Module 6 Marketing

Overview

Marketing South Africa involves choosing attractive markets in terms of tourist volume and value. In order to increase awareness of the country, South African Tourism undertakes a variety of marketing activities like exhibiting at and hosting domestic and international travel shows. As resources are limited, the industry contributes to funding South African Tourism through the voluntary TOMSA levy. South African Tourism co-operates with and helps co-ordinate other organisations' tourism marketing activities and supports grading activities to ensure a good tourism product and better brand uniformity.

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