

Kruger Lowveld Tourism Towards Integrated Visitor Services



Briefing for Public Private Partnership
03 September 2008



Lowveld, Wild Frontier & Panorama

This Presentation will Cover

1. Background
2. Work Completed Thus Far
3. What Does Visitor Services Entail?
4. Key Tourism Roles
5. Proposed Regional Tourism Structure
6. The Visitor Value Chain
7. Kruger Lowveld Tourism Mission
8. Brand Pyramid for Kruger Lowveld
9. How We Deliver the Brand
10. Concluding Remarks
11. Discussion



Background

- Observations:

- Tourism to the region as a whole continues to decline
- MTPA struggling with operational and governance matters
- Private sector fragmented, weak

- Conclusion:

- Need a strong regional entity to bring industry together, provide visitor services, partner with MTPA and other stakeholders

- Action:

- Lowveld Legogote (LCBT), the Panorama and Wild Frontier signed an MOU to create a single tourism visitor services focused RTO for the three regions



Work Completed

Lowveld Chamber of Business & Tourism appointed consultants in March 2008 to assist with 6 areas of Visitor Services Strategy:

- Developing an **organizational unification strategy** and 3-year business plan
- Creating a regional destination **brand strategy and brand and devising a launch marketing campaign**
- Devising a unified and **integrated membership system** across the three regions
- Devising a tourism **e-business strategy**
- Redesigning the current **tourist information network** (VICs)
- Developing an **Integrated 2010 Tourism Visitor Services Action Plan** for the region aligned with provincial and national 2010 plans.



What Does Visitor Services Entail?

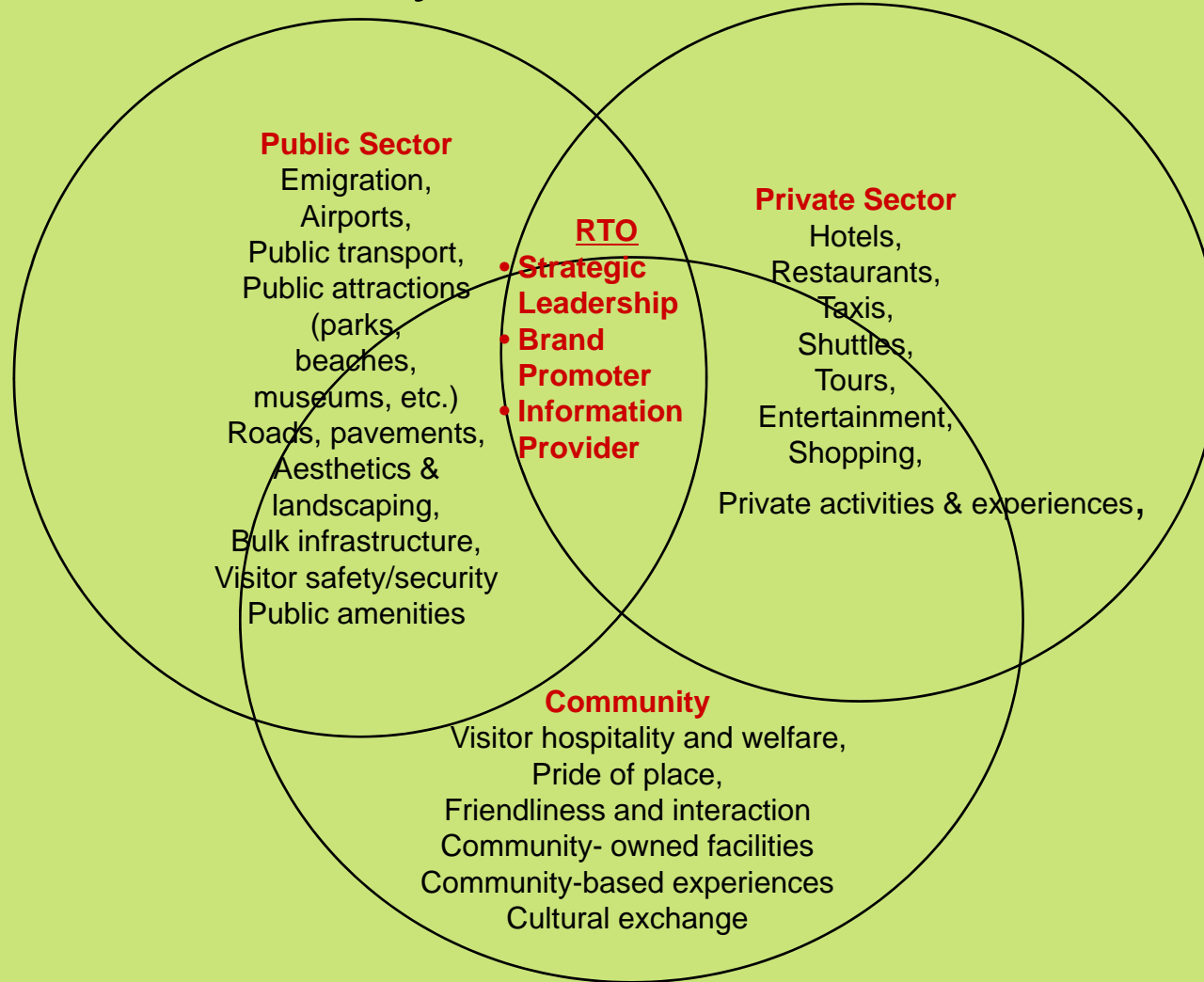
1. Acting as a **brand custodian** for brand “Kruger Lowveld”
2. Ensuring **quality standards**
3. Providing appropriate **destination information** through marketing campaigns, PR, publications, events, etc
4. Distributing regional product & service info to visitors as an **honest broker for private sector**
5. Acting as **authoritative tourism information** and data hub for the region
6. **Monitoring and evaluating** the tourism quality in the region

