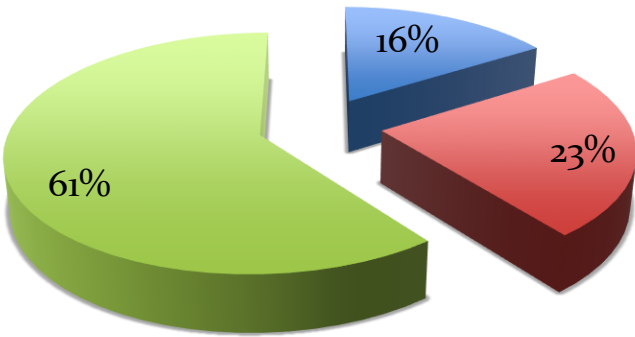


City of Durban: Visitor Marketing Strategy 2013 - 2020

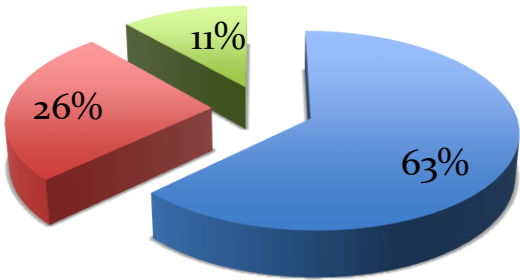
Durban Tourism / visitor industry - 2012

Total visitors:	3.8 million
Spend / revenue contribution to Durban economy:	R5.7 billion
Total sector jobs:	61,000

