

# TTA Members Meeting

- **Gauteng Tourism Sector Strategy**  
*Caiphus Netshishivhe - GTA Regional Tourism Manager: Tshwane*  
Questions & Answers
- **Tshwane Tourism Directory & Tshwane Meetings & Events Guide**  
*Beth Arendse - CultureCom Media*  
Questions & Answers
- **YOU & Huisgenoot Vacation Guides**  
*Michelle Fourie - Media 24 representative*  
Questions & Answers
- **Further information and feedback on other marketing initiatives**  
*Bronwen Cadle*



# Sud Afrika Magazine

- Hosted journalist 12 - 15 of September 2011
  - Ilse Posselt - Freedom Park
  - Franco Jordaan - Court Classique Suite Hotel
  - Jaco Robbertse - Ulysses Tours & Safaris
  - Nelson - Timity Travel
  - Corne Grobler - Nuvo Cuisine Restaurant
  - Ntlotleng - Maropeng Visitor Centre And The Sterkfontein Caves
  - Lyzelle Van Der Merwe - City View Guesthouse
  - Dr. Arend Posthuma - Voortrekker Monument & Nature Reserve.
  - Earl Smith - Sa Lion Park (Pty)Ltd
  - Srinivas Venkatkumar - Arcadia Hotel
  - Charl Pretorious - Kwalata Game Reserve
  - Adrian Amod & Kgomotso Phoofolo - Dinokeng
  - Liza Posthumus - Kwathlano Tours & Transfer Services
  - Ben Rootman - Junxion Communication
- Article in Dec/Jan/Feb issue



# Sud Afrika Magazine Cont.

  
www.tshwanetourism.com

**Best of Tshwane...**

Court Classique Suite Hotel  
www.courtclassique.co.za

Lynwood New B&B  
www.lynwoodnew.co.za

Guesthouse Association  
of Tshwane and Pretoria East  
www.travelsgate.co.za

 John van der Merwe  
Management Training Centre  
& More for Hire, Work & Study  
Mobile: +27 82 202 0572  
Email: johnd@jvdm.co.za

  
Timothy Travel  
www.timothytravel.com

**361 Strubenkop** ★★★★★  
*Guest House*

  
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info@361strubenkop.co.za  
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# Meetings Africa

**MEETINGS AFRICA 2013**  
 SAATCHI COMMUNICATIONS (Pty) Ltd. CONGRESS/CONFERENCE  
 EXHIBITION HALL ONE, OCTOBER 2013

**IMPORTANT NOTES**  
 PLEASANT MONSTER (SHOULD NOT BE CHANGED)  
 SAATCHI MONSTER (HEALTH AND SAFETY REGULATIONS No. 2) (same)

