

Gauteng 2011 Tourism Summit

Building a Globally Competitive Tourism Economy - It Starts Here!

The Turbine Hall, Newtown - Thursday 21st and Friday 22nd July 2011

The tourism operating environment has changed substantially since the Gauteng Tourism Strategy was presented in 2007. The global economy has been hit by recessionary conditions, at least in the traditional 'Western' markets, and this has in turn impacted upon the South African economy, although the impact was delayed by the successful hosting of the 2010 World Cup.

The South African Government has developed a new economic growth strategy which is driven by the urgent need for job creation. Within the new growth strategy tourism has been recognised as a fundamental pillar and job creator, which also has the capacity to be a major contributor to South Africa's global competitiveness.

The National Department of Tourism has responded to the challenge with the publication of the National Tourism Sector Strategy (NTSS) which has specified ambitious targets, such as penetrating the top 20 rankings of tourism competitiveness by 2020 and providing 225 000 additional sustainable jobs by 2015.

The provinces have in turn been challenged to develop their own tourism strategies and action plans to ensure that the National targets are achieved. The Gauteng Employment, Growth and Development Strategy provides the immediate context for the introduction of the Gauteng Tourism Sector Strategy and, in the National context, tourism is being elevated to a far greater level of significance.

On the 21st and 22nd of July the MEC for Economic Development Qedani Mahlangu and the Gauteng Tourism Authority will convene the 2011 Gauteng Tourism Summit.

This inaugural annual Gauteng Tourism Summit will provide a platform for all key tourism stakeholders to engage with the tourism strategy on a practical level. The intention is to facilitate greater understanding and to enrich the content of the strategy. More specifically, the summit aims to obtain consensus on how to take theory and translate it into practical action which will help Gauteng build a globally competitive tourism economy.

The programme is designed to address the most pressing issues facing tourism in Gauteng today and will be professionally moderated by key industry leaders and experts. The interactive and dynamic sessions are set in a highly interactive format that encourages audience participation in debates and maximises open dialogue and spontaneity.

We recognise the need for public and private sector collaboration to ensure the competitiveness of the South African tourism sector and, through the Summit, we hope to create ongoing opportunities for engagement and frank, constructive debate between tourism leaders from both the private and public sectors.

The Summit will be action orientated, with the focus on real issues facing the industry. The format and the question and answer sessions will provide an opportunity to explore divergent views, facilitate greater stakeholder alignment and initiate workable solutions for tourism in Gauteng.

We hope that everyone will come away from the Summit committed to working in partnership, with a renewed desire to strive for excellence, and to making the region a top destination that will attract increasing numbers of domestic and international visitors.

Dawn Robertson
Chief Executive Officer
Gauteng Tourism Authority

Day 1: Thursday, 21 July 2011

Programme Director: Vuyo Mbuli

08h00 – 09h00	Summit Registration
	Buffet Breakfast
09h00-11h30	Session 1: Introduction and Foundations

Key Note Addresses: ‘Unlocking tourism’s economic potential at a National, Provincial and Local level’

South Africa and Gauteng in particular experienced unprecedented growth in tourism during and following our successful hosting of the FIFA World Cup, with tourist arrivals in South Africa reaching an all-time high of 8,1 million, representing an increase of 15,1% in 2010.

With a new National Tourism Strategy, Gauteng Employment Growth and Development and Tourism Sector Strategy in place, Gauteng tourism is poised to deliver on the New Growth Path.

This session will explore how these new policies support the unlocking of tourism’s economic development potential at a national, provincial and local level. What is the role of government in helping the industry realize its potential? Similarly, what is the role of the private sector? How can the two sectors align their actions to reach goals of overall prosperity?

11h30-13h00	Session 2: Dialogue – Establishing the Current Reality
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“So where exactly does Gauteng currently stand as a competitive tourism economy?”

Having established the National and Provincial context, and now operating within the context of a draft Tourism Strategy for Gauteng, it is important to establish how competitive Gauteng is currently as a tourism destination.

- What are the Province’s strengths, what are the weaknesses, and how can they be built upon?
- What opportunities can be leveraged and what threats exist that will need to be mitigated?

An expert panel has been invited to articulate their views on setting a broad agenda upon which the delegates will build during the open floor dialogue. At the conclusion of this initial dialogue the Summit should have a clear picture of all the challenges and opportunities - we should understand the ‘current reality’ and this will provide the foundation and knowledge for what Gauteng needs to do.

14h00-15h30	Session 3: Establishing Benchmarks and Lessons from Global Best Practice
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“If Gauteng is to compete as a global city region, what can we learn from how some of the world’s great city regions market themselves as tourism destinations?”