2012: Durban visitors

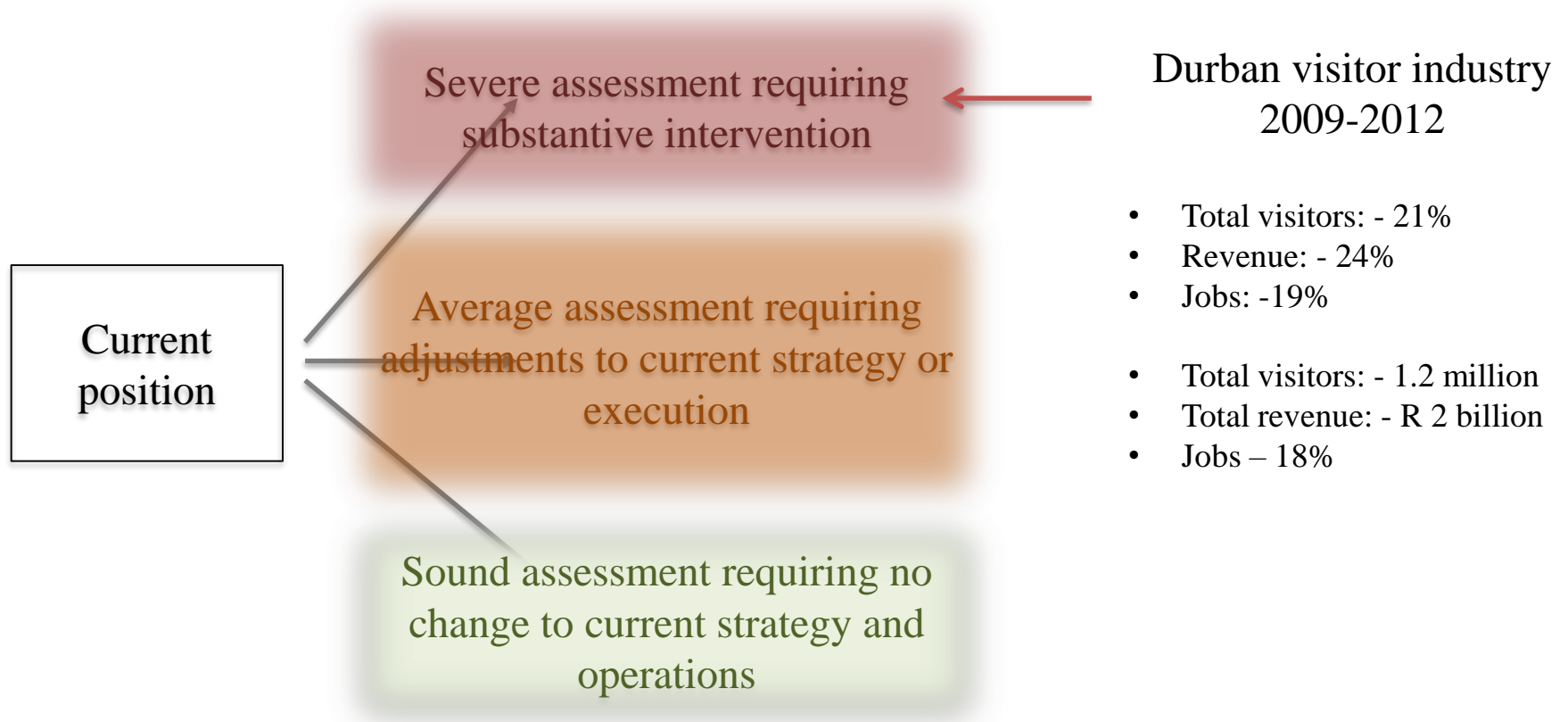


2012: Visitor spend in Durban



 International  Inter-provincial  Intra-provincial (local)

Assessment of situation: options



Scenarios: to intervene or not?

Arrivals: 3.8 million
Spend: R 5.7 billion
Jobs: 61,000



Strategy

Change ?

Yes

No

Arrivals: 5.0 million
Spend: R 10 billion
Jobs: 74,000

Arrivals: 3.5 million
Spend: R 5.9 billion
Jobs: 56,000

2012

2020

The strategy: 'Growth from stability'

VISION:

Durban: Africa's smartest city

MISSION:

5 million visitors by 2020, (1 million will be international)

