

South Africa



SOUTH AFRICA

Our flag – our brand

- 3rd Most recognisable flag in the world
- 2007 – prior to the World Cup!!!!
- 13yr old democracy – for such a young country.....!



The only flag in the world with 6 colours!

Lanseria Airport

11 July 2010





The greatest game on the earth!



**After the game,
they returned to
their
accommodation..**



Why do I need to get graded?

- Graded establishments offer consumer confidence.
- Enhance confidence in Brand SA!
- Use of star insignia in marketing material
- Free listing on TGCSA website
- Prominent listing on the National product database – SAT Website
- ALL government departments to use ONLY graded establishments.
- Display of the grading plaque and certificate
- Exposure to international markets.
- Leverage on provincial marketing initiatives.



TRADE

you are the star

CONSUMER

expect star treatment

A deep space photograph showing a vast field of stars and galaxies. The background is a dark, textured expanse of space filled with numerous stars of varying colors (white, yellow, orange, red, blue) and sizes. Some stars have prominent diffraction spikes. In the upper right, a bright star is visible with a distinct red and white color gradient. The overall scene conveys a sense of cosmic scale and depth.

putting stars where they belong

TRADE

you are the star

CONSUMER

expect star treatment



*Get Star graded
and put your business
on the map.*

*Visit www.tourismgrading.co.za
and find out why being part of our NEW quality
in tourism system is best for your business.*



TOURISM GRADING COUNCIL
OF SOUTH AFRICA

Quality in Tourism



Find out why staying
at a *Star graded*
establishment is *best*
for you

Visit www.tourismgrading.co.za
and find out what our Stars mean to you
and more.



TOURISM GRADING COUNCIL
OF SOUTH AFRICA

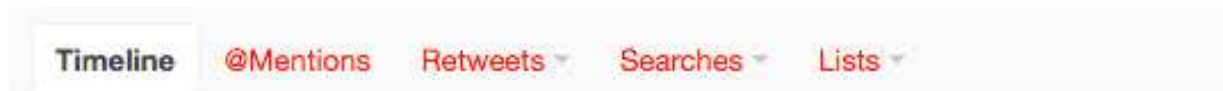
Quality in Tourism

Digital Strategy Business Objectives

- Inform and Educate the travelling public
- TRUSTED channel
- RELEVANT to the tourist.
- Achieve 10% growth rate in graded establishments
- Research shows that:
 - Social Media Revolution
 - Mobile Revolution
 - Travel is Social

Social Media

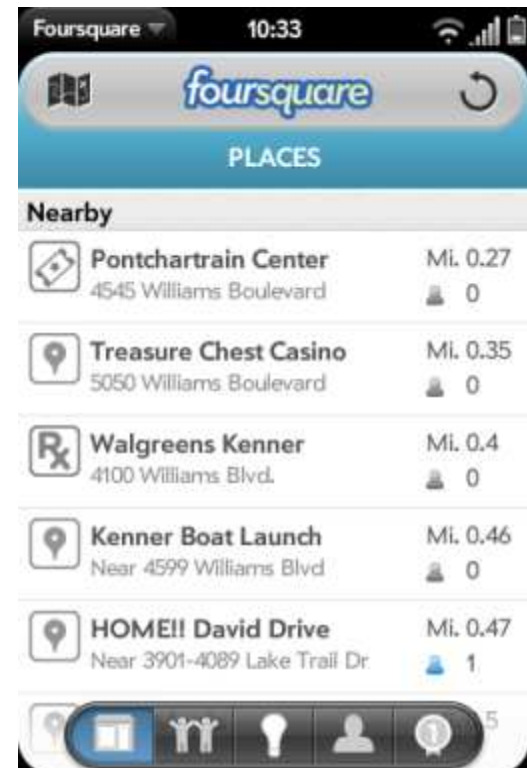
Twitter



shellpem Shelley Pembroke

Stayed at @TheGrace hotel. Best #TGCSA_FiveStar i've been to in a while!

4 seconds ago



Mobile





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Going to:

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Returning:

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Time:

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Adults (19-64):

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Seniors (65+):

0

Children (0-18):

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advertisement

Don't be left in the dark

**Best Destinations of 2011****Rants & raves: The best & worst revealed**

<http://www.southafrica.net/sat/content/en/za/home>

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You can also view [booking information](#) to start your dream holiday today!

Hannah & Andrew experienced

[View the gallery](#)

Cycling Through Soweto

Hannah and Andrew take a Soweto township tour on a bike and experience this iconic township, renowned for its Freedom Struggle credentials and urban vibe!

