

North West Parks & Tourism Board
9th Annual Tourism Lekgotla
2010... and you!

Michael Tatalias
SATSA CEO

2010... And you!

International Tour Operators and how to get your product involved

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Background & Big Picture

- FIFA and LOC (and to some extent, MATCH as well) are primarily interested in the TV product :
 - Stadiums built and ready
 - referees ready in kit with balls, whistles and cards
 - grass is cut
 - looking after the FIFA family (teams, officials)
 - correct adverts are showing, (is the advertising revenue flowing in?)
 - teams arrive and kick-off on time
 - A GOOD TV PRODUCT

Background & Big Picture (continued)

- Compare ourselves to World Cups in USA and Japan-Korea
- Key Constraints (to the number of high spending fly-in tourists)
 - International fly-in capacity is limited
 - Domestic flight capacity is limited
 - Contracted Room capacity has not met targets ☹, yet...?
 - Domestic transport capacity is limited
- There will be significant domestic and regional interest – a large number of regional visitors will come in without tickets to live games, just to feel the BUZZ, and maybe attend Fan Parks and Public Viewing Areas (PVAs)

Background & Big Picture (continued 2)

- Nationally we are thus looking at between 200 000 to 400 000 fly-in tourists. Can't really handle more than that
- Biggest volume will be in the initial stages of the tournament. Why?
 - Most countries can't guarantee their teams will qualify at all, or get through to knock-out stages
- Few tourists, other than for e.g. Brazilian, will follow their team around
- The fly-in guests are coming to see some live games and get the experience of the soccer tournament

So, what's the plan, Stan?

- Due to all these constraints the plan is to get the tourists in, but for shorter periods;
 - 5 and 7 day packages mostly bundled with 2 live Games
 - Where you stay not necessarily linked to your Game tickets
- MATCHvilles
 - Clusters of accommodation and Fan focused activity
 - E.g. Greater Rustenburg, Sun City, greater Durban, Garden Route and greater Cape Town
- Move people around the country for Game Time
 - Might be staying in Rustenburg - travel 8 hours to-and-fro to watch live Game in Cape Town - sleep back in Rustenburg

So, what's in it for me?

- DECIDE – am I into 2010 to “Get Rich Quick”?
- OR am getting involved to be in tourism in the long term?
 - If in it for the “Get Rich Quick” – then I can’t help you.
- If you are in it for the long-haul, then we all achieve more by working together!!
 - This is the biggest marketing opportunity we will ever have.
 - Get it right & our tourism economy booms. Get it wrong and we can’t pay enough to fix it

What are the Opportunities?

- Work with Match and sign up your property
- Work with provincial and city tourism authorities
- Work with MATCH & TEP/SATSA and the international Outbound Tour Operator support programme
- Work with large SA Tour Operators
- Work with Dept of Transport's 2010 company Autopax

What are the Opportunities? (cont. 1)

- Work with Match and sign up your property
 - Especially with the MATCHvilles in North West – greater Rustenburg and Sun City
 - Finance and help to get you graded [hint - you need that to work in the industry in the long run (TEP, DEAT/TGCSA)]
 - Get factored into the national transport solution
 - We (SA) guaranteed a minimum room stock to win the BID
- Work with provincial and city tourism authorities
- Work with MATCH & TEP/SATSA and the intl. Outbound Tour Operator support programme
- Work with large SA Tour Operators
- Work with DOT's 2010 company Autopax

What are the Opportunities? (cont. 2)

- Work with Match and sign up your property
- Work with provincial and city tourism authorities
 - Tailor your offering to needs of tourists (fly-in, drive-in)
 - Mostly short one-day activities to be back in time for watching other games at the Fan Parks in the evening
 - Get a business plan to sell what's on offer in the area, around transport & accommodation hubs and mass fan experiences, not stadiums
 - Let's not forget you are a Host City area on the main route from SADC
- Work with MATCH & TEP/SATSA and the intl. Outbound Tour Operator support programme
- Work with large SA Tour Operators
- Work with DOT's 2010 company Autopax

What are the Opportunities? (cont. 3)

- Work with Match and sign up your property
- Work with provincial and city tourism authorities
- Work with MATCH & TEP/SATSA and the international Outbound Tour Operator support programme
 - Some will have their partners in SA already, some will be selling SA for the first time, and will need assistance
 - Likely to be around 80 + from around the world
 - The programme is to introduce suppliers in SA to these international Outbound Tour Operators
 - NB – still a work-in-progress
- Work with large SA Tour Operators
- Work with DOT's 2010 company Autopax

What are the Opportunities? (cont. 4)

- Work with Match and sign up your property
- Work with provincial and city tourism authorities
- Work with MATCH & TEP/SATSA and the intl. Outbound Tour Operator support programme
- **Work with large SA Tour Operators**
 - Find out if they have a 2010 unit or co-ordinator
 - Offer your services, but be very specific; don't try to do what they do or they are unlikely to use you
 - Structure yourself so they can use you; be adaptable and willing
- Work with DOT's 2010 company Autopax

What are the Opportunities? (cont. 5)

- Work with Match and sign up your property
- Work with provincial and city tourism authorities
- Work with MATCH & TEP/SATSA and the intl. Outbound Tour Operator support programme
- Work with large SA Tour Operators
- Work with DOT's 2010 company Autopax
 - They are responsible for inter-city movements and moving the FIFA family around
 - They are buying 1400 busses and coaches
 - They will need additional support, there may be opportunities
 - Work-in-progress

TEAM TOURISM South Africa

- “ ... 947 530 jobs created. An increase of 9.6% compared to 2005. ...
- The next million jobs depend on us too!



Thank you

Michael Tatalias
SATSA CEO

