



2010 NATIONAL COMMUNICATIONS PARTERSHIP CLUSTER: TOURISM FUNCTION

1. Pre-Amble

The Tourism Cluster constitutes the 'coal-face' of visitor engagement and experience enhancement of all tourists. It is therefore important that messaging into the cluster is harmonized and that a holistic framework of 2010 Communications be understood and, where appropriate, incorporated into any relevant partner 2010 strategic engagements.

Cluster Role as set out by 2010 National Communication Partnership

1. To provide strategic leadership guidance in the planning of cluster sessions, including the format of the sessions, agenda, inputs, documents and presentations
2. To facilitate the cluster sessions
3. To approve reports on the deliberations of a cluster and report on strategic issues to the task team
4. To assist in the identification of strategic stakeholders for engagement in the cluster
5. To assist in contributing news and information from the cluster to the Partnership website and newsletter
6. To assist in identifying strategic interventions or platforms within the clusters to advance the partnership's strategic communication framework and objectives – e.g. existing forums where the communication objectives and messages could be shared.

2. Tourism Communication Partners

Communication to all partners is the Tourism Cluster will obviously encourage and foster close communication and aligned messaging and activities, where relevant. This cluster will also encourage internal communication with in each of the Tourism Clusters organizations, i.e. communication to internal staff will be encouraged.

2.1 Below follows a list of Tourism Cluster Partners:

2.1.1 Leisure Tourism

- Tourism Business Council of South Africa
- Tourism Grading Council of South Africa
- South African Tourism
- Tourism Enterprise Development Program (TEP)
- SAA
- Airports Company South Africa (ACSA)
- DEAT
- SATSA
- The Federated Hospitality Association of Southern Africa (FEDHASA)
- All Provincial Tourism Authorities (PTA)
- All City Tourism Authorities, and other (CTA)*

*City Tourism Authorities (CTA), and other will be directly liaised with through the Provincial Tourism Authority. CTA's will however, be encouraged by the Tourism Cluster to access the website and contribute to news.

2.1.2 Business Tourism

Interface with trade and consumer interface is through the South African Meetings Industry Federation (SAMIF) or directly with its eight tourism associations affiliated to the federations:

- The Exhibition Association of Southern Africa (EXSA)
- The Southern African Association for the Conference Industry (SAACI)
- The Society of Incentive and Travel Executives
- The Technical Production Services Association (TPSA)
- The Federated Hospitality Association of Southern Africa (FEDHASA)
- The International Special Events Society (ISES)
- The Southern Tourism Services Association (SATSA)
- The Association of Corporate Travel Executives (ACTE)
- International Conference and Convention Association (ICCA)– Africa Chapter
- ***(SEE appendix 1 for detailed SAT Business Tourism Stakeholder document)***

3. Engagement Strategy

3.1 *Communication will be harmonized through:*

- Tourism Cluster engagement meeting sessions (***Note: Schedule to be proposed and agreed***)
- Existing industry meeting forums, e.g. Board Meetings, regular industry Meeting forums, e.g. PTA Marketing Meetings
- And any relevant communication channel for message dissemination

3.2 *Messaging and Activity Humanization*

- 2010 preparedness and infrastructural related messaging
- Safety and Security message harmonization. SAT produces a comprehensive documents on a monthly basis, and this will form the basis for messaging harmonization
- Industry preparedness – Graded vs Non-Graded Accommodation, Front Line Service interface with tourists, domestic and international.

APPENDIX 1

BUSINESS TOURISM STAKEHOLDER ENVIRONMENT DOCUMENT

INTERNAL ENVIRONMENT

- SAT Staff
- The Board

Interface is to drive continued education and immersion of business tourism into the organisational structure and through living the brand

EXTERNAL ENVIRONMENT

TRADE

Interface with trade and consumer interface is through the South African Meetings Industry Federation (SAMIF) or directly with its eight tourism associations affiliated to the federations:

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- The Southern Tourism Services Association (SATSA)
- The Association of Corporate Travel Executives (ACTE)

INTERNATIONAL AND LOCAL TRADE MEDIA

Interface is with identified business tourism media through articles, FAM trips, and media releases etc.

INTERNATIONAL ASSOCIATIONS & AFFILIATIONS

Interface is through membership

- ICCA: International Congress & Convention Association
- MPI: Meeting Professionals International
- DMAI: Destination Marketing Association International
- UIA: Union of International Associations
- SITE: Society of Incentive & Travel Executives
- ICCA AFRICA CHAPTER

PROVINCIAL AND CITY TOURISM AUTHORITIES

Convention Bureaus (CVBs) or the organization itself as not all provinces have CVBs

Interface is through Road shows, Provincial Marketing Forum, one on one engagement, marketing Partnerships i.e. trade fair platforms, joint marketing initiatives etc

NATIONAL GOVERNMENT

Interface is through SAT stakeholder unit or directly in terms of lead generation

- All departments
- Embassies
- Grading Council

PRIVATE SECTOR

Interface is through one on one engagement in terms of lead generation and identifying marketing platforms or joint initiatives

- Corporate Entities
- Chambers of Commerce
- National Associations
- TBCSA

BUSINESS TOURISM TRADE IS DEFINED AS:

Meeting Planners, Professional congress organizing company (PCO), Exhibition Organisers, Event Organisers, Incentive Houses, Destination Management Company (DMC)s, Destination management company (DMC), Association management company (AMC), Event organizing company, Exhibition services provider (NB not meeting industry trade shows)

BUSINESS TOURISM CONSUMER IS DEFINED AS:

The conference delegate, accompanying person, incentive participant, exhibition or trade fair attendee

DEFINITION OF BUSINESS TOURISM:

Business Tourism is the provision of facilities and services to the millions of delegates who annually attend meetings, congresses, exhibitions, business events, incentive travel, and corporate hospitality (Source: ICCA - *International Congress & Convention Association*) (ICCA)