2020 GOALS:

Out-of province visitors

2.5 million (2012: 1.5 million) i.e. 67% increase

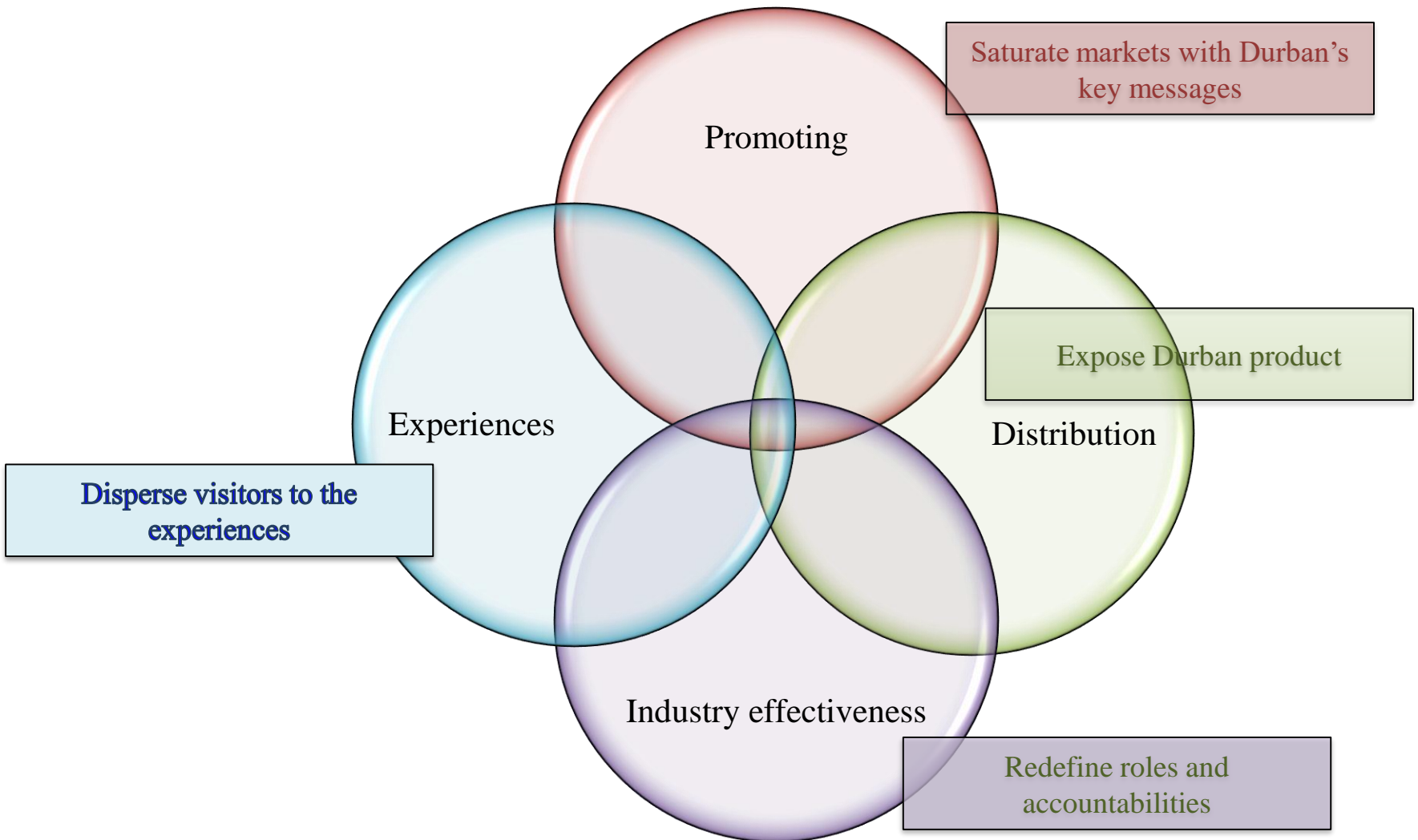
Out-of-province spend

R 10 billion (2012: R 5.3 billion) i.e. 93% increase

