles

Create Value and Add Value

Something for Everyone, but not Everything for Everyone

Quality VS Quantity

If it's worth doing, it's worth doing right

Everything is Co-op-able

Do what the industry cannot do itself

Glocal in nature, approach and texture

Rooted in An-always-On Digital Eco-System

Align with national and regional tourist programmes and initiatives

# Major Strategies Ignition Points for DMMO's

- The strategy on the sales and marketing side is moving from broadcast to engagement, from push to pull.
- The second is brand building, relating to destination product development and visitor experience servicing, which is becoming a major responsibility of the DMMO of the future.
- The third transformational strategy highlights the rapid evolution of the DMMO business model from not just marketing to strategic advisory but be influencers and drivers of change.



# Tourism Agenda

## Tourism Mandate

Sustainable GDP Growth

Sustainable job creation

Redistribution and transformation

## ...through six key objectives...

Increase in tourist spend

Increase in tourist spend

Increase length of stay

Improve geographic spread

Improve seasonality patterns

Promote transformation

## ...by acting in a focused way to ...

Understand the market

Choose the attractive segments

Market the Destination

Facilitate the removal of obstacles

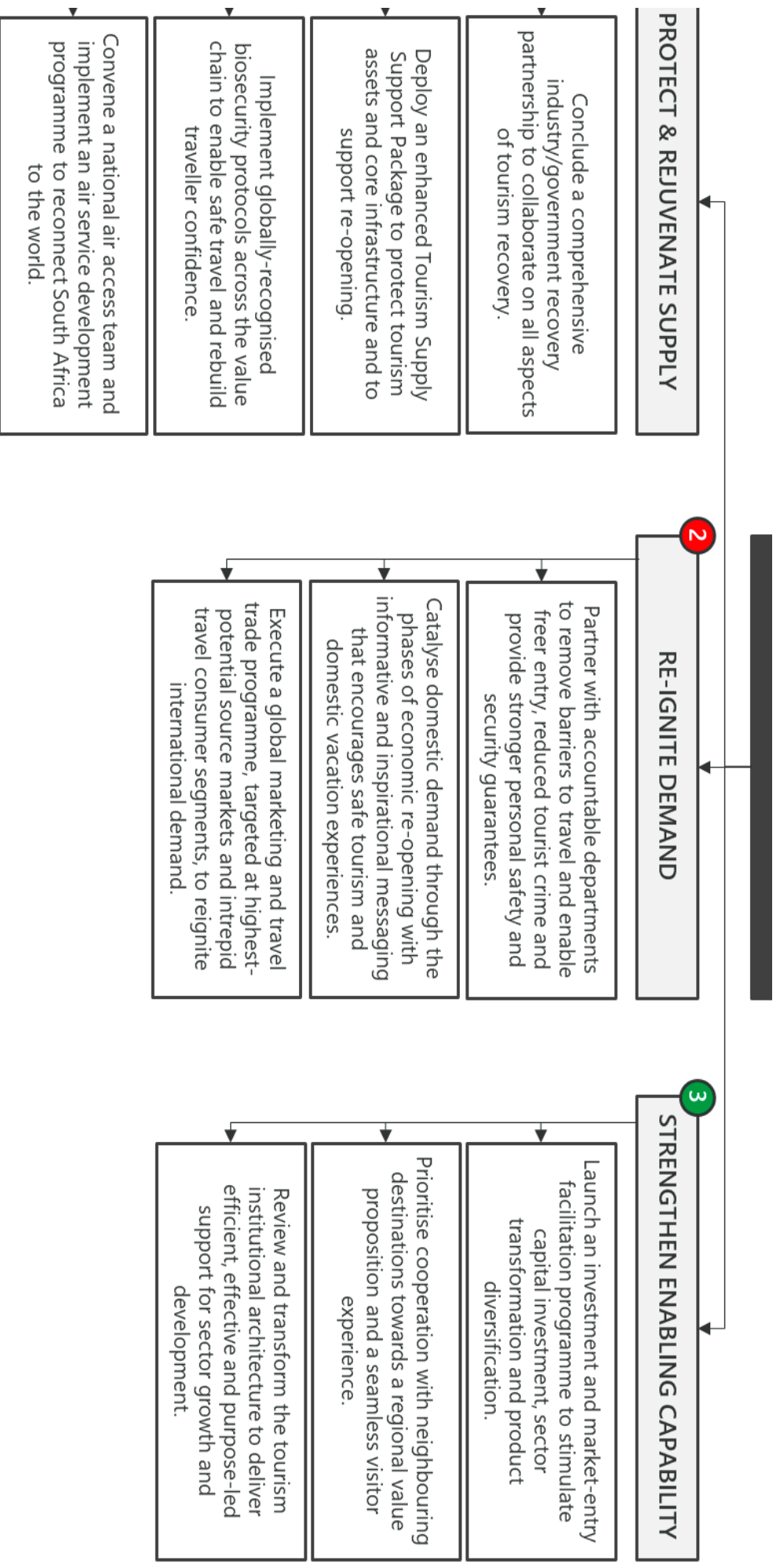
Facilitate the product platform

Monitor and learn from tourist experience

TOURISM



# TOURISM SECTOR RECOVERY PLAN



# POSITIONING: Your Exceptional Bleisure Destination – Starts Here!

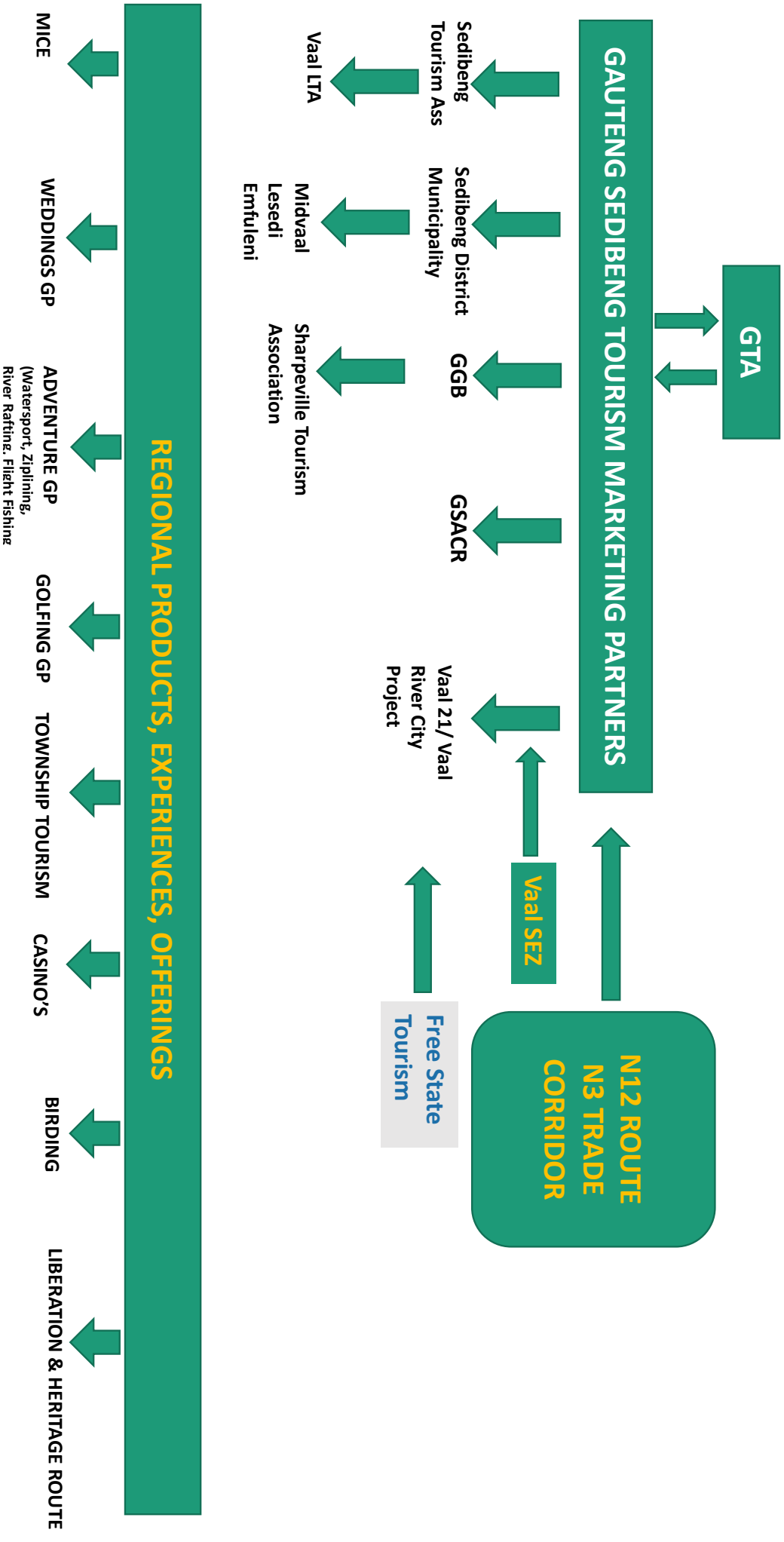
<b>PROPOSITION</b>	<p><b>LEISURE</b></p> <p>Taking short breaks</p> <p>Exceptional <b>break</b> that breaks new ground starts here</p>	<p><b>BUSINESS EVENTS</b></p> <p>Business / organization <b>breakaways</b></p> <p>Exceptional business break that breaks new ground</p>	<p><b>LIFESTYLE</b></p> <p>Engendering Creative, Sporting, Musical GP</p> <p><b>Exceptionalism</b> to the world</p> <p>The <b>Gauteng destination Exceptionalism</b> that breaks new ground the #GPLifestyle way</p>