**MEETINGS AFRICA 2013**  
 SAATCHI COMMUNICATIONS (Pty) Ltd. CONGRESS/CONFERENCE  
 EXHIBITION HALL ONE, OCTOBER 2013

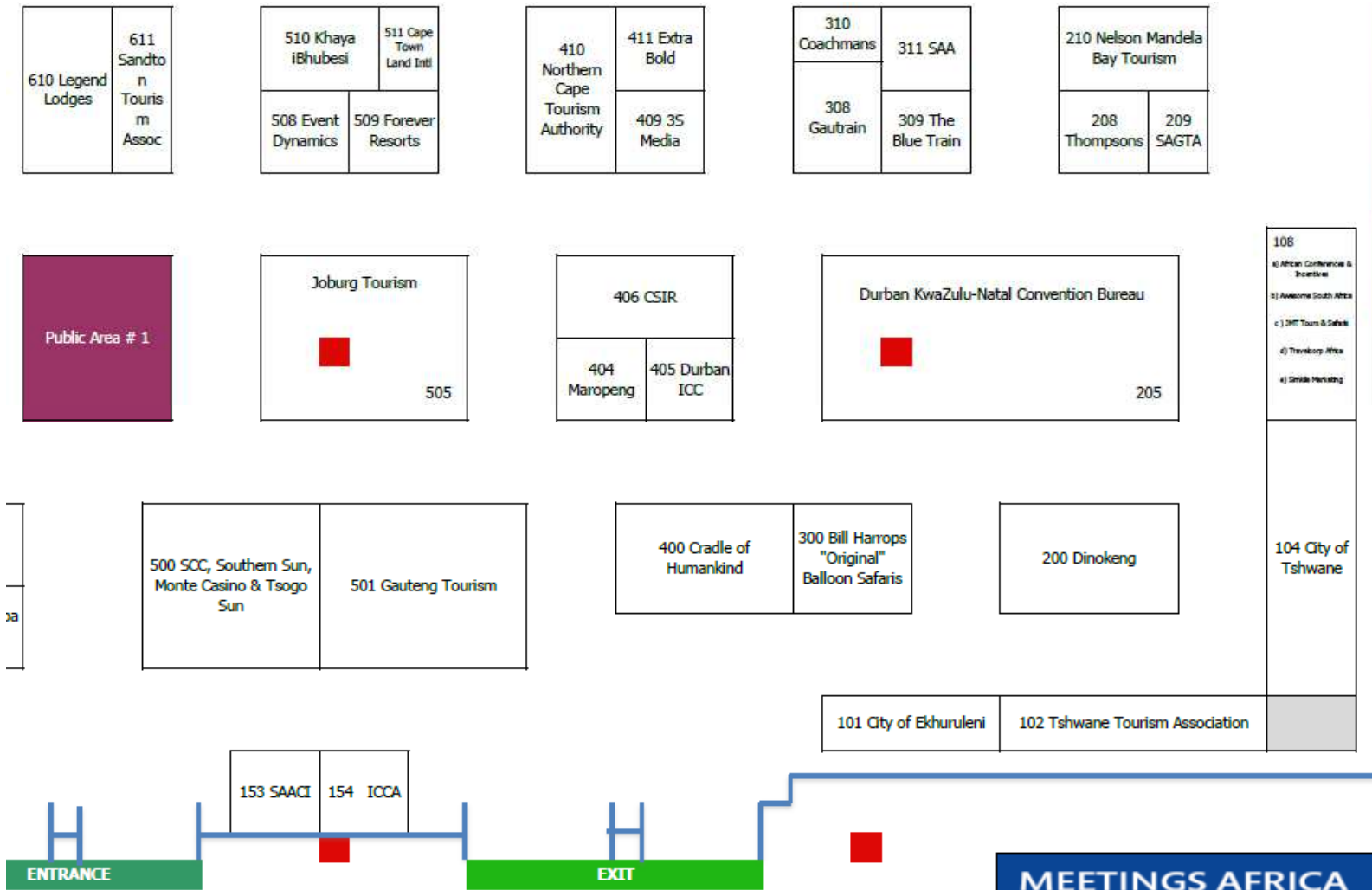
**SCAN ON SHOW**

Company	Name	Registration	Stand Number	Date

**MEETINGS AFRICA**  
 Africa's Best Business Solutions Summit 2013  
 KES Pretoria



# Meetings Africa Cont.



**MEETINGS AFRICA**



# Meetings Africa Cont.

- Participants
  - Botanical Gardens
  - Arcadia Hotel
  - Jock Sabie Lodge
  - Manhattan Hotel
  - Ulysses Tours & Safaris
  - Mangwa Valley Game Lodge



# Meetings Africa Cont.

 spacemaker  
*signature spaces by steven meyer*



# SA National Convention Bureau

- Strategy planning with stakeholders Feb 2012
- Research & further consultation
- Final strategy presentation April 2012
  - City convention bureaus
  - If no bureau then directly with stakeholders





# Gautrain Advertising Opportunities

The screenshot displays the Gautrain website interface for the Hatfield station. At the top, there are navigation tabs for ROUTE MAP (START HERE), FARES (Gold Cards & ticket options), TIMETABLES (Peak & Off-Peak Periods), and BUSES (Bus routes & information). The main content area is titled 'HATFIELD' with GPS coordinates (5:25°44.859'; E:028°14.280') and a 'CLOSE' button. Below this, there is a 'Change Station' dropdown menu and a navigation bar with tabs for STATION INFORMATION, BUSES AND TRANSPORT, TIMETABLE, and KEY ATTRIBUTES. The KEY ATTRIBUTES section is active, showing a grid of six advertising spots:

- CITY LODGE HATFIELD:** City Lodge Hatfield offers convenient access to the Gautrain's exciting new Hatfield station.
- VILLAGE RIDGE HOTEL:** Village Ridge Boutique Hotel is located in Waterkloof, Pretoria and accessible via the Gautrain Bus route from Hatfield station.
- COURT CLASSIQUE:** We offer a free transfer service (7am-6pm weekdays). Free Wi-Fi & Excellent on-site dining. All-suite comfort, 2kms from the station.
- ARCADIA HOTEL:** Arcadia Hotel, for that caring touch of hospitality! Operating since 1975, the Arcadia Hotel is a 'front runner' among hotels in Pretoria.
- BROOKLYN THEATRE:** Your Gautene home of refined.
- PRETORIA ZOO:** Get closer to nature at the National.

At the bottom of the page, there is a 'POWERED BY Google' logo, a 'PARK Metrorail' logo with the text 'Park to Rosebank train service coming soon', and a 'Gautrain Aqua Online - Terms of Use' link.

# TTA Branding

The screenshot displays the Tshwane Tourism Association website with a yellow and white color scheme. At the top, the Tshwane Tourism Association logo features a feathered branch with four colored beads (yellow, blue, red, green) and the text "Tshwane Tourism Association". To the right is the South Africa logo with the slogan "It's Possible" and a "Google Custom Search" box. Below the header is a horizontal strip of six images: a night view of a building, a white building with a fountain, a statue on a horse, a large stone archway, a giraffe in a cityscape, and a modern building at night. A navigation menu on the left lists: Home, Best of Tshwane, About the TTA, Join the TTA, Members, About the City, Tourist information, and Newsletter. The main content area has five columns: "JOIN US" (benefits of membership), "NEWSLETTER" (subscribe to stay up-to-date), "WHAT'S ON" (entertainment and events), "ACCOMMODATION" (places to stay), and "ATTRactions" (sights to see). Below the menu, a text block states: "The Tshwane Tourism Association (TTA) promotes tourism in the City in partnership with other stakeholders, growing the local economy and creating job opportunities, to the benefit of members and the community at large." This is followed by a "Latest news" section with a "Read our newsletter" link and a description of the newsletter's content. To the right is a "Gautrain" image with the text "Visit the Gautrain website". The footer at the bottom right repeats the Tshwane Tourism Association logo.



