

Request For Proposal - South African Tourism North America Road Show 2022	
Market:	North America (New York, Toronto, Los Angeles, Chicago)
Description:	USA Trade / Media Stakeholder Roadshow
Date:	01 October to 10 October 2022
Prepared by:	USA & CAN Hub Team
Prepared for:	Prospective Bidders, based in the USA

Our Challenge
<p>What is the Business challenge?</p> <p>The pandemic impacted the Travel & Tourism sector in a significant way. While the sector is showing signs of recovery, South African Tourism predicts that we will reach the 2019 arrival levels on during 2024/25. This projection is in line with the rest of the global industry, as predicted by the likes of the World Travel & Tourism Council (WTTC).</p> <p>Given the need to revive arrivals growth, South African Tourism will reengage with the Media and Travel Trade, to sell the destination's readiness to again host travellers.</p> <p>Research points to the following as principal barriers for a much better growth:</p> <ul style="list-style-type: none"> • Concerns personal safety and security (consider pandemic protocols) • Consumers' belief that other destinations are more appealing • The distance between the countries • The cost of getting to South Africa <p>Consequently, we have established a need for robust B2B engagement sessions with major strategic trade partners and top sectors and trade and lifestyle media in some key regions across the USA and Canada with the aim debunking and providing further clarity around the above barriers.</p> <p>The overall objective of this endeavor is to facilitate honest engagements that will allow South African Tourism and its stakeholders to change perceptions and encourage better collaborations with trade and media to assist South Africa to achieve growth in this market.</p>

The plan is to take the engagements to the following key cities:

- New York
- Toronto
- Los Angeles
- Chicago

These sessions should be:

- Fun, Positive
- Engaging
- Interactive
- Not preachy

Formats:

- Roundtable B2B Discussions (NY, Toronto, LA) –SA Inc. team participates in robust B2B roundtable conversation with a small group of major players/ top sellers/ industry leaders (Virtuoso, Signature, USTOA) in a private/ semi-private setting to identify tour operator/ industry leader/ consortia partner pain points for selling SA & how SA Inc./ SAT can support the trade in addressing these and helping grow their individual business to SA
- Trade & Media Cocktail Events (NY, LA) – In NY & LA, SA Inc. team will engage with key trade (not included in the roundtable) and media in a separate cocktail event that highlights newsworthy messaging that focuses on combating negative perceptions. Ideally these include some kind of VIP/ celebrity endorsement/ testimonial.
- Panel Presentation (Chicago) – Via a larger panel presentation style engagement, SA Inc. team addresses developmental trade partners who are delivering smaller, but important passengers to SA, as well as travel advisors/ agents/ incentive buyers and relevant trade media with presentations that focus on combating negative perceptions and more education about best practices in selling the destination. Following presentations, there is a Q&A session with audience.
- Media Interviews (NY, Toronto, LA, Chicago) – Key trade and lifestyle journalists are invited to interview the SA Inc. team to discuss growth of tourism to SA from North America, key experiences on offer in SA and commitment of continued support from the SA industry.

What is the Marketing challenge?

To communicate and demonstrate that South Africa:

- Offers value for money and time.
- Takes the safety and security of North American tourists seriously and that all the major stakeholders (government, tourism bodies, and authorities, product owners, citizens, etc.) are working together to ensure that tourists are safe to visit and enjoy the country.
- Offers world-class facilities and infrastructure for visitors
- Is easy to package and sell destination for tourists
- Has a progressive constitution that guarantees protection to all tourists who visit to be able to enjoy the country without fear of being discriminated against. This includes but is not limited to protection for the LGBTQ community
- Offers a variety of experiences in close proximity that covers a broad spectrum of consumer tastes and preferences.

Our Goal**What does the business want to achieve?**

Increase arrivals from USA and Canada to South Africa during the 2022/23 travel season and beyond.

What does marketing need to achieve?