<b>FUNCTIONAL FACTS FUNNEL</b>	<ol style="list-style-type: none"> <li>1. Source market relevant facts</li> <li>2. In-bound value chain facts</li> <li>3. In-GP logistical facts</li> <li>4. VFR Market – Data &amp; Insights Driven</li> </ol>	<ol style="list-style-type: none"> <li>1. Bid Target Success Factors &amp; Processes</li> <li>2. Successes in non-recorded hosting's</li> <li>3. Delegate Boosting Factors – Infusion of lifestyle</li> <li>4. Interlinkages with Trade &amp; Investment Strategy</li> </ol>	<ol style="list-style-type: none"> <li>1. Partnership Selection Criteria</li> <li>2. Partnership Selection Process</li> <li>3. Partnership Categories that support visitor economy</li> </ol>
<b>FIRST-CLASS FEATURES</b>	<ol style="list-style-type: none"> <li>1. Nature-made Features</li> <li>2. Man-made Features</li> <li>3. Combination Features</li> </ol>	<ol style="list-style-type: none"> <li>1. MICE Infrastructure Features</li> <li>2. World Leading Professionals / Personalities</li> <li>3. World Leading Innovations / Solutions</li> <li>4. GP Expert Club</li> </ol>	<ol style="list-style-type: none"> <li>1. Creative GP-Talent Exceptionalism</li> <li>2. Purpose-built places, spaces, brands, IP</li> <li>3. Proprietary Events and Annual Calendar</li> </ol>
<b>FUN-FEELINGS FEATURES</b>	<ol style="list-style-type: none"> <li>1. 9 Pillars Experiences</li> <li>2. Authentic People Experiences</li> <li>3. Combination Experiences</li> <li>4. Air Access</li> </ol>	<ol style="list-style-type: none"> <li>1. Business Events Pillars</li> <li>2. MICE Experiences</li> <li>3. Combination Experiences</li> <li>4. Educationals</li> </ol>	<ol style="list-style-type: none"> <li>1. Globally Competitive, Locally Focused Exceptionalism</li> <li>2. Innovation Exceptionalism</li> <li>3. Big City &amp; Townships Vibes</li> </ol>
<b>EXPRESSION PLATFORMS</b>	<p>Humanity Starts Here!</p> <p>Storytelling</p>	<p>Ingenuity, profitable partnerships Starts Here!</p> <p>Bidding</p>	<p>Exceptional lifestyle and entertainment Starts Here!</p> <p>Leveraging and Co-Creation</p>
<b>MESSAGE CONSIDERATIONS</b>	<p>#ShareMyGP</p> <p>#VisitGauteng</p> <p>External Factors Related Campaigns Messages</p>	<p>#GautengMeansBusiness</p> <p>Event Cancellation, Affordability Measures, Adjusted</p>	<p>#GPLifestyle</p> <p>Reputational Issues with Brand Partnerships,</p>



