



**Greater Swellendam
Marketing Office
Draft Marketing Plan
2009**

Introduction

The Swellendam Tourist Organisation is a Marketing office for the Greater Swellendam area which includes: Barrydale, Infanta, Malagas, Stormsvlei, Suurbraak and Swellendam.

Our mission is to successfully establish and promote the Greater Swellendam area as a sustainable tourism destination of natural, cultural and historical significance.

The STO is a membership organisation for its members under the leadership of the executive committee elected by the members. The members will be the biggest stakeholders working hand in hand with the local community, businesses and the municipality.

Goals and objectives:

- To create good co-operation and communication channels between stakeholders.
- To market the greater Swellendam area on a local, provincial and international level.
- Developing a sustainable marketing plan in co-operation with stakeholders
- Branding the Greater Swellendam area for Marketing purposes
- Attending specified tourism expos and trade shows as well as advertising in selected newspapers and magazines.
- Putting more emphases on tourism education of local community and stakeholders
- Building a strong membership base

Role-players in the Tourism Industry

Product Owners – Accommodation sector – Travel Organisers
– Restaurants and Catering – Sport and Recreation
– Attractions(Art / Culture / Natural / Historical)

Private Sector

Local Community

Government

SWOT Analysis:

Strengths

- Location – halfway between Cape Town and George (2hours form Cape Town)
- Peace and Tranquility
- Rich in Historical resources (third oldest municipal district in SA)
- Rich in Natural Resources (Mountains, Breede River, Oceans, hot water springs, Fresh Air)
- Rich in Cultural Resources (Pilgrimage sites, Rock art)
- Adventure activities
- Relaxation

Weaknesses

- Lack of a sustainable marketing plan
- No Branding
- Lack of tourism education
- Negative publicity and attitude from local community

Opportunities

- Route development - putting the Greater Swellendam area on the “map”
- Creating pride and co-operation between stakeholders
- Weekend destination
- Activity development

Threats

- Lack of Funding
- Lack of membership commitment

Suggestions:-----

MARKETING OVERVIEW

GOAL	PERFORMANCE TARGET	DELIVERABLES	RESULTS	
1. Destination Branding and Positioning	GSA become a destination Create brand awareness	Trade Shows and Exhibitions, Media and Frontline Staff Training, Electronic media, Marketing Collateral	More Tourists, Awareness of Area, Proud Community	
2. Combat Seasonality	Seasonal Spread of Visitors	Route Development, Marketing Collateral, Events and Festivals, Websites, highlighting winter activities.	Boost Economy, Flourishing Businesses	
3. Stakeholders Network	Co-operation and Communication	Public and Membership meetings, educationals, Member Surveys, Database Management, Statistics, Articles, Forge Partnerships	Effective communication and full support, understanding and involvement of all sectors	
4. Signage - Road and attractions	Uniform Signage	Possible new sign groups, STO preference stickers, Road map boards	User friendly signage for tourists	
5. Tourism Awareness	Create a tourism Culture	School Projects, Special Tourism awards (Businesses) Recycling Program, Competitions, Tourism Month (Sept)	Marketable environment, High quality services, clean, friendly and inviting destination	

1. Destination Branding and Positioning

1.1 Trade Shows and Exhibitions

Possible trade shows and exhibitions that the STO could attend on an annual basis:

- Destination Expo (Cape Town) October
- DStv Getaway Shows (Cape Town and Johannesburg) April and August
- Outdoor Adventure Expos (Cape Town and Johannesburg) October and May
- Cape Argus Pick 'n Pay Life Cycle Expo (Cape Town) March
- Indaba (Durban) May & Mini Indaba's
- Various Mall & Festival Activities (adventure and wedding expos)

Suggestions:-----

1.2 Media Educational

Arrange Educational for external tour operators and the media (newspapers & magazines) and send media packs to consultants that can't come to the area.

Suggestions:-----

1.3 Frontline Staff Educational Program

Educational tours and workshops could be held by the STO in order to create greater understanding of current tourism products and services in GSA. The more knowledgeable consultants are about tourism products in the area, the more confident and able them to sell the GSA and its activities to visitors. Placement of route maps and printed media at petrol stations as well as at strategic point in areas.

Suggestions:-----

1.4 Electronic Media

- Updating the website (www.swellendamtourism.co.za) to ensure a more dynamic and interactive website, which will convey a message of professionalism and tourism-readiness. Members would receive preference.
- Design and develop a relevant and up-to date e-newsletter
- Use of a special email banner linked to the website
- Members' log-in on website
- Update info on existing sites eg. Overberg, CTRU, Satour, Stay in SA
- Buying advertising space on high traffic websites

Suggestions:.....
.....
.....
.....

1.5 Marketing Collateral

- Proper branding
- Strategic placing of Brochures in surrounding towns (Cape Town and in the GSA)
- Keeping a specialized Events Calendar
- Creation of route maps and tear-off maps- day trips, restaurant maps
- Creation of a Swellendam DVD
- Swellendam Brochure development -members would receive preference
-

Suggestions:.....
.....
.....
.....

2 . Combat Seasonality

2.1 Publications and Advertising (reduced cost for members only)

- The official CTRU Travel guide (definite)
- Joint effort in magazines eg. Country life, Village life ect

Suggestions:.....
.....
.....
.....

2.2 Route Development

- Hiking routes
- Child-friendly Route
- Historical Walk
- 4x4 Routes
- Nature Reserve routes
- Day Trips in and around the GSA

Suggestions:.....
.....
.....
.....

2.3 Events and Festivals

- Specialized events calendar development on updated website and marketing it through e-newsletters
- Developing the Saturday–Farmers market (Greyton)
- Marketing existing Festivals – Canola Carnival, Raka Festival, Up the Creek Music Festival
- Creation of smaller Festivals in Off–Season – Mountain bike Challenge, Youth & Heritage day celebrations etc.
- Winter Specials – accommodation & restaurants packages

Suggestions: _____

3. Stakeholders Network

3.1 Public and Membership Meetings

The executive committee will have a general monthly meeting and the minutes of these meetings will be available on the members’ log–in on the updated website. Membership meetings will be held quarterly to discuss progress made.

Suggestions: _____

3.2 Statistics

- Number of visitors that visit the tourism office
- Basic Website Statistics

Suggestions: _____

3.3 Membership Surveys

The aim of the Survey is to determine members’ level of satisfaction and to identify specific needs that might exist.

Suggestions: _____

3.4 Database Management

The STO has developed a database (hotlist) which contains a range of information about interested parties who visited the STO stand at Expos and Festivals which includes tour operators and agents, the media and tourism product owners.

We also have a database of most of the product-owners in the Greater Swellendam Area as well as a business database.

Suggestions:-----

3.5 Forge Partnerships

Encourage partnerships and collaboration between product-owners, the tourism help desk and the local community through effective communication.

Suggestions:-----

4 Signage

Suggestions:-----

15. Tourism Awareness

Suggestions:-----

