

***Changing People's Lives
Through Tourism***

Tourism Community of Practice
Presentation to the SADC TFCA Network Meeting
16 October 2018

Focus of Tourism COP

- TFCAs Programme
- **Component 5:** Enhancement of *local livelihoods*
- **Component 7:** Development of TFCAs into *marketable regional tourism products*
- **Mission:** to find innovative ways to improve the visibility and sustainability of SADC TFCAs, to realise their full cross-border tourism potential and ensure equitable stakeholder benefit sharing.

Rationale

- Marketing of tourism and tourism development in TFCAs currently more focused on individual protected areas or specific renowned sites like Victoria Falls.
- **Boundless Southern Africa** was established in 2008 by 9 SADC Member States to market the 6 TFCAs bordering South Africa + KAZA
- Joint SADC Ministers meeting in 2017 gave mandate to market all 18 TFCAs in SADC under the Boundless banner (Phase II of the strategy)

Currently missing:

- 1 central place to find tourism information on all SADC TFCAs
- Consistent marketing of cross-border itineraries
- Regional vision and integrated strategy for tourism development in TFCAs, incl. economic potential

Meetings & Members

Three COP meetings :

- July 2017
- September 2017
- January 2018 – ITB Preparation meeting

Diverse and growing group of Members:

Sue Snyman (Wilderness Safaris) – **convener (stepped down)**, Roland Vorwerk (Boundless Southern Africa) **acting convener**, Lisa Blanken (GIZ) - **secretariat**, Anna Spencely (IUCN TAPAS), Frederick Dipotso and Nyambe Nyambe (KAZA Secretariat), Piet Theron (GLTP), Steve Johnson (Chemonics), Shareen Thude (KAZA consult.), Rod de Vletter (Lubombo TFCA), Nomsa Mabila (Lubombo TFCA), Kuda Chigodo (GMTFCA), Glynn O’Leary (Transfrontier Park Destinations), Thembi Kunene Msimang (RETOSA), Brett McDonald (Kaza Collection), Paul Bewsher (PPF), Johalize Koch (PPF), Nicola Harris (Tour de Wilderness), Owen Middleton (Wildrun), Steve Collins (African Safari Foundation), Sam Dalais (Return Africa), Matthias Poeschel (German Tourism Consultant)

Focus of future membership: Include TFCA Tourism Working Group Chairs

Objectives of the Tourism CoP

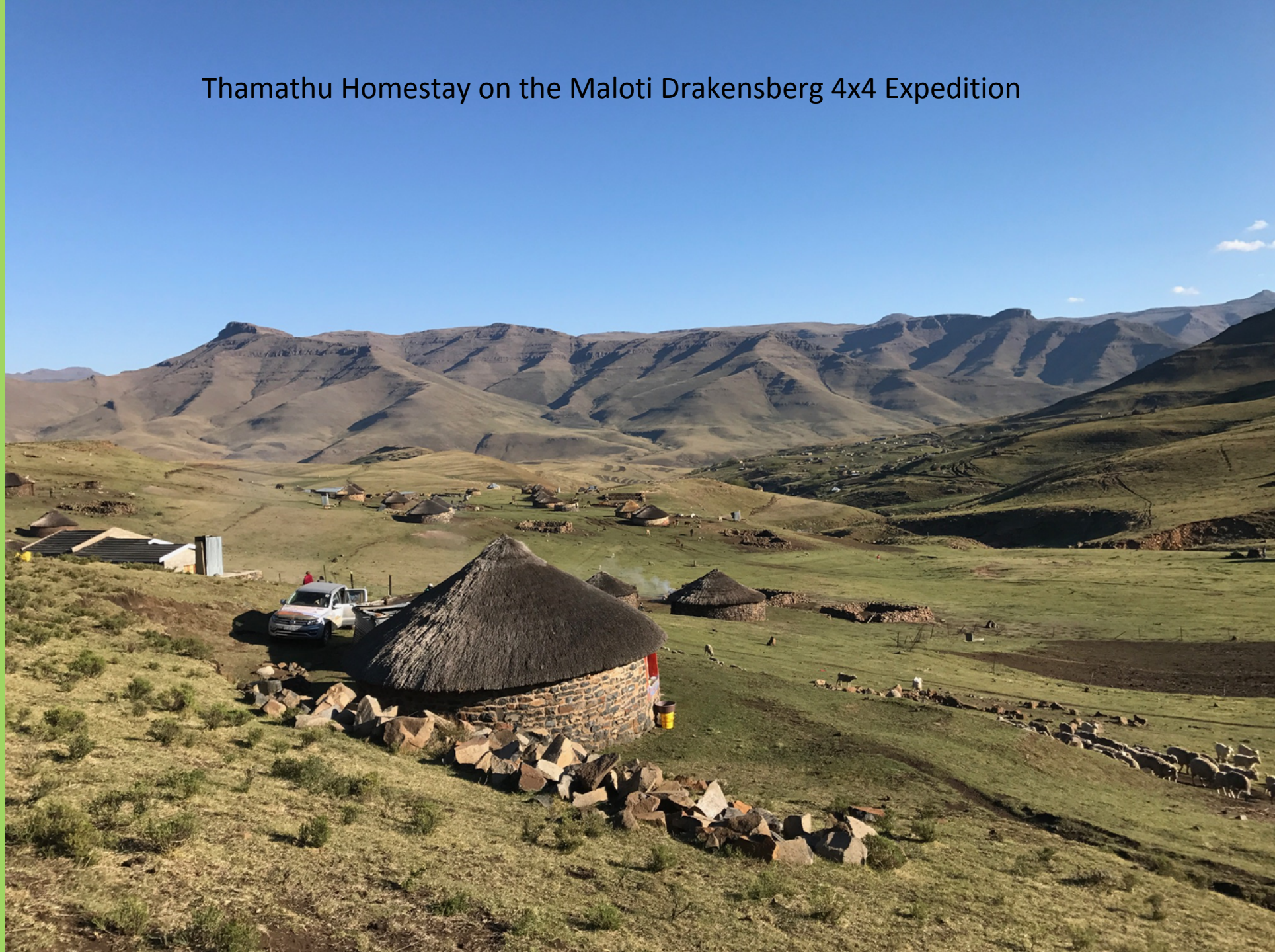
- **Key Principle: Clear Strategy – Executed Collaboratively**
- **Marketing, promotion and branding**
 - Enhance and further Boundless Southern Africa brand
 - Destination marketing support per TFCA
 - Exhibition at regional and international travel shows
 - Hosting of tour operators and media to TFCA itineraries and events
- **Product development**
 - Development of cross-border tourism products and routes (**Situational Analysis conducted and Guidelines developed**)
 - Advocate for removal of obstacles that hinder development of tourism industry in SADC TFCA
 - Support the establishment of equitable community partnerships and opportunities in TFCA tourism
- **Investment promotion**
 - Increase private sector engagement, investment and participation in SADC TFCA tourism development through Boundless Southern Africa