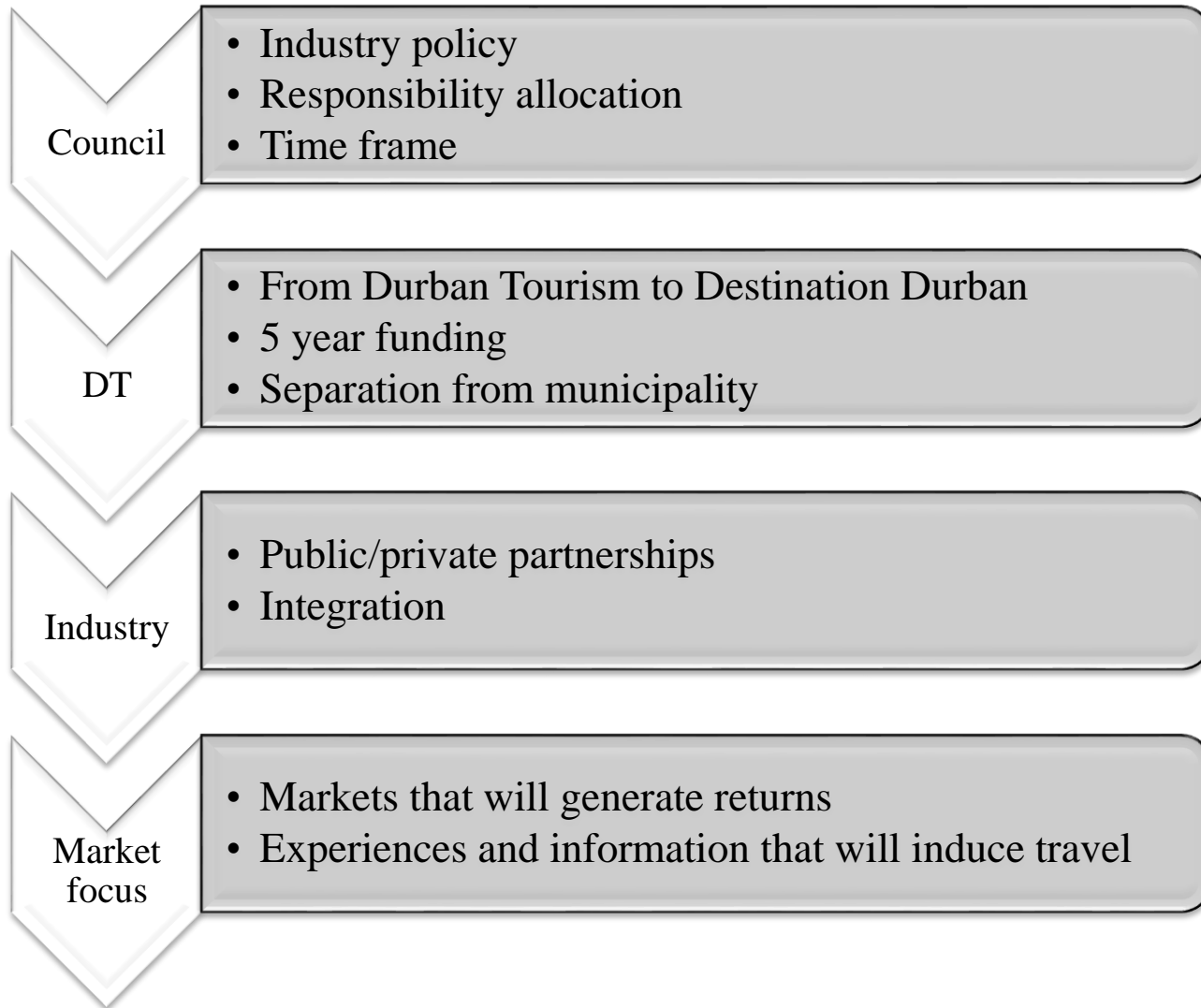
Total visitor industry jobs

75,000 (2012: 54,000) i.e. 40% increase

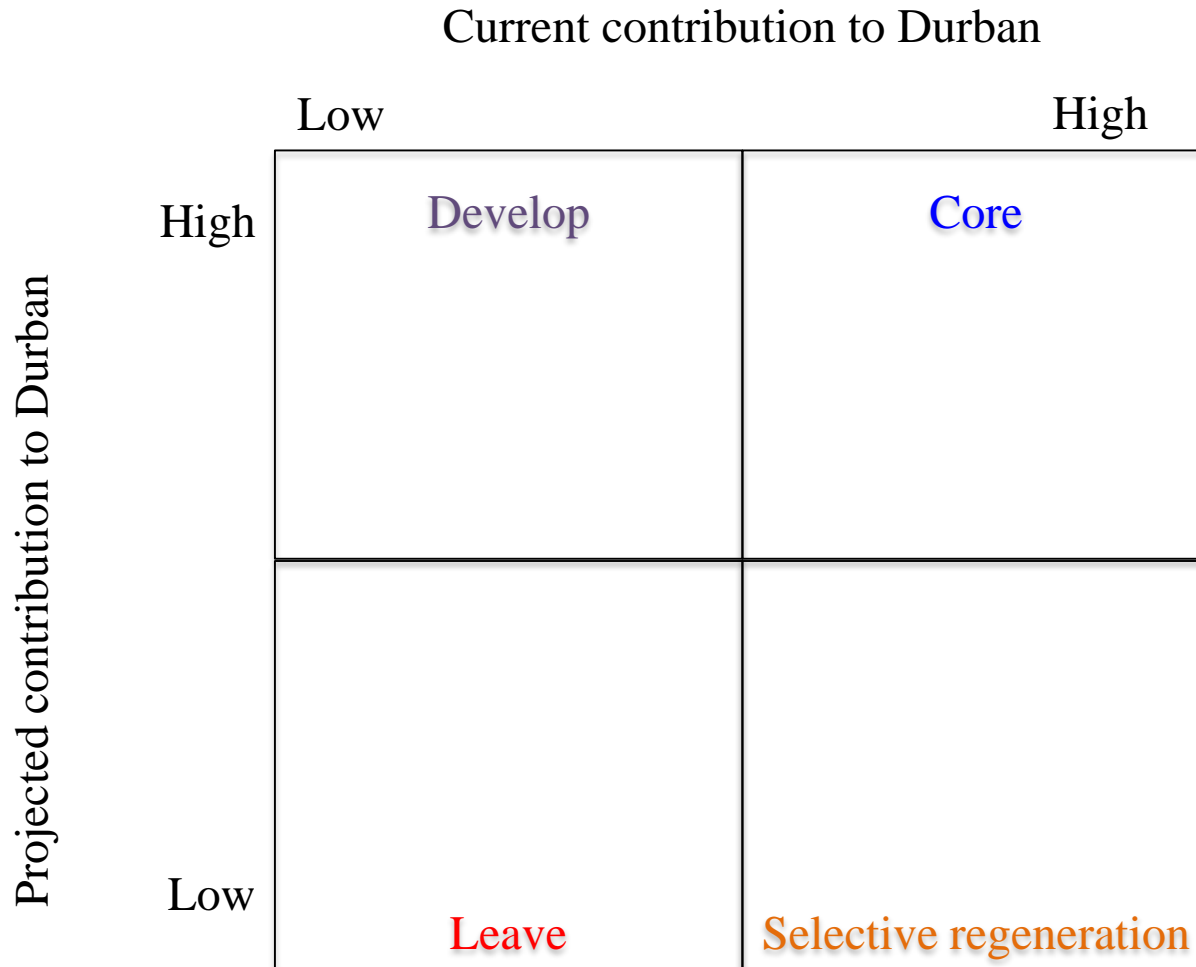
The strategy: What are we going to do / change?



