



TAKING

DURBAN

TO THE WORLD

DURBAN TOURISM

VISITOR MARKETING STRATEGY 2013-2020



Durban ICC (foreground) is close to the CBD and beaches.



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Message from the Mayor

The Durban Tourism Visitor Marketing Strategy is a strategic marketing framework that aims to consolidate and increase the number of international and local visitors to the City. Although Durban has done well to attract and host major events in the City, the number of tourists has declined in the last five years. This has adversely affected financial returns, employment, revenue generating opportunities and private sector capital investment. In light of the above, Durban has adopted the Visitor Marketing Strategy, which will take Durban to the world.

The strategy calls for:

- The promotion of Durban's history, heritage, and multiculturalism;
- The promotion of Durban's urban lifestyle; and
- The promotion and distribution of visitors to major attractions, including township experiences.

For Durban to increase the number of annual visitors

from 3.8 million to 5 million in the next seven years, it requires partnerships amongst stakeholders in the tourism value chain.

Together, "let us take Durban to the world".

**His Worship the Mayor,
Councillor James Nxumalo**





Left: Bust of Gandhi, Inanda Township, Durban. Centre: Durban Tourism stand at Tourism Indaba. Right: Durban is famous for its excellent surfing.

Introduction

The Visitor Marketing Strategy has been created to drive our marketing initiatives and to position Durban as a global tourism destination, which will project growth in international and domestic visitor numbers.

The following elements formed the basis of this strategy:

- Culture, history and heritage;
- Beach destination;

- Events;
- Meetings, incentives, conferences and events (MICE); and
- Source markets.

This strategy has been aligned to the:

- **The National Sector Strategy;**
- **The KwaZulu-Natal Provincial Master Plan;**
- **The South African Tourism Visitor Strategy;** and
- **The South African Brand Strategy.**



Strategic Framework

- **Goal of Durban Tourism:** To establish and create demand for Durban as a destination.
- **Role:** To develop a strategy and plans that will allow the industry and trade partners to contribute towards the growth of the tourism industry.
- **Guiding principles:** Whereby Durban Tourism is accountable for the effectiveness of the strategy, both to the industry and to the Municipality.
- **Marketing of the destination:** Growth from stability.



uShaka Marine World from the air.

Alignment of Visitor Strategy

	Durban Tourism Visitor Marketing Strategy	KwaZulu-Natal Tourism Master Plan Strategic Development Report February 2012	National Tourism Sector Strategy	SAT Market Strategy	South African Brand Strategy
STRATEGY	GROWTH FROM STABILITY Public sector development of an experiences/ product environment, which can provide investment opportunity for the private sector.	GROWTH FROM STABILITY Managing strategic direction, product offering and investment opportunities.	GROWTH FROM STABILITY To inspire and accelerate the responsible growth of the tourism industry from 2010 to 2020.	GROWTH FROM STABILITY To market and facilitate interventions to improve and grow the country's tourism sector.	GROWTH FROM STABILITY Increase trade and investment.
VISION	Africa's Smartest City (internal vision).	To be a top 20 tourism destination in the world by 2020.	To be a top 20 tourism destination in the world by 2020.	For South Africa to be the preferred tourist destination in the world.	To be acknowledged as a top 20 nation brand and top 30 globally competitive nation by 2020.
MISSION	Five million visitors by 2020 (one million will be international).	Geographically spreading the benefits of tourism throughout the province, growing the visitor numbers and visitor yields, public and private sector collaboration.	To grow a sustainable tourism economy in South Africa, with domestic, regional and international components, based on innovation, service excellence, meaningful participation and partnerships.	To develop and implement a world-class international and domestic tourism marketing strategy for South African markets.	To develop and implement proactive and co-ordinated marketing, communication and reputation management strategies.

Source Markets

Target Market Focus

Markets	2013	2016	2020	Inc'13-'20
Germany	35 116	47 503	55 572	58%
Netherlands	16 859	26 515	31 615	88%
UK	74 846	94 940	114 335	53%
USA	41 817	55 904	66 657	59%
Australia	13 806	21 951	26 174	90%
New Zealand	2 422	3 044	3 562	47%
China	10 514	12 055	14 512	38%
India	19 034	28 823	34 367	81%
TOTAL (focused) international	214 414	290 736	346 794	62%
Gauteng	597 835	783 358	1 080 095	81%
TOTAL all focused markets	812 249	1 074 094	1 426 889	76%
All (other) international markets	410 296	465 981	541 524	32%
All (other) inter-provincial markets	256 215	195 840	270 024	5%
TOTAL (all other) markets	666 511	661 821	811 548	22%

Current contribution to Durban

	Low	High
Projected contribution to Durban	Develop Namibia	Core Gauteng UK USA Germany India China
	All others Leave	Australia/New Zealand Netherlands France Singapore Mozambique Selective regeneration

A comparison of the Durban Tourism Visitor Marketing Strategy and the KwaZulu-Natal Tourism Master Plan indicates that the core priorities in respect of target markets is similar in both strategies in terms of:

- **Domestic markets:** The major population concentration of the country is in Gauteng; it is also the fastest growing economic region in the country and has the greatest accumulation of wealth. Durban is also the nearest integrated visitor destination. With these attributes, this province provides the greatest potential to attract visitors, business people, investors and students.
- **International:** High core in both strategies are UK, America and Asia (India and China in terms of investment), Germany.
- **Africa:** Botswana and Namibia.