## GTA - ALIGNMENT AND EXECUTION OF DEPARTMENTAL PLANS TO GGT2030 PRIORITIES

1. MULTI-TIER SEZ AND HIGH GROWTH SECTORS	2. TOWNSHIP ECONOMY REVITALISATION ACTION PLAN
<p>1.1 Destination Marketing through SEZs content (Vaal SEZ)</p> <p>1.2 Positioning of Vaal River City Project as a catalyst for rebranding of the district</p> <p>1.3 Invest efforts in repositioning high growth niche markets for tourism and the hosting of global and regional MICE events – Local Association, Corporates and Incentives Market</p> <p>1.4 Promotion of "Made in Gp" products to simulate the local manufacturing sector and build destination brand awareness – <b>District Development Model</b></p> <p>1.5 Creative Sector mainstreaming with a focus on film, murals and beautification, music, tourism (maskandi, dance/house, jazz and amapiano)</p> <p><b>3. TSHEPO 1MILLION &amp; YOUTH RESKILLING PROGRAMME</b></p> <p>3.1 Implementation of the Working for Tourism Programme (i.e. jobs created through tourism management and development programmes, i.e. Tourism ambassadors Programme, Botho ke Bontle; infrastructure maintenance and upgrades)</p> <p>3.2 Tourism Apprenticeship and Learnerships Programmes; and events sector jobs remodelling</p> <p>3.3 Implement the tourism re-skilling plan</p> <p>3.4 Partnerships with Vaal University of Technology (VUT) to produce entry level programmes aligned to Tshepo 1million and Gauteng Tourism Sector skills needs in association with the GCRA, CATHSETA and GHS to leverage proximity to the Sedibeng District</p>	<p>2.1 Review of the Gauteng Tourism Act to accommodate the provision of the GP Township Economic Development Act</p> <p>2.2 Mainstreaming township tourism business and models across international travel trade partners and organisations as part of the Economic Recovery Plan</p> <p>2.3 Dedicated township tourism promotion drive to catalyse domestic tourism, building a domestic base inclusive of social tourism (stokvels) as per the TISH approach and elevated priorities.</p> <p>2.4 Development of the township tourism products quality assurance plan and grading programme</p> <p>2.5 Golden Star - Township Restaurants Quality Assurance Partnership and Gauteng Easts programme</p> <p>2.6 Destination management and readiness plan (inclusive of targeted township tourism infrastructure upgrade and government owned attractions revitalisation)</p> <p><b>4. WORKING FOR TOURISM PROGRAMME – TOURISM INFRASTRUCTURE UPGRADES</b></p> <p>4.1 Maintenance and upgrades of provincial tourism, heritage and nature assets</p> <p>4.2 Tourism routes development and management</p> <p>4.3 Digital partnerships and products geo-tagging (Strategic Partnerships) – destination marketing through gaming and AI and development of the digital stand for GP and digital hi maps in key signature attractions in line with 4IR guidelines</p>