Gauteng’s influence is felt far beyond its political boundaries. It is also far greater than its anchor city, Johannesburg and is best defined as a true ‘city region’. In this case it effectively competes with other city regions in South Africa, in Africa and globally for its share of investment, skills, and in this case, tourism. Through the use of a combination of technology and research, delegates will be exposed to case studies from some of the world’s great city regions on how they market and structure themselves to compete in the global tourism market. The expert panel will then unpack the parallels and key lessons from the likes of Dubai, Hong Kong, New York, Singapore, Sao Paolo and Los Angeles.

The audience will have the opportunity in this session to extract the key lessons for Gauteng from some of the world’s great city Regions, thus increasing the Summit’s collective learning as to how to increase Gauteng’s competitiveness.

16h00-17h30

Session 4: Connecting the Supply Side with the Demand Side of the Tourism Value Chain

“Who should Gauteng be talking to, and do we actually have the tourism products and services that the market wants?”

The world has changed and experienced a substantial shift in terms of economic growth. Traditional outbound tourism source markets have experienced shifts in travel patterns; and yet the traditional markets still dominate global long haul travel. South Africa has traditionally used a structured and considered segmentation approach in terms of countries, life style groups and mode of transport (air vs. land arrivals). But the world's tourism dynamics have changed, and so has the view of South Africa. Much of this changed view has to do with the successful hosting of the 2010 World Cup and the influx of over 300,000 visitors from a vast array of countries.

Gauteng has traditionally been the primary point of entry and consequently is the most visited province, but it's not the province where visitors stay, for a number of reasons. Gauteng is also not simply a leisure tourism market, as the business and eventing component is huge, as are critical niche markets such as wellness and medical tourism. So who should Gauteng be targeting as the “Manhattan of South Africa”?

This panel of experts will strive to identify Gauteng's target markets and then, critically, will debate the vital question - does Gauteng have the tourism products and services that the target markets need and what can we do to increase Gauteng's appeal?

17h30-19h30

Networking Lounge and Entertainment

Day 2: Friday, 22 July 2011

08h00 – 09h00 Buffet Breakfast –
Refreshments will be available throughout the mornings sessions

09h00-10h30 Session 5 : Dialogue - Brand Gauteng ...it starts here!

“How do we positioning Gauteng as a Competitive Destination”

Day one of the Summit will have explored the intrinsic nature of Gauteng as a tourism economy destination and clearly identified the current reality. It also explored the concept of defining the target markets and ensuring that the supply side could deliver on the demand side's promise as well as lessons from some of the world's most successful city regions.

The first Dialogue on this 'Action Day' will focus on how to present Gauteng as a competitive tourism destination to its various stakeholders and target markets from the citizens of the province to the travel trade, and from domestic and international travellers to the influential media.

Even the best products in the world will fail if they are not well positioned, packaged and effectively communicated. 'Positioning Gauteng' is a critical dialogue that will attempt to identify how Gauteng should be presented to its various audiences. A panellist of branding and marketing experts will, with the assistance of the delegates, try to build a Gauteng Tourism brand and positioning that will facilitate increased competitiveness.

10h30 – 12h00 Session 6: Dialogue – From looking to Booking

Are we embracing innovation to ensure a sustainable, competitive destination?

In today's global and highly competitive travel industry tourism destinations are faced with a rapidly changing environment and increasing demands from travellers.

The combined forces of growing competition, changing patterns of consumption, environmental factors and slowing economic growth mean that the next decade will provide a challenging environment for destination marketing. Online travel is no longer the domain of wealthy nations as the rapid rise of mobile connectivity in emerging markets means that it is now a worldwide phenomenon. Social networking has also fundamentally changed tourism marketing and distribution. In this changing environment should the Gauteng travel and tourism stakeholders be in competition, cooperation or Coopetition?

In this session we will examine the latest trends and innovations in destination marketing. Are we in a position to fully embrace new trends and innovations so that our growth potential can be realised and what are the risks if we are not?

12h30-13h30 Session 6: Dialogue – Making the theory a reality

“Defining the way forward”

The final session of the 2011 Gauteng Tourism Summit will begin with an action orientated dialogue that will probe the mechanisms required in order to take the Gauteng Tourism Strategy forward from theory to practical actions. A visionary but pragmatic panel of industry experts the session will attempt to develop a road map of the steps that will be needed to turn the strategy into a series of practical Action Plans.

13h30-14h00 Conclusion and Closing

The 2011 Gauteng Tourism Summit- Highlights and Conclusions

14h00-15h00 Finger Lunch

