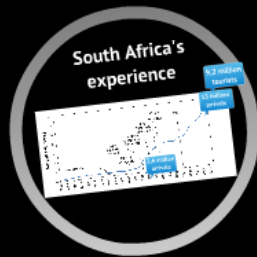
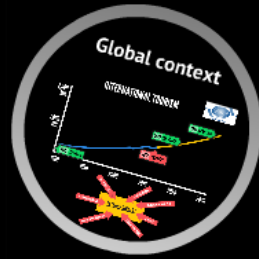


Tourism and Mega-Events

Shaun Vorster
South Africa



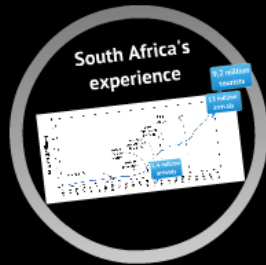
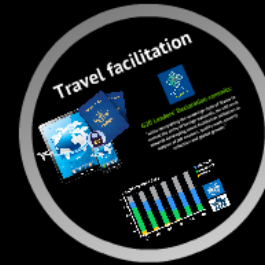
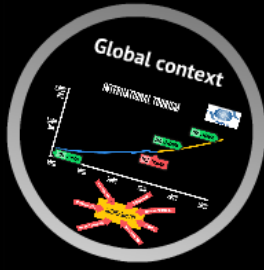
Tourism and Mega-Events

Shaun Vorster
South Africa



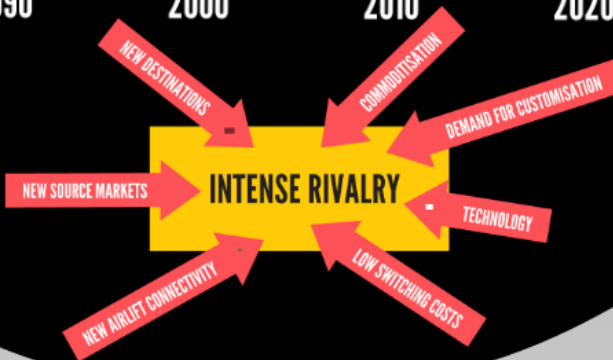
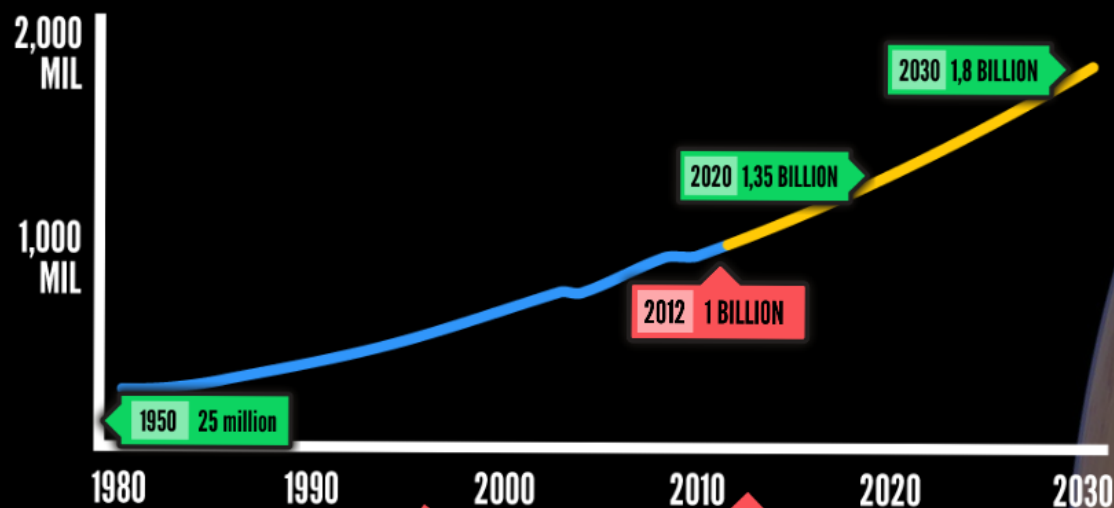
Tourism and Mega-Events