The strategy: enablers



The strategy: KSF – Market focus



RECOMMENDED: Market focus

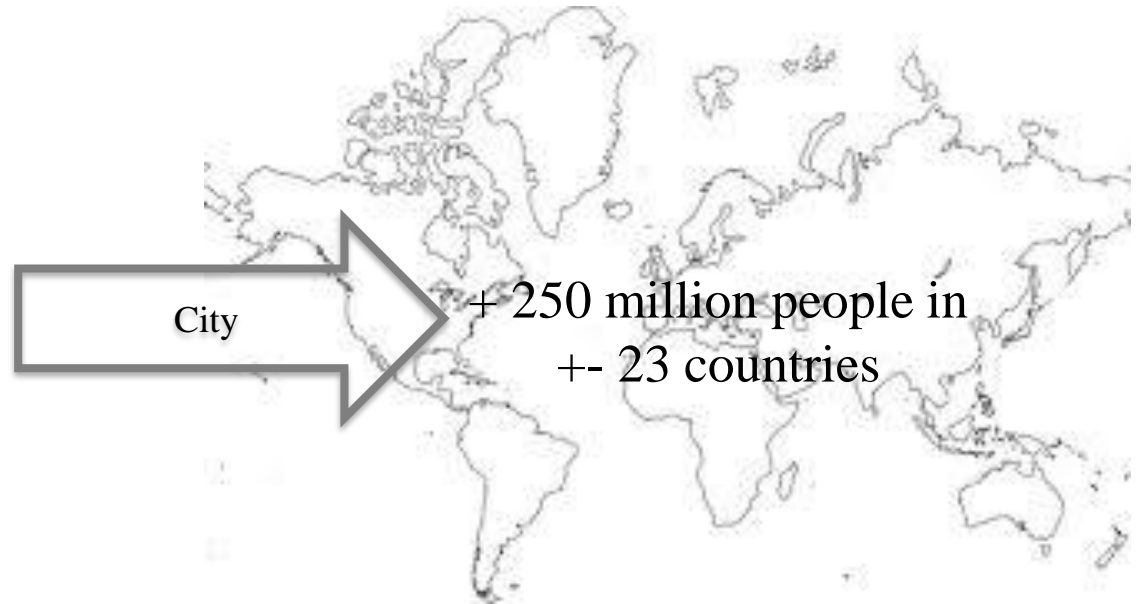
Current contribution to Durban

		Low	High
Projected contribution to Durban	High	<p style="text-align: center;">Develop</p> <p style="text-align: center;">Namibia</p>	<p style="text-align: center;">Core</p> <p><i>GAUTENG</i> <i>UK</i> <i>USA</i> <i>Germany</i> <i>India</i> <i>China</i></p>
	Low	<p style="text-align: center;">All others</p> <p style="text-align: center;">Leave</p>	<p>Australia / NZ Netherlands France Singapore Mozambique (*)</p> <p style="text-align: center;">Selective regeneration</p>

(*) needs further reinvestigation as this is probably a 'leave' market

The strategy: KSF – demand development (phase 1)- National Geographic partnership

- NG Documentaries
- Print features
- Social media
- Digital



The strategy: KSF – demand development (phase 2)

The world's 21st century cities:
Comprises two discrete creative forms



‘The world’s smart cities’

‘Let the buildings speak’



