

## The Domestic Tourism Growth Strategy (DTGS) 2012 – 2020

### Reasons for developing the domestic tourism Growth Strategy 2012 – 2020

Most South Africans do not yet have the opportunity or desire to travel in their own country. Research done in 2010 indicated the following reasons for this:

- limited income and therefore cannot afford to travel
- no reason to travel
- time constraints
- unemployment
- disliking travelling.

There is a lack of travel culture amongst South Africans, especially amongst the previously disadvantaged communities, as a result of limited awareness of tourism. In certain areas of South Africa there is limited development of tourism products. Domestic tourism is also not contributing to the GDP at a desired level.

### Objectives of the DTGS 2012 -2020

This vision is described in the document as follows:

*‘Growing domestic tourism for a sustainable tourism economy.’*

In the document, the reasons for developing this strategy are explained as follows:

*‘The strategy sets practical measures to generate value from travel and tourism in South Africa. It outlines practical mechanisms to address the lack of tourism culture amongst South Africans, particularly the previously disadvantaged communities.’*

The DTGS 2012–2020 has four strategic objectives:

- to increase domestic tourism revenue/income
- to increase domestic tourism volume
- to improve measures and efforts aimed at addressing seasonality and equitable/fair geographic spread
- to enhance the level of the culture of travel and tourism amongst South Africans.

### Ways to meet objectives

To raise the number of domestic tourists, the Department of Tourism also wants to focus on the following:

- maintain and make optimal use of current tourism facilities
- introduce new tourism products where there is potential
- encourage pre- and post-tours for people attending key business events in other parts of the country
- engage with sports associations to introduce and promote pre-and post-event tours
- increase the culture for travel for tourism purposes
- improve performance of Tourist Information Centres

- introduce a Domestic Travel Card similar to SANPark’s Wild Card for domestic tourists to obtain discounted packages
- enhance the level of domestic tourism marketing by setting up provincial marketing offices in other provinces to create inter-provincial travel
- affordable, safe and convenient access and modes of transport to tourism destinations
- recognise the role of travel agents, banks, websites, mobile phones, etc. in marketing.

## The five domestic market segments according to the DTGS 2012-2020

### Reasons for segmentation of domestic tourists

Research done during 2011 indicated that more than eight million South Africans can afford to travel. These South Africans were grouped into five segments based on similarities in travel behaviour and preferences. These five markets segments (also called target groups) will be the focus of the domestic tourism marketing campaign. Their interests and reasons for travel were used to compile a marketing message for each segment. This will be used in marketing campaigns to ‘grow domestic tourism volume’.

Segments	Profile Income indicated as amount available to spend per month	Reasons to travel	Preferred type of holiday	Marketing message
1 Spontaneous budget explorers	Aged 18 – 24; all races; income about R5 000	To get away from the monotony of daily life; add to life experiences, discover new people, places and adventures	Prefer a weekend holiday filled with activities	Have fun in new surroundings, either with existing friends or new friends met on the way
2 New horizon families	Aged 35 and older, black, coloured and Indian; income R5 000 – R10 000	To educate their children and broaden their perspectives; quality family time; reward for hard work	Special offers on flights and hotels would encourage them to travel more	Spend quality family time; broaden the family’s horizons; being rewarded for hard work
3 High-life enthusiasts	Aged 35 and older, black, coloured and Indian; income R10 000 +	To boost social status; to experience the finer things in life in new and different settings	Prefer a weekend holiday filled with activities.	Domestic travel is the quick and easiest way to enjoy invaluable and enviable world-class experiences
4 Seasoned leisure seekers	Aged 25–45; white; income R5 000 +	Travel is a way of life; they grew up going on regular holidays and understand the value of travel experiences. They prefer memories over commodities	Travel to escape, relax and spend quality time with loved ones.	South Africa has so many different places and ways to escape. Relax and spend quality time with loved ones
5 Well-to-do Mzansi families	Aged 25–4; black; income R10 000 or more disposable income per month	Escape the city and spend time with family and friends in new and different locations; expose their children to alternative easy of life and activities	Special offers on flights and hotels would encourage them to travel more	Break away from daily pressures, whether relaxing with family or having good times with friends

## The domestic tourism marketing campaign

A new **domestic tourism marketing campaign** was launched by SA Tourism (SAT) on 2 May 2012 by the Minister of Tourism Marthinus van Schalkwyk.

The slogan of the new campaign is: 'Whatever you are looking for, it's right here in South Africa'.

The Sho't Left was one of South Africa's successful marketing campaigns to motivate the number of young South Africans to travel. The new domestic marketing campaign broadens its scope beyond the youth, and will encourage all South Africans to travel and enjoy the benefits and experiences of our own world class destinations. It aims to create the desire for travel among groups who did not grow up in a holidaying culture. It will target the five domestic markets segments as described above.

The key message of the new domestic tourism campaign is to travel and spend leisure time with family and friends, and enjoy the benefits and experiences of our own world class destinations. For South Africans who said they have no reason to travel, the following reason will be given: being a tourist in South Africa is enriching, exciting, stimulating and gives you time to reconnect with family and friends. It is an emotional benefit and an investment in you.

*Visit these websites*

**DTGS 2012–2012**

[www.info.gov.za/view/DownloadFileAction?id=164428\\_](http://www.info.gov.za/view/DownloadFileAction?id=164428_)

**The marketing campaign**

[www.southafrica.net/sat/action/media/downloadFile?media\\_fileid=31803](http://www.southafrica.net/sat/action/media/downloadFile?media_fileid=31803)