Shaun Vorster
South Africa



Global context

INTERNATIONAL TOURISM



1990

2000

2010

2020

NEW DESTINATIONS

COMMODITISATION

DEMAND FOR CUSTOMISATION

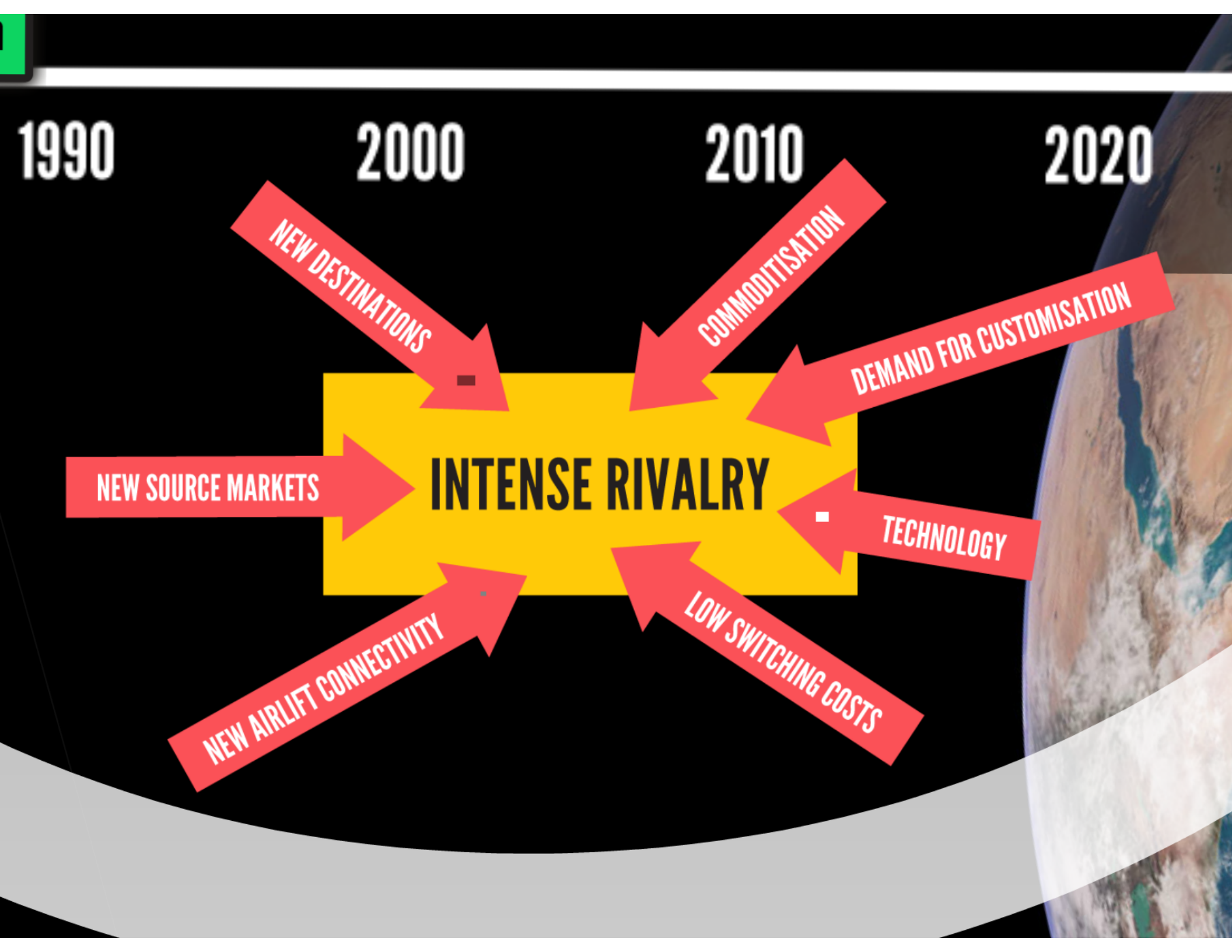