# TTA Branding

- Rebrand
  - Reflective of city's USP's
  - Complimentary to SA Tourism brand
  - Sensitive to markets and trends
  - Vibrant and exciting
- Suitable for all applications
- Competition- city design schools. Prize?
- Input and assistance from members



# SAT Sho't Left: Facebook Marketing Opportunity

facebook

Search

**Sho't Left**  
Travel/Leisure

Wall Sho't Left · Everyone (Top Posts)

Share: Post Photo Link Video

Write something...

**Sho't Left**  
Which do you think is the best golf course in South Africa?  
Like · Comment · Share · 2 hours ago ·

10 people like this.  
View all 35 comments  
Write a comment...

**Sho't Left**  
We're getting closer and closer to the Cape Town Jazz Festival Mzansi! Who's going??  
Like · Comment · Share · Yesterday at 10:51am ·

61 people like this.  
View all 38 comments 1 share

**Wall**

- Info
- Friend Activity
- Find your Mzansi
- Valentines with Sho't Left
- Cape Town Jazz 2012
- Photos
- Links
- Notes

**About**  
www.shotleft.co.za Sho't Left allows you to see your world



# SAT Sho't Left: Facebook Marketing Opportunity

The screenshot shows a Facebook interface. On the left, there's a sidebar with 'Likes' for 'My South Africa' and 'MINI South Africa'. Below that are links for 'Create a Page', 'Get Updates via SMS', 'Get Updates via RSS', 'Unlike', 'Report Page', and 'Share'. The main content area shows a post from 'Felix Unite Rivers' with a photo of a river and text: '4 days / 4 nights on the Orange River for Easter 2012. Call us today for dates and rates.' Below the photo is a flyer for 'EASTER SCHOOL HOLIDAYS' with details about a horse riding program. The post has 'Like · Comment · Yesterday at 9:46am' interactions. Below the post is a profile for 'Leon Smith' with a photo of a person on a horse, a website link 'www.horsebacktrails.co.za', and contact information. The profile bio reads: 'Kaapsehoop Horse Trails | Horse Riding - Selfcatering Accommodation - School and Student Programmes'.



# SAT Sho't Left: Facebook Marketing Opportunity

facebook

Search

**Sho't Left** Find your Mzansi  
Travel/Leisure

**FIND YOUR MZANSI** LIKE

Feeling a bit smothered by your postal code? Looking for ways to skop boredom's ugly kaboos? Maybe it's time to take the here and now and make it happen some place else for a li'l while. There are affordable get aways. Stick with us and we'll help stre-e-etch out the borders of your mind.

So get those chommaz together, call your boo, pack a 3 day bag and let's head some place new. Take a load off, de-stress and share some super fly mo's with your peeps. With all the natural beauty that SA has to share, who needs international roaming? The good times are just a road trip away.

LIKE Sho't Left and open a world of local travel!

flickr FOLLOW US ON twitter

**Places to go and things to do** View more destinations

Magaliesberg Namaqualand Blyde River Canyon

more more more

Wall  
Info  
Friend Activity  
**W Find your Mzansi**  
Valentines with Sho't Left  
Cape Town Jazz 2012  
Photos  
Links  
Notes

About  
www.shotleft.co.za Sho't Left allows you to "See your world differently" an...



# SAT Sho't Left: Facebook Marketing Opportunity



The screenshot shows a Facebook page for 'Sho't Left'. The page header includes the Facebook logo, a search bar, and navigation links. The main content area is titled 'Our latest Romantic uploads' and features three image-based posts:

- Post 1:** Image of a romantic dinner setting. Attribution: *By: Elin Hagemann*
- Post 2:** Image of a resort with a pool. Attribution: *By: monique*
- Post 3:** Image of an outdoor dining area. Attribution: *By: monique leendertz*

Below this section is a heading 'Need some inspiration?' followed by the text: 'Check out these romantic Sho't Left destinations, sure to melt hearts.' This is followed by three more image-based posts:

- Post 4:** Image of a dining room. Title: *Rose Petals & Romance*. Location: *The Cellars - Hohenort Western Cape*. Link: *Read more*
- Post 5:** Image of a picnic basket. Title: *Champagne Picnic*. Location: *Mount Grace Magaliesburg*. Link: *Read more...*
- Post 6:** Image of a steam train. Title: *Umgeni Steam Railway*. Location: *KwaZulu Natal*. Link: *Read more...*

# SAT Sho't Left: Facebook Marketing Opportunity

- Tourism businesses in Tshwane are encouraged to submit specials and info to increase the city's presence on the SAT Sho't Left Facebook page