Durban has hosted the popular Top Gear Festival at Moses Mabhida Stadium for the last two years.



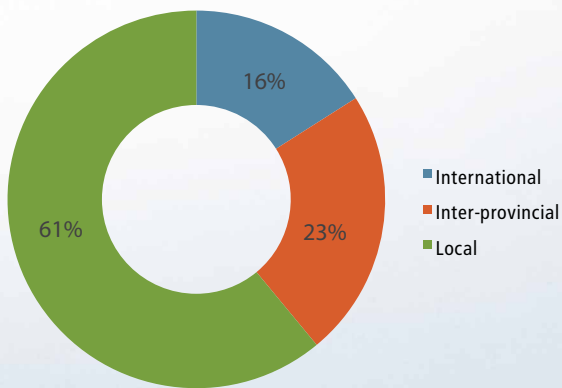


Left: King Shaka International Airport services many international destinations. Right: The beachfront promenade is popular amongst runners, cyclists and walkers.

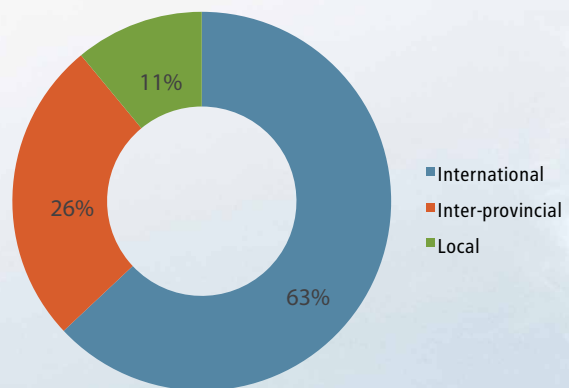
Current Visitor Assessment

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

2012: Durban visitors



2012: Durban spend



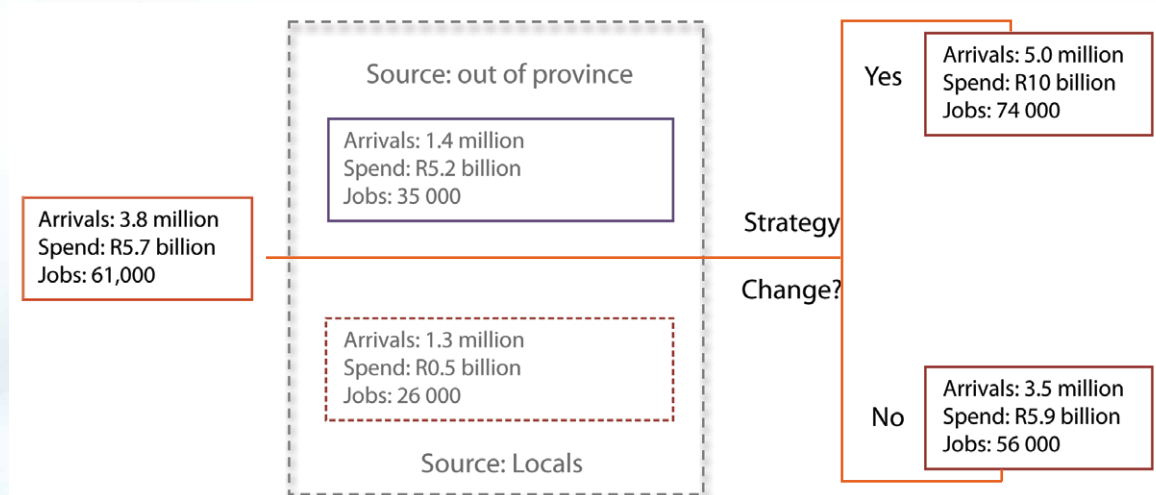
The above charts are indicative of the inequality of the number of visitors versus spend. The largest number of visitors (local – green) spend 11%, whilst the least number of visitors (international – blue) has the highest economic spend of 63%. Thus, it is imperative to target visitors with the highest spending power – value rather than volume.





Left: Gateway Theatre of Shopping is one of the largest malls in the southern hemisphere. Centre: Exotic spices on display at the popular Victoria Street Market. Right: Colourful 'riksha' pullers are unique to Durban's beachfront.

Projected Growth in Visitor Numbers



2012

2020

The scenarios presented show the expected outcomes of the 'Do nothing option' and the 'Intervention' strategy option. The 'Do nothing option' will, by 2020, see a visitor industry smaller than the one that exists today and a decline in the number of employed staff (4 000 people fewer than today).





Left: Gandhi House, Inanda Township, Durban. Right: Nelson Mandela casts his first democratic vote at Inanda Township, Durban.

Key Elements of the Strategy





Left: Inanda Waterfall. Right: Inanda Dam.