NEW SOURCE MARKETS

INTENSE RIVALRY

TECHNOLOGY

NEW AIRLIFT CONNECTIVITY

LOW SWITCHING COSTS







1990

2000

2010

2020

NEW DESTINATIONS

COMMODITISATION

DEMAND FOR CUSTOMISATION

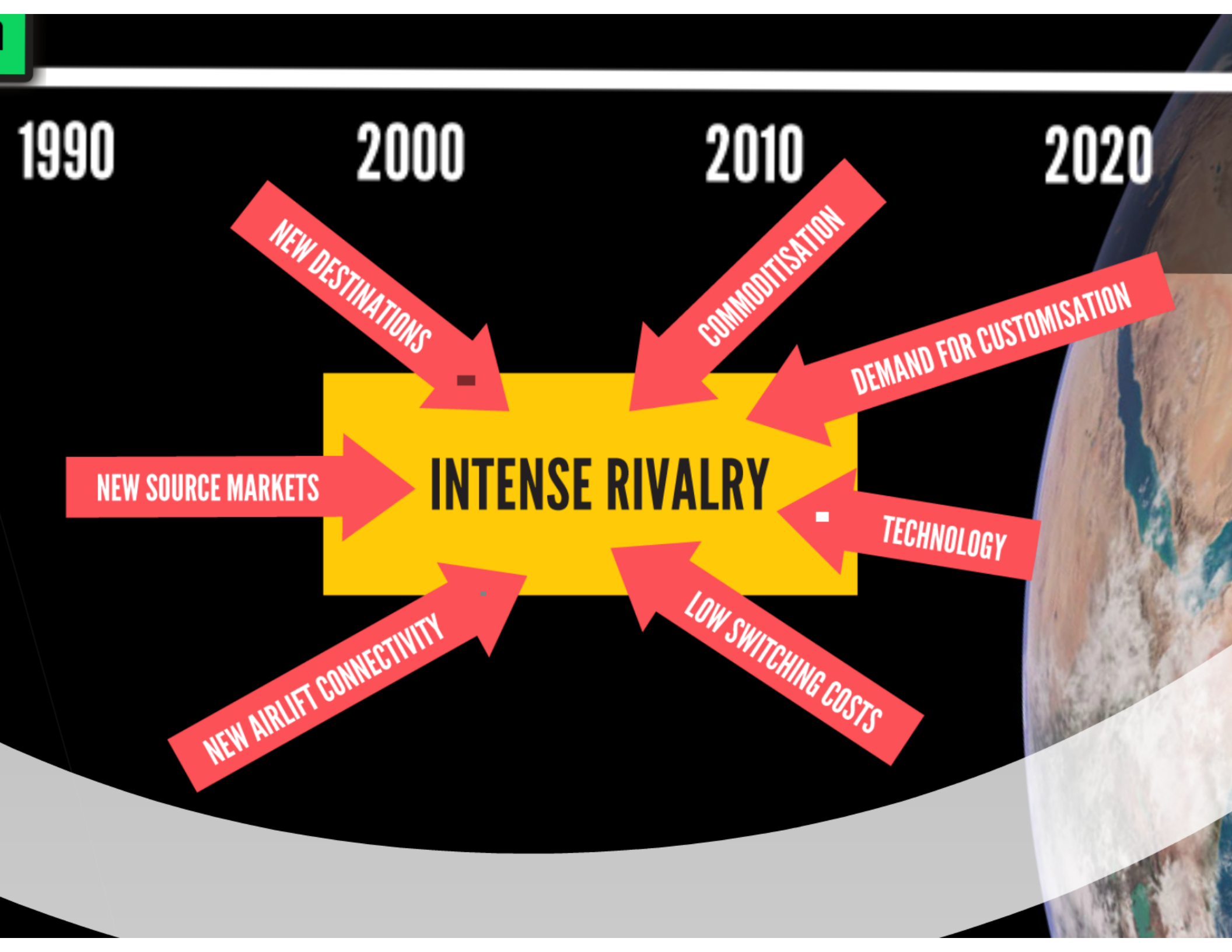
NEW SOURCE MARKETS

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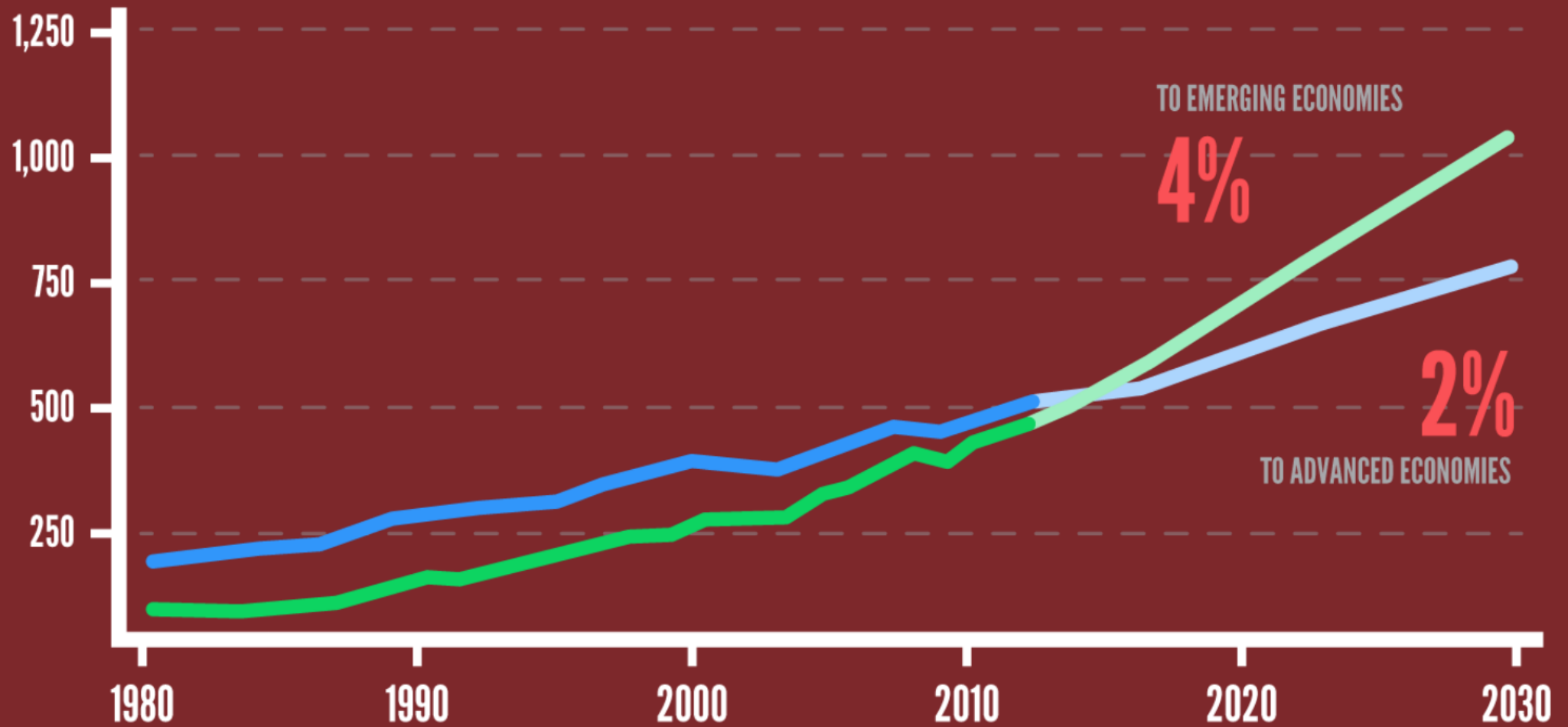
NEW AIRLIFT CONNECTIVITY