Anchor: TV series of 18 X one
hour documentaries

Anchor: Digital series of 2 or
more X 2 minute documentaries

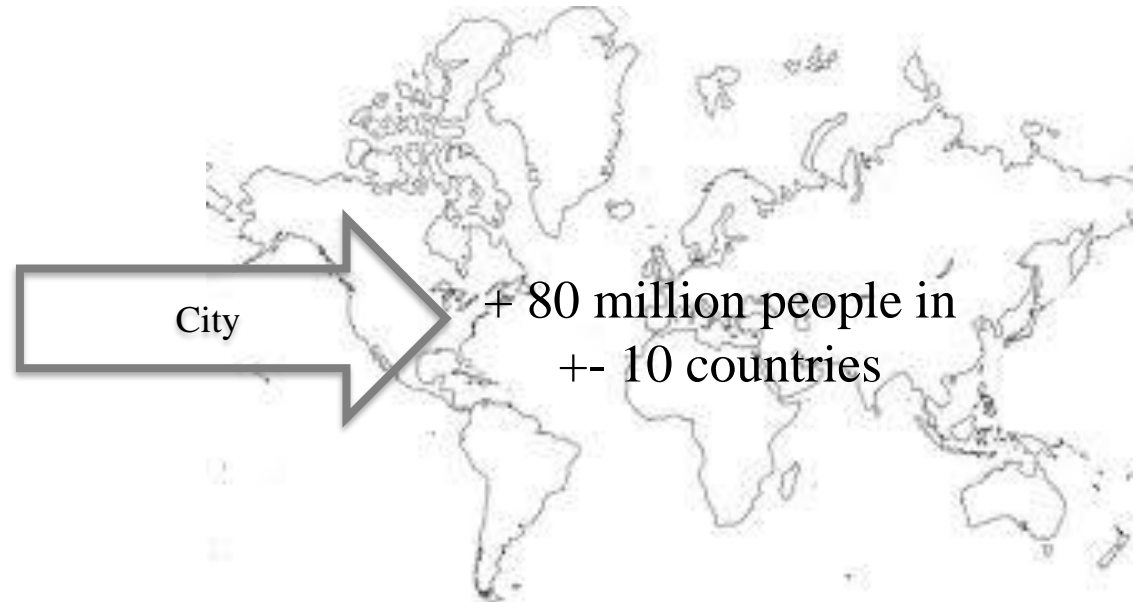


The story of the city as told by
residents and semi-permanent
residents

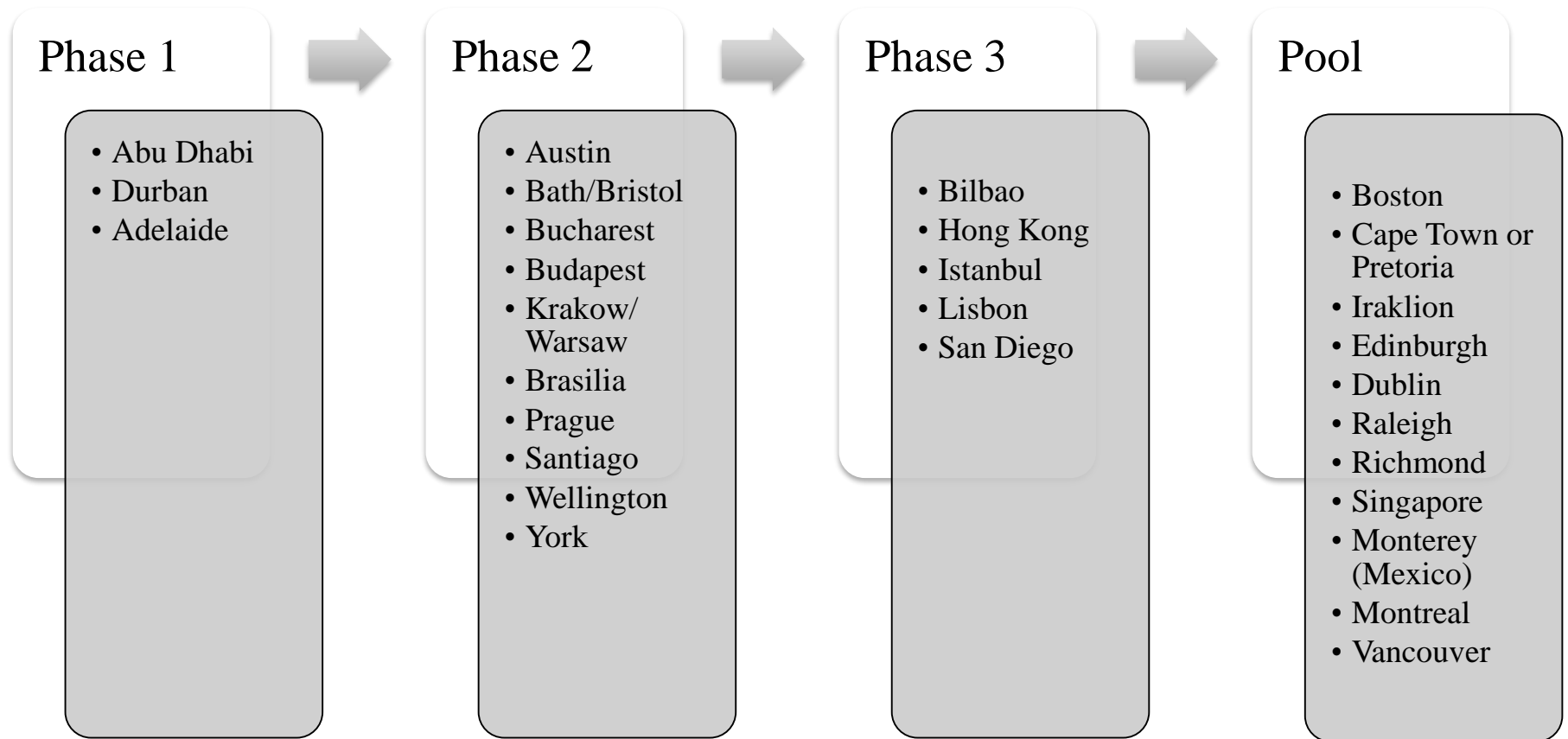
The story of the city as told by
some its more important
buildings and icons