# REGIONAL TOURISM MARKETING INSTITUTIONAL ARRANGEMENTS



# MARKETING PROJECTS IMPLEMENTED April 2022 – May 2023

Thematic “Coastal Region” Promotions across multiple media channels (above and below the lines)

Emerald Casino  
#MusicalGP Events

Sharpville & Bojpatong Townships Offerings Promotion (Across GTA Digital Channels and paid Travel Media Channels)

National Tourism Careers Expo Launch in Sedibeng

Dedicated Travel, History, Heritage and Lifestyle Media Hosting

Music Video’s Location Shoot Facilitation

Delicious Friday’s Roll-out

MICE Bids Site Inspections

Weddings GP venues segmented marketing

Dedicated Participation and Showcase of the region at Africa’s Travel Indaba & Meetings Africa

Trade Channel Marketing with Travelstart and InterCape Buses Advertising

West Africa, India and U.S.A Travel Trade Hosting

Airport TV advertising of the Vaal and Sedibeng Tourism Offerings

Participation of Sedibeng at National Tourism Careers Expo

Luxury Travel Packaging of Sedibeng (Golfing xp, Boat Charters)

Vaal River Sunday’s #MusicalGP Edition Hosting

#GautengEats showcase of Sedibeng Townships Eateries

SA Travel Week Specials Packaging and Promotion on Shot left platforms



# DESTINATION DEVELOPMENT AND SECTOR SUPPORT PROJECTS IMPLEMENTED

- Township Economic Development Act (TEDA) promotion activation – Nayi Plug
- TEDA Roadshows
- Digital Entrepreneurship Training for Tourism SMMEs - August 2022
- Tourists Guides accreditation training - Feb 2023
- Tourism Monitors Deployment in association with NDT
- Tourism Grading Facilitation and Awareness Drive in association with TGCSA
- Concierge Training – March 2023
- Chefs and Air BnB Incubation Programme (40 SMMEs)
- Gauteng Events Workshops and Information Sessions
- Vaal Marina Holiday Resort project initiation
- Museums and Heritage Sites cleaning programme



# Township Visitor Economy: #GautengEats Partnership Opportunity





# FORTHCOMING ACTIVITIES June 2023 – March 2024

Sedibeng Tourism MEC  
Roadshow

Spring to Summer and SA  
Travel Week packaging

Listing of new Sedibeng  
Tourism Products on the new  
Visit Gauteng Travel Guide APP

Listing and Promotion of West  
Rand Townships and Tourism  
Hubs Eateries on the  
#GautengEats Programme

Hosting of the Sedibeng  
Content Creators Session  
(June/July 2023)

Promotion of the Vaal SEZ  
project as a catalyst for  
Tourism Growth &  
Development

TiKTok Liberation & Heritage  
Route Promotion Challenge

Development of Townships  
Promotion Merchandise and  
Video Content

Creative Arts and Townships  
Entrances Beautification  
Project (September 2023)  
**Botho-Ke-Bontle**

Finalisation of the Events RFP  
process and listings

Continuation of Vaal River  
Sunday's Events Brand  
Partnerships

# HIGH-LEVEL CATALYTIC SIGNATURE EVENTS AND BRAND PARTNERSHIPS IN IDEATION STAGE

- Sedibeng Food & Music Festival
- Heineken Brews Brand Partnership
- Tourism, Responsible Gambling and Liquor Consumption and Trading Marketing Campaign
- Continued support of the Vaal Marina Holiday Resort in association with GGDA
- Gauteng Tourism Academy Sedibeng Skills Alignment



# Thank You