LOW SWITCHING COSTS



INBOUND TOURISM, ADVANCED & EMERGING ECONOMIES

INTERNATIONAL TOURIST ARRIVALS, MILLION



1990

2000

2010

2020

NEW DESTINATIONS

COMMODITISATION

DEMAND FOR CUSTOMISATION

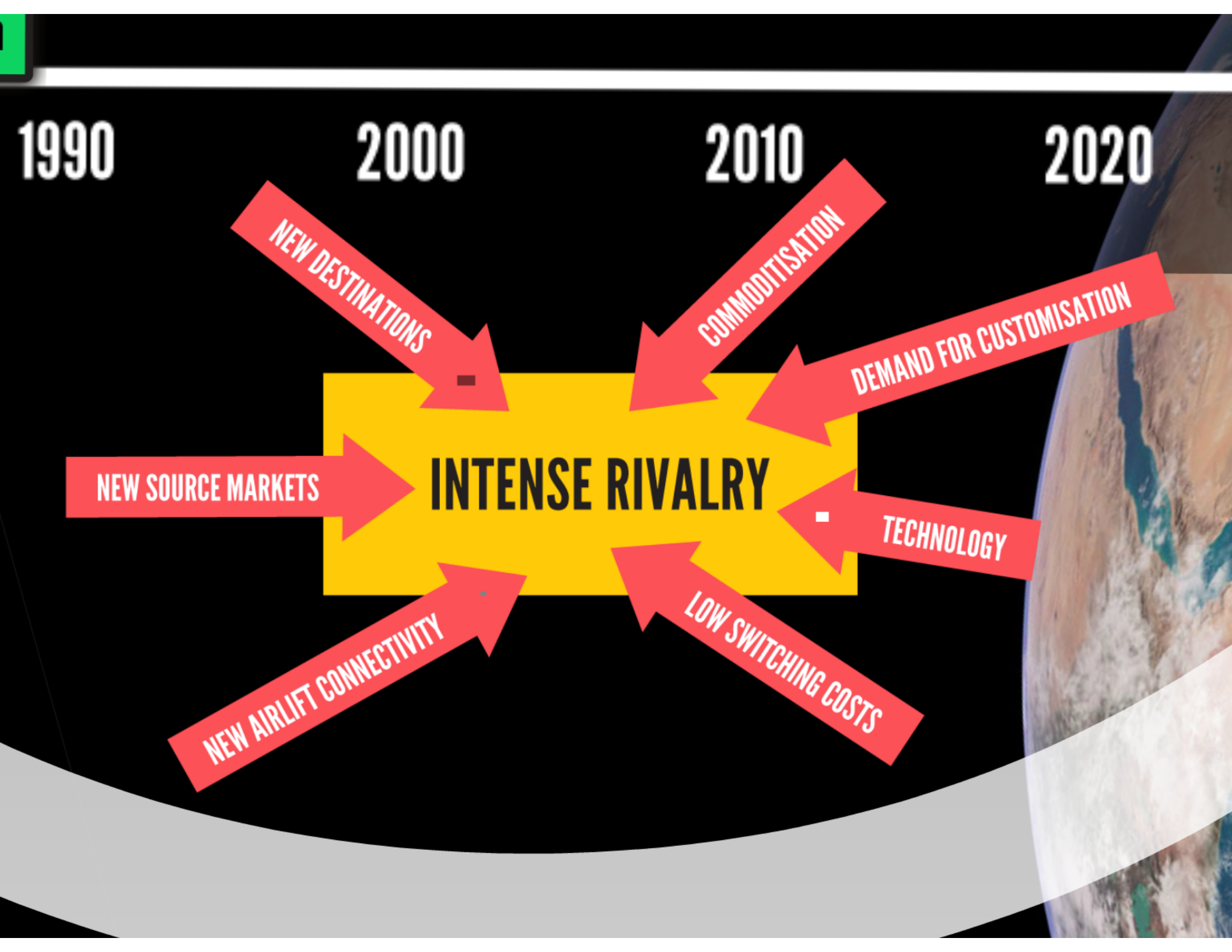
NEW SOURCE MARKETS

INTENSE RIVALRY

TECHNOLOGY

NEW AIRLIFT CONNECTIVITY

LOW SWITCHING COSTS



Innovate

Diversify

Re-energise



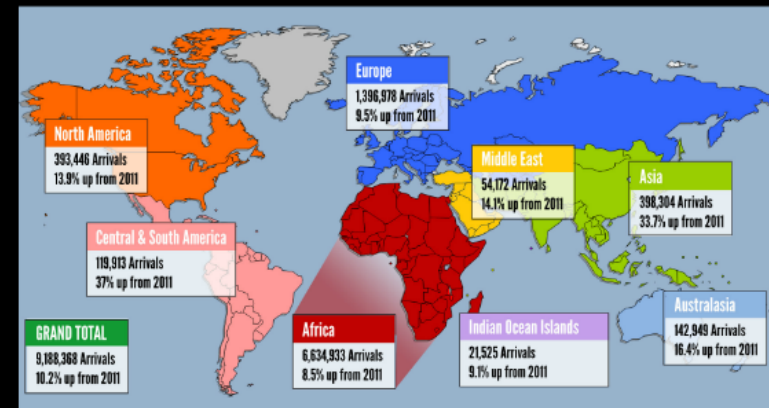
Manage our risks



Manage our risks

Balance domestic, regional & long-haul markets

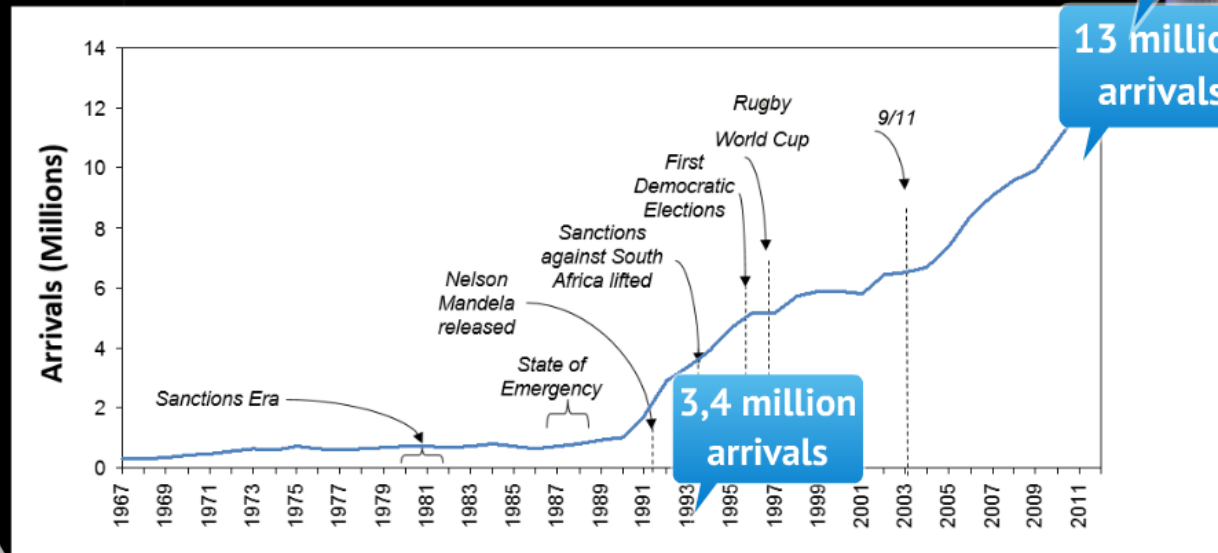
Portfolio of mature & emerging markets



Diversify: Leisure, business & events



South Africa's experience



9,2 million tourists

13 million arrivals

3,4 million arrivals

COMPLIMENTARY 10 UNITS
