



North West Parks & Tourism Board

2008 – 9th Tourism Lekgotla

What you have to do to get the “Big Guys” to
consider using your product or service

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What is considered as a “Big Guy” operator?

- TIO is a company, with a multi brand philosophy
- Central functions within company include
 - Supplier contracting
 - Human resources
 - Flight reservations
 - Product, e.g. scheduled tours; vehicle operations; unique value adds; documentation
 - Product development and operations



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What is a Multi Brand Philosophy?

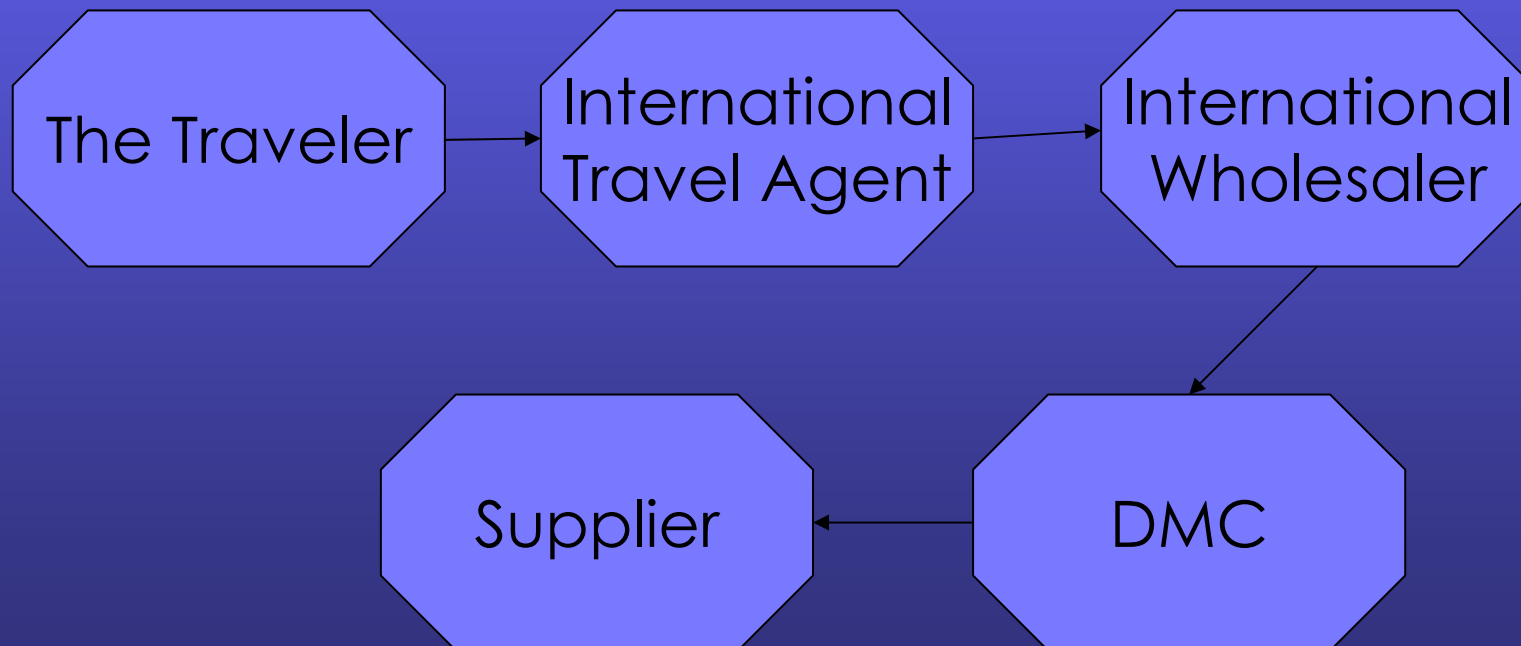
- Our Brands are either source market or travel type focused
 - Welcome Tours and Your Africa are SA based DMC's with differentiated world wide source markets
 - Sunbound Tours & Incentives is a SA based DMC with a focus on responsible tourism initiatives
 - Crown Travel – Asian
 - Focus Tours – Italian
 - Global Conferences – Conferencing
 - Sense of Africa – Namibian based DMC



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What do we mean by the Channel?





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Understanding rate structures?

- You = The Supplier
- TIO = Destination Management Company
- Our clients = International Outbound Wholesalers
- Their clients = International Travel Agents
- Customer = The Person Travelling



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So why would you want to work with us?

- TIO has a turnover in excess of R600 m, more than double the size of our closest competitor
- TIO moves in excess of 120,000 pax per annum
- International marketing, including product supported by TIO
- Brochure recognition
 - Brochure inclusion (launch Indaba – Nov to Oct – 18 month validity)
 - Stringent selection of product
 - 2 Year sales cycle

VOLUME * VOLUME * VOLUME * VOLUME * VOLUME



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Why would we want to work with you?

Hotels / B&B's / Guest Houses / Boutique Hotels

- Location
- Availability
- Special attraction in vicinity
- Understanding of rate structures allowing us to service clients
- Responsible tourism compliant
- Supply and demand
- Relationships



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Why would we want to work with you?

Vehicle suppliers

- Vehicle availability
- Vehicle care and service
- Insurance compliance
- Destination specific, e.g. Township Tours
- Response
- Relationships



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Why would we want to work with you?

Guides

- THETA qualified
- You are the face of our operation
- Special interest, e.g. hiking tours
- Language requirements
- Relationships



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How does it happen?

- Contracting via the right approach
- Rate understanding, compliance and consistency
- Management – ensure you have Brand Management support
- Consultant recognition – critical factor
- 24 Hour turnaround time – understanding the channel
- Site inspections – easy to sell something seen and believed
- Relationships – open communication
- Loyalty – “it’s a small world”



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Understanding the sales cycle?

- Once supported, an 18 month to 2 year sales cycle
- Once you have international buy in, don't mess with it!



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The challenges facing the channel

- Availability
- Rate structures
- Yielding of STO business
- Air access – expensive
- On line capabilities
- On ground support
- Slow turn around times



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Without a united front and a passion to make

Southern Africa *THE* destination of choice

none of us amount to anything !

WE MAKE DREAMS COME TRUE

THANK YOU