[Read more >](#)[Share their experiences >](#)

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"That was
epic"

*The heart of the struggle*

A Soweto township tour

Soweto township tours are the best way for the first time visitor to immerse themselves in the urban vibe of the place that was at the heart of the freedom struggle. A tour of Soweto not only includes national heritage sites, but vibrant restaurants and clubs.



SouthAfrica.Net: Over 3 Million Visits



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SAT

National Product Database

- Total Tourism products listed **61 000**
- Accommodation products **13 000**
- Total Graded accommodation products **5 932!!!!**
- Very clear acquisition strategy and action plan

SAT Website

Graded



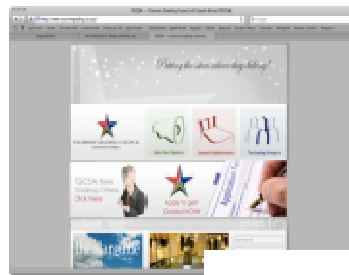
Quality Assured
Consumer
Confidence

Ungraded



Enter at own R-I-
S-K!!!

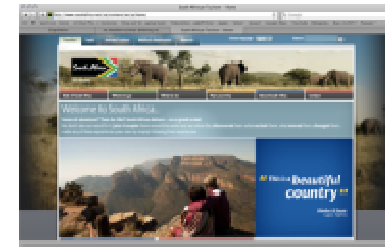
TGCSA / Reporting / Measures of Success



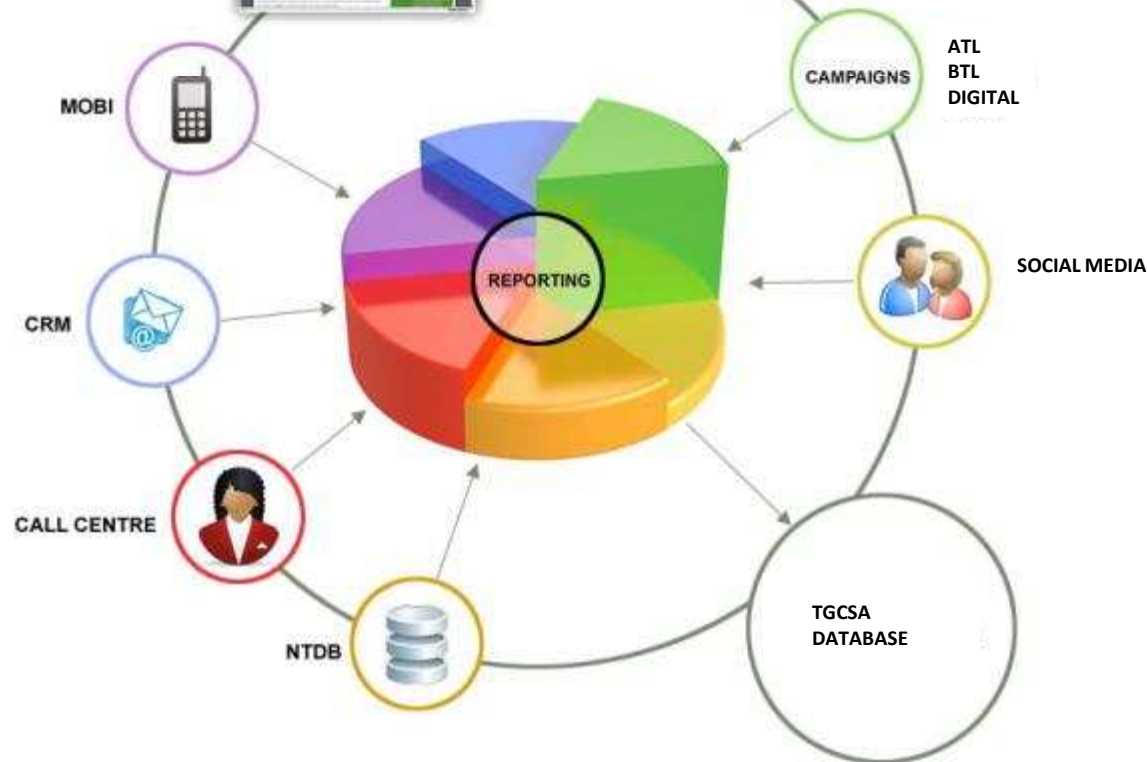
www.tgcsa.co.za



2010 WEBSITE



www.southafrica.net



Nationwide Stakeholder consultation Lets ALL continue flying the flag towards a STRONGER BRAND SA!





TOURISM GRADING COUNCIL
OF SOUTH AFRICA

Thank You!

www.tourismgrading.co.za