To increase positivity among trade towards South Africa

Educate trade about South Africa as a tourist destination

Increase inquiries about and bookings to South Africa through trade

Our Target Market**Who are we talking to?**

USA and CAN Travel Trade and relevant trade and lifestyle media

What are they looking for?

An impactful communication vehicle that South African Tourism and all the stakeholders who will be a part of this roadshow can use to communicate to trade and media.

This should include the creative execution ideas, mechanics, tool kit, collateral, catering and entertainment.

The stakeholders who will be joining South African Tourism include TBCSA, National Department of Tourism, and possibly other members of the business community

Functional Needs:

- Hotel accommodation suggestions
- Venues for Roundtable B2B Discussions + lunch & Venues Trade & Media Cocktail Events
- Name cards for roundtable; nametags for media & trade cocktail events
- Bound, embossed, trade packs for Roundtable B2B Discussions
- Notes capture/ minutes for roundtable discussion
- Set-up media interviews
- Trade & Media invitations and RSVP; database shared as part of final report
- Suggest & execute corporate branding at all venues/ events
- Promo items/ takeaways tri-fold comms for trade & media cocktail

What Behaviour do we want to Change?		
	Our consumers now	Our consumers in future
Think	SA is far, unsafe and costly	This is value for money and time destination that my customers will love
Feel	Indifferent	Enthused
Do	Booking and recommending other destinations	Recommending and booking customers to visit South Africa.

What's getting in the Way? *List all functional and emotional barriers*

Safety and security
 Cost of getting to South Africa
 The appeal of other destinations
 The time it takes to get to South Africa
 Land Expropriation
 Recent Cape Town Water Challenges

Learnings from the past

N/A.

What's our Personality?

Passionate, warm, and inviting. We talk about South Africa in a way that captures our realness, with all the energy and vibrancy that comes with it.

REAL, UNFILTERED, EASY, HONEST, AUTHENTIC, PERSONAL, ENERGETIC,
INSPIRATIONAL, COLLOQUIAL, ACCESSIBLE

Elements envisioned for this campaign i.e TVC , Radio, etc ..

A roadshow concept to meet with key trade and relevant trade and lifestyle media

SA Inc. USA & CAN Hub Road Show Suggested Route/ Cities

Delegation arrives NY; recovery day

Meeting/final briefing in SAT office

Interviews with key trade media in office during day

NY area roundtable + lunch

- 10:00am - 12:00pm – roundtable B2B discussion with East Coast area tour operators/ industry leaders followed by lunch
- 12:00pm – 1:00pm – lunch
- 5:00pm – 8:00pm – Trade & Media Cocktail Event (possibly includes VIP/ celebrity)

Travel to Toronto

Toronto area roundtable + lunch

- 10:00am - 12:00pm – roundtable B2B discussion with East Coast area tour operators/ industry leaders followed by lunch
- 12:00pm – 1:00pm – lunch

Travel to LA

Recovery day

LA roundtable + lunch; evening trade & media event

- 10:00am - 12:00pm – roundtable B2B discussion with West Coast area tour operators/ industry leaders followed by lunch
- 12:00pm – 1:00pm – lunch
- 5:00pm – 8:00pm – Trade & Media Cocktail Event (possibly includes VIP/ celebrity)

Travel to Chicago
Trade & Media Panel to address Midwest area contacts (incl. incentive houses)
Delegation travels back to NYC
SA Inc representatives depart for SA

PR Mandatories
Please specify the type of brief i.e. crisis, immediate release...
Designated SA Tourism Spokesperson for project
Media material signatories
Campaign participants
If applicable, existing media partnerships for project

Digital Mandatories
Key social media channels (Twitter, Instagram, Twitter)

Suggested Budget Allocation	
Media	USD25,000
Production	USD250,000
Digital	USD25,000
PR	USD20,000
Activation	USD100,000

Mandatories
SA Tourism logo We also may have to add logos of the other stakeholders

Evaluation
How will work be evaluated
Well put together creative recommendations Great attendance Media and trade reach
Who will evaluate the work?
USA and CAN In-country team

Logistics and timings
Please provide timing plans, costs and creative idea