**RUGBY
WORLD CUP
1 9 9 5**



United Nations
WORLD SUMMIT ON SUSTAINABLE D
JOHANNESBURG, SOUTH AFRICA • 2 AUGUST - 4



**ICC Cricket
World Cup
SOUTH AFRICA 2003**



**COP17/CMP7
UNITED NATIONS
CLIMATE CHANGE CONFERENCE 2011
DURBAN, SOUTH AFRICA**





National Conventions Bureau

R6,2 billion over 5 years



Tourism receipts

Stimulates markets

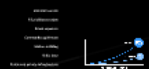
Business, trade & research links

Knowledge economy

Lessons from 2010 FIFA World Cup



FIFA World Cup



Lessons

'Milestone' mindset

Value proposition



309 000 tourists

R3,6 billion receipts

Brand exposure

Community upliftment

Nation-building

Skills base

Public and private infrastructure

309 000 tourists

R3,6 billion receipts

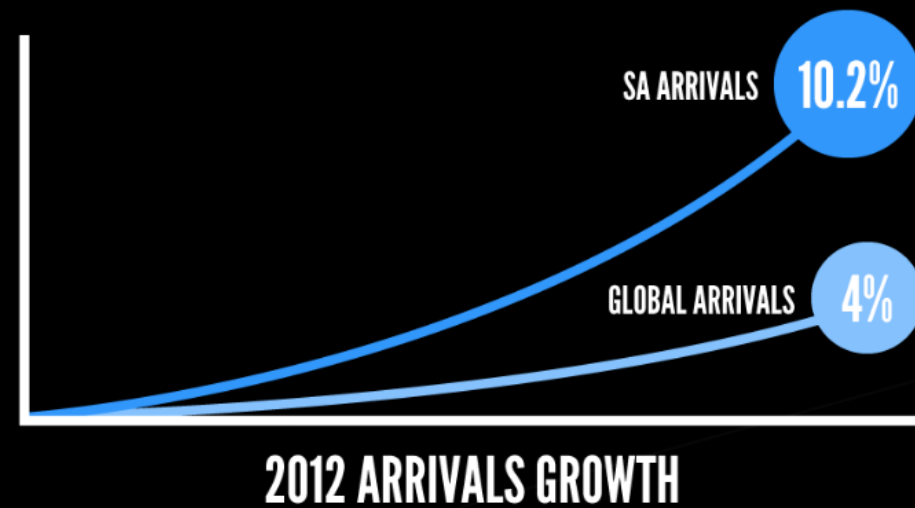
Brand exposure

Community upliftment

Nation-building

Skills base

Public and private infrastructure



Lessons

'Milestone' mindset

Value proposition

Social media & television

Local community support

Greening = licence to operate





Stimulus for green economy transformation

Carbon, water & waste

Consumer & supply chain

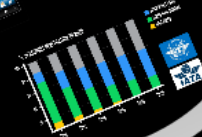
Links to broader economy



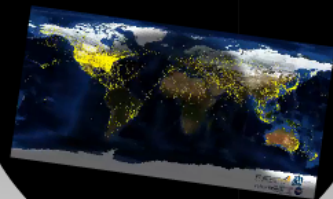
Travel facilitation



G20 Leaders' Declaration commits:
"While recognizing the sovereignty of States to control the entry of foreign nationals, we will work towards simplifying travel facilitation measures in support of job creation, quality work, poverty reduction and growth."