Destination Marketing is complimented and supported by Visitor Services; the two need each other in order to work





Key Tourism Roles



Proposed Regional Tourism Structure

Provincial Government
 • Funding to DMO (MTPA)



MTPA

Service Level Agreement
 • Benefits and Obligations
 • Project collaboration and funding

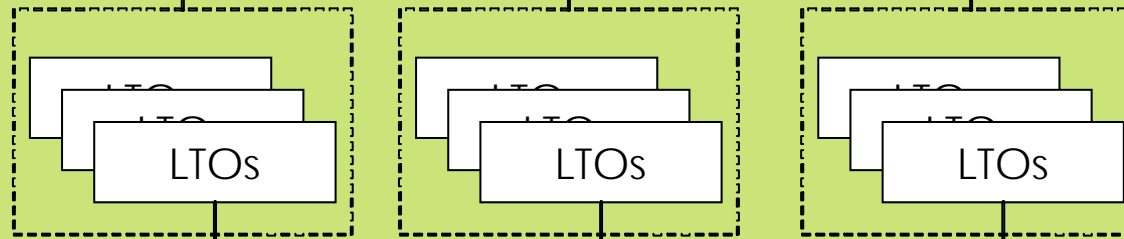
District Municipality
 • Funding to RTO
 • IDP implementation partner



RTO

Accreditation
 • Quality and standards
 • Brand custodian
 • Visitor services monitoring and management

Local Municipalities
 • Funding to LTOs
 • Tourism LED implementation partner



Local Tourism Organisations
 • Revenue thru membership fees
 • Booking commission shared w/ RTO
 • LM-aligned Forums or other entity
 • VIC operations and coal-face visitor services
 • Member services





Kruger Lowveld Tourism Mission:

To make the Kruger Lowveld one of the top three tourism destinations of choice in the country by 2012

In this way, we will contribute to sustained economic growth, facilitate transformation, build a vibrant, successful tourism sector, and contribute to a better life for all the people of Ehlanzeni.



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Brand Pyramid for Kruger Lowveld



Brand Essence:

Life Changing Connections with Nature and Culture


Tag Line: "It's in our Nature"

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How we Deliver the Brand

- 3 -Year Business Plan
- Membership Framework
- Information Management and Distribution System (E-Bus)
- Institutional Relationships
- Implementation of projects and campaigns
 - ✓ 2010 visitor services
 - ✓ SMME support programmes,
 - ✓ Establishment of Development Information Centres (DIC's)
 - ✓ Regional and local destination campaigns
 - ✓ Etc





Concluding Remarks

- Come a long way in the last 6 months
- We need founder members
- Formalise public partnerships

Quick Wins:

- ✓ Destination Brand Visuals and Official “I” Sign
- ✓ Brand Usage Manual for all Stakeholders
- ✓ Official 2010 Kruger Lowveld Visitors Guide
- ✓ Membership Minimum Standards and Benefits
- ✓ MOU with DM and LM’s
- ✓ Establish LTO’s and support
- ✓ Maruleng Development Information Centre in Bushbuckridge
- ✓ E-Newsletter
- ✓ Service Level Agreement Between RTO’s and MTPA listing Benefits and Obligations



Discussion



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