Route to Market

National – Gauteng ('Heartbeat of South Africa'):

Three major activations

- Consumer
- Presence – mall and cinema
- Electronic and print
- Information offices.

National TV

- Trade shows
- Familiarisation trips
- Activations
- Digital/e-marketing.

Continent – Africa (Future African Story)

- Familiarisation trips – travel agents
- Lobbying hosting of African events
- Tourism media
- TV channels
- Trade shows.

International

- Trade shows
- Consumer activations
- Embassy and consular roadshows
- Sister cities activations
- Media/print and electronic.

Major International Activations

- Edinburgh
- Chelsea Flower Show
- Frankfurt and Berlin
- BRICS
- New York/Chicago/New Orleans and LA.





Left: Umhlanga Rocks beach. Right: Durban ICC.

Strategic Partnerships

The following will drive conversions:

a) Tour Operators

- Incentives and JMAs (Joint Marketing Agreements)
- Access markets.

b) Agents

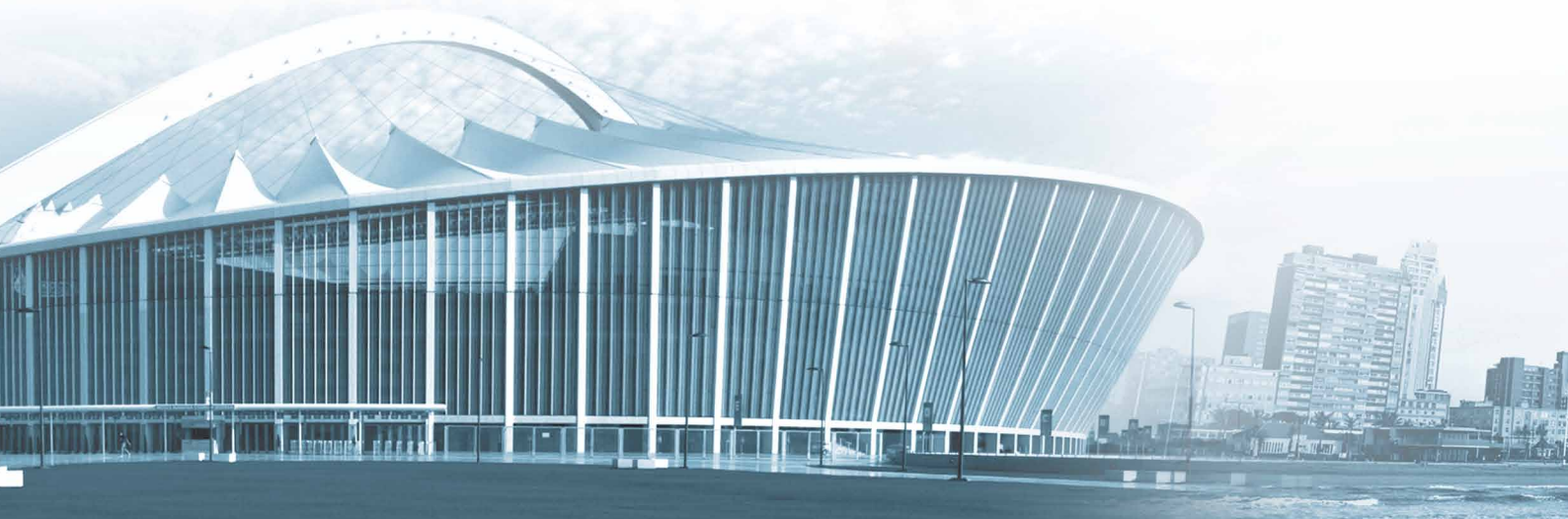
- In source markets
- JMAs incentive linked.

c) Product Owners

- Airlines
- Hotels and accommodation
- Restaurants
- Entertainment.

Durban Tourism shares the same vision and mission as all strategic partners. These include:

- NDT, SAT, Brand SA
- TKZN
- Business associations – industry
- Council and DEDT
- Community tourism organisations.





The Queen Mary II berthed in Durban harbour, with the Yacht Mole in the foreground.

Conclusion

“We live in a world of constant change; a world that continually moves and progresses to higher levels of comfort and well-being. The latest scientific technology has led to the development of a new aeroplane engine that will enable us to travel in a commercial aeroplane at 25 000 miles per hour. Within the next ten years, it will be possible to travel

anywhere in the world in less than an hour. These changes will challenge the way we market tourism in the next millennium.”

David L. Egell, Sr.: Professor and Director, Center for Tourism, East Carolina University in Greenville





Message from the Deputy Mayor

Durban Tourism, in implementing this new strategy, is setting a platform for economic development through tourism that will benefit all our communities. Increased visitor numbers over the next seven years, and sustainable partnerships with our tourism stakeholders will ensure that Tourism is a key component of economic upliftment.

**Deputy Mayor of eThekweni Municipality,
Councillor Nomvuzo Shabalala**



Message from the Head of Durban Tourism

The visitor marketing strategy will ensure that Durban will occupy its rightful place as a truly global city; an exciting and diverse city that is an outstanding representative of all the best that South Africa, and Africa can offer the international traveller.

**Head of Durban Tourism,
Phillip Sithole**

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