Air connectivity



Carbon footprint



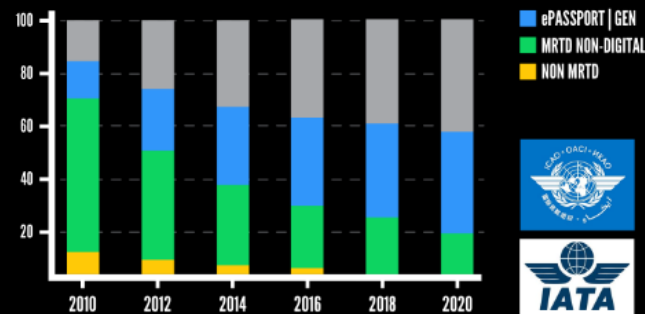
Travel facilitation



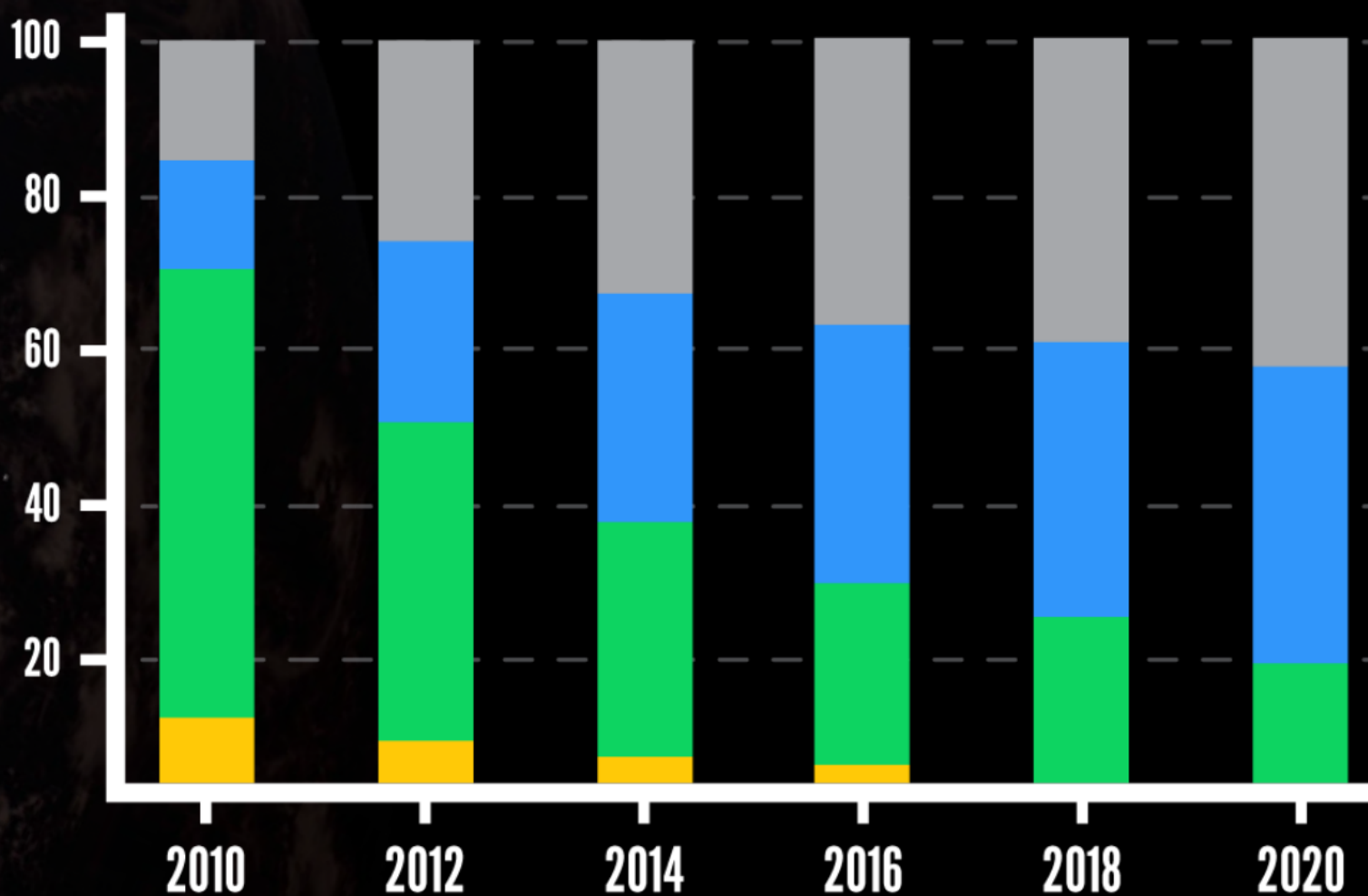
G20 Leaders' Declaration commits:

“while recognizing the sovereign right of States to control the entry of foreign nationals, we will work towards developing travel facilitation initiatives in support of job creation, quality work, poverty reduction and global growth.”

% ePASSPORT PENETRATION TO 2020



% ePASSPORT PENETRATION TO 2020



-  ePASSPORT | GEN
-  MRTD NON-DIGITAL
-  NON MRTD



Air connectivity



Air Connectivity



Carbon footprint





Tourism and Mega-Events

Shaun Vorster
South Africa