Maloti Drakensberg 4x4 Expedition, Oct 2017

Supported by VW Amarok,
Maloti Drakensberg Route and
Boundless Southern Africa



Thamathu Homestay on the Maloti Drakensberg 4x4 Expedition



Lubombo TFCA Media tour, Dec 2017



Lubombo TFCA Media tour, Dec 2017



Lubombo TFCA Media tour, Dec 2017



ITB Berlin 2018

The ITB is the largest tourism fair worldwide (ca. 100.000 visitors)

- Enterprises and organizations represented at the ITB include hotels, tourist boards, tour operators, system providers, airlines and car rental companies



ITB Berlin 2018



Stand in the Africa Hall



Stand in the Adventure Hall



Visit to our stand by Zambia's Minister of Tourism and Arts, the Honourable Charles Banda



Presentation on Cross-border Events at the Pow-Wow in the Adventure Hall

Some insights from travel shows

How to improve TFCA marketing at tourism fairs (based on attendance at ITB, Cape Town Cycle Tour, Tourism Indaba, Namibia Travel Expo)

- Developing tourism itineraries and routes through TFCA, incl. border crossing information
- Capacitate regional TFCA marketing to coordinate joint marketing efforts on a regional and international level
- Marketing cross-border events and products at specific tourism fairs or halls
- One stand for all TFCAs, offering space for TFCA itineraries and/or tourism operators and lodges that are within TFCA
- Collaborating with National Tourism Boards to profile TFCAs and encourage the uptake of cross-border itineraries
- Developing clear strategies to engage trade, media and consumers in source markets

GIZ Technical Assistance 2019-2020

The Transboundary Use and Protection of Natural Resources (TUPNR) Programme has the mandate to advise the SADC Secretariat to improve the adoption and facilitation of implementation of SADC tourism-related protocols, programmes and strategies that contribute to the sustainable management of natural resources in TFCAs.

In its support to FANR the TUPNR supported Boundless Southern Africa and members of the TFCA Network involved in tourism marketing and development with a successful participation at the International Tourism Fair (ITB) in Berlin, Germany in 2017 and 2018. To further capitalise on these efforts the Programme will continue to support the international tourism marketing efforts of Boundless Southern Africa until end 2020.

GIZ Technical Assistance 2019-2020

Output 1: The **tourism policy** function of the SADC Secretariat in supporting the Member States is enhanced

Output 2: The **institutions** involved in the development of sustainable tourism in TFCAs are strengthened

Output 3: The **marketing** of TFCA tourism destination offerings (e.g. cross-border tourism products and itineraries) at the regional and Central-European (German speaking) markets is strengthened

Output 4: The capacity of private and public stakeholders to develop **public relations** content, instruments and approaches to raise awareness about TFCA tourism in the Central-European (German speaking) market, as well as to regional and local markets and stakeholders is increased

A team of three consultants will be appointed to support the work on the above outputs: A senior expert based in Gaborone, a junior expert based in Pretoria and a marketing expert (50% time) based in Germany

Focus area for the next 6 months

- 19 October – Boundless Southern Africa/Lubombo TFCA/Maputo Special Reserve Destination Awareness Workshop and Investment Opportunities Seminar
- 12-13 November - SADC Tourism Programme workshop
- 15-25 November - KAZA Media tour with 8 German and 2 regional travel media
- 26-28 November – Workshop of CEO's of National Tourism Boards in SADC hosted by Botswana Tourism Organisation to establish opportunities for collaboration
- 3-5 December – Invitation by Botswana Tourism Organisation to attend the Botswana Tourism and Travel Exchange in Kasane
- 7-11 December – Invitation to present at the Global Sustainable Tourism Council Conference
- Early March – Pre-ITB 2019 KAZA Boat Cruise Cross border product familiarisation trip for Media and locally based Tour Operators
- 7-10 March – ITB 2019
- End March – Meeting of Permanent Secretaries (Tourism and Wildlife) to highlight tourism development and marketing initiatives and opportunities in SADC TFCAs



The End