The strategy: KSF – demand development (phase 2)

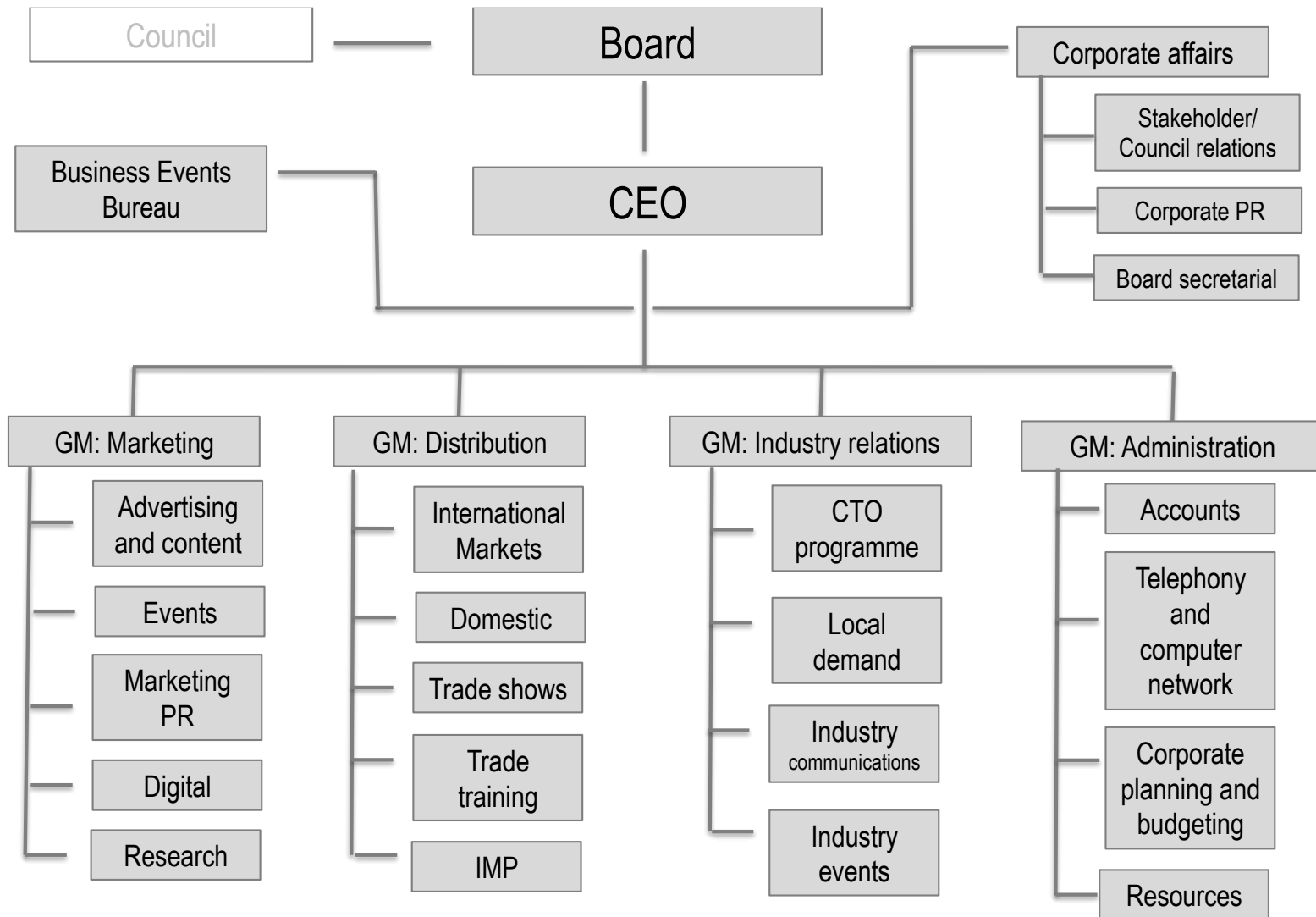
- NG Documentaries
- Print features
- Interactive magazine
- Digital
- Exhibitions



