

TTA TOUR OPERATORS' CHAPTER MEETING

Tshwane Convention & Visitors Services Bureau

Trade Marketing Unit

14 October 2016



AGENDA

- 1. Introduction**
- 2. New Developments**
- 3. Packaging Destination Tshwane**
- 4. Opportunities**

1. Introduction



Key Functions Of TCVSB

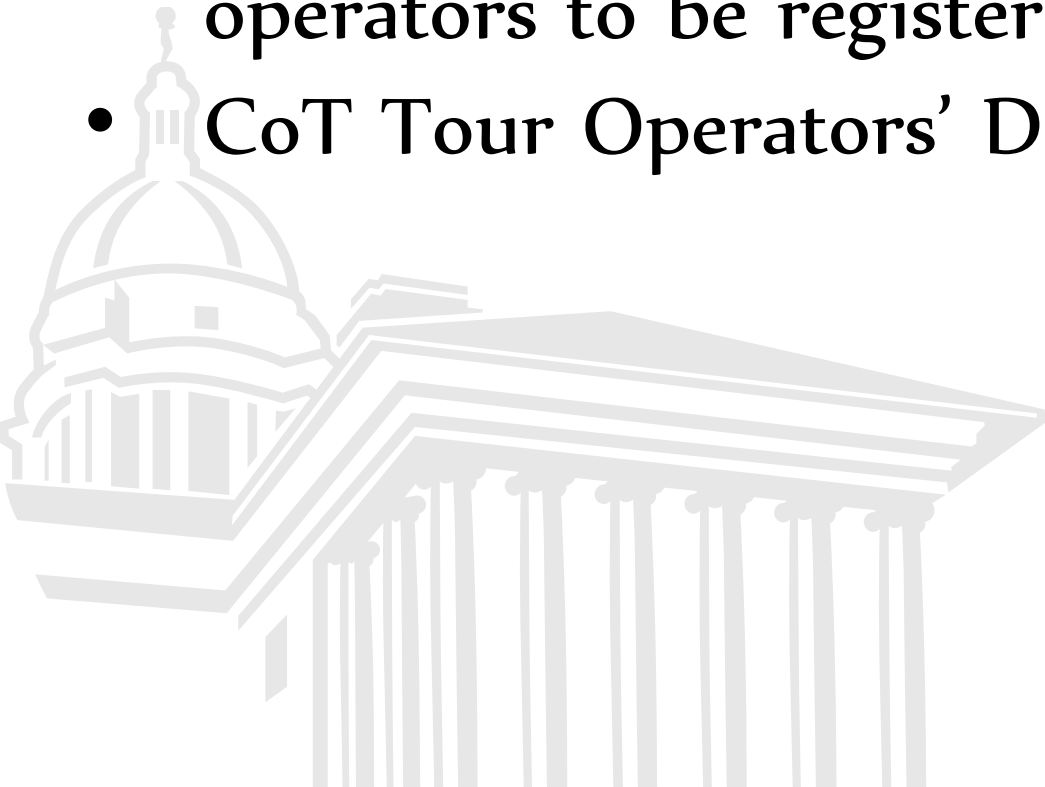
The role of the Convention and Visitors Services Bureau includes the following activities:

- Selling and promoting Tshwane's meetings and tourism offerings
- Promoting the development and marketing of Tshwane focusing on convention sales, bidding for new business events (Meetings, Incentives, Conferences & Events)
- Packaging tourism experiences and educating consumers and the travel trade about the city's tourism offerings.
- Identify tourism trends, tourist's needs and aspirations and forecasting in order to inform marketing activities

2. New Developments



- New administration
- e-Procurement – important for tour operators to be registered on the system
- CoT Tour Operators' Day



3. Packaging Tshwane



- Innovation around packaging new experiences and creating fresh itineraries
- Online Marketing – taking the offering to digital/social platforms e.g. Shotleft.co.za



5. Opportunities



- Maximising destination presence/impact and closing deals/sales at exhibitions/roadshows
- Hosting of foreign trade/media – valuable tool to gain potential new business and publicity
- Packaging experiences around events/seasons e.g.
 - Tshwane Open
 - Moretele Jazz Tribute Concert
 - Africa Aerospace & Defence (AAD) Expo
 - Jacaranda flower season
 - Low seasons (June/mid-Dec)

Thank You

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