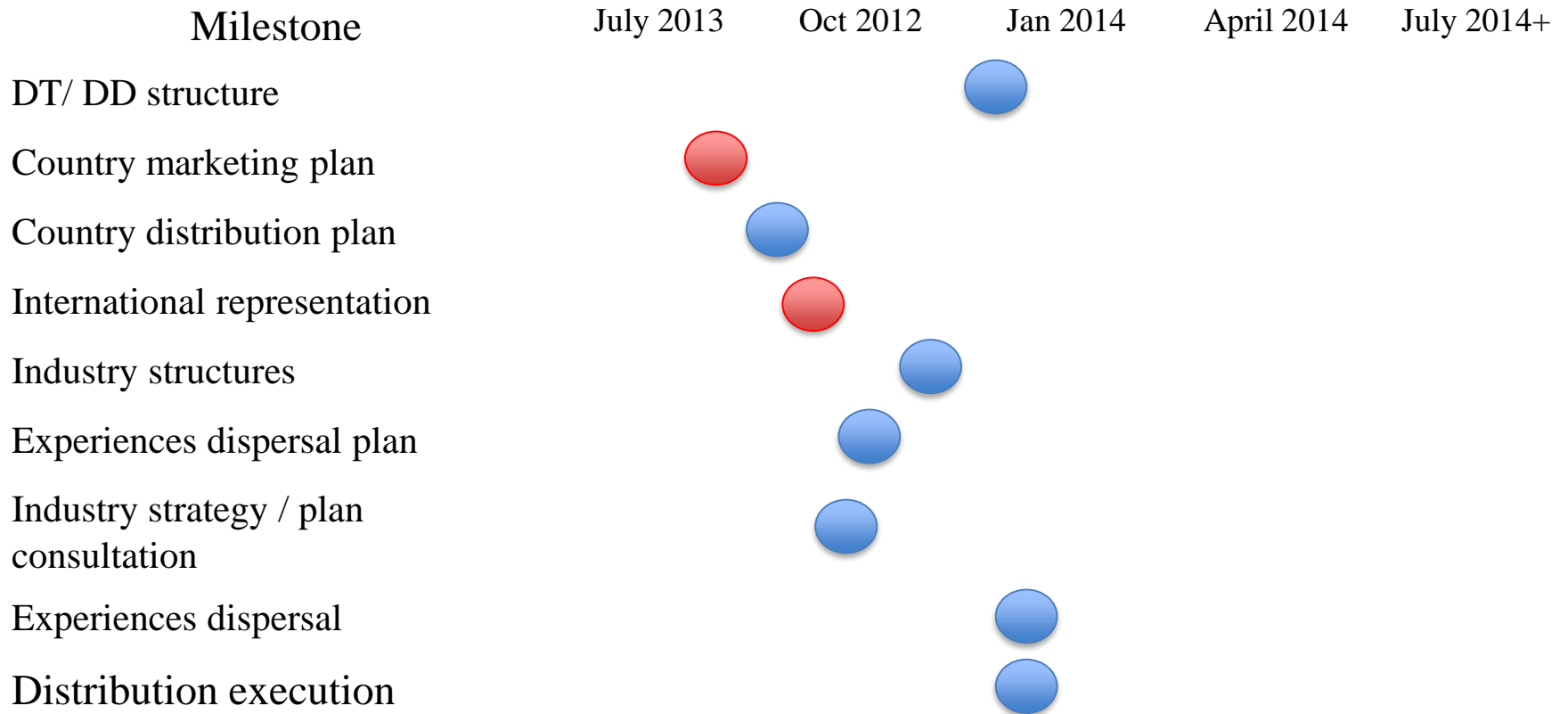
The world's smart cities



The strategy: Destination Durban functional structure



The strategy: Execution timeframe



Mission critical dates