



ROLE & MAIN ACTIONS

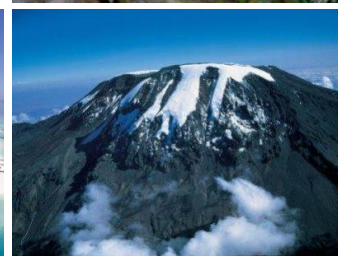
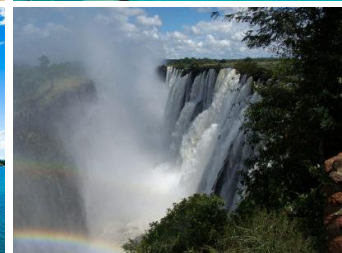
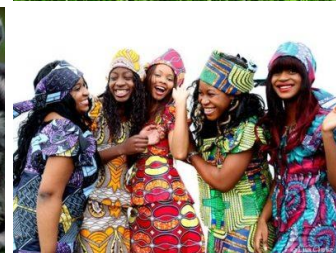
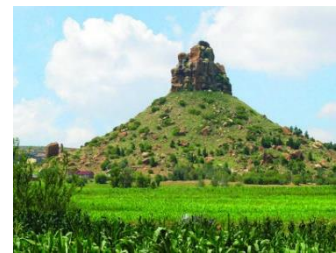
CONTRIBUTIONS BY THE GROUPS

STRATEGIC PLANNING MEETING

DAY 1

Johannesburg

26th July 2017



Role & Main Actions of RETOSA – Summary of Contributions by Groups

- ❑ **Main Role: Regional coordination of tourism development; Digital Marketing**
 - 1. Create a platform for the private sector (collaboration with the private sector)
 - 2. Promote Regional Integration
 - 3. Digital Marketing

- ❑ **Main Role: Coordination (of ideas, of good practice, of advocacy, of lobbying)**
 - 1. Intra-Africa Tourism (Robust economy needs strong domestic and regional tourism activity)
 - 2. Sustainability (e.g. charging client profiles and expectations; advising on legislation and taxes)
 - 3. Advocacy (accessibility; strategically champion key member issues)

- ❑ **Main Role: Advocate; Facilitator; Coordinator**
 - 1. Harmonization of Quality Standards
 - 2. Developing of Digital Marketing; Strategies shared with member states
 - 3. Developing new source markets

- ❑ **Main Role: Coordinator of the Regional Tourism through product development ideas**
 - 1. Coordinate development (e.g. International Conferences; Mega-events)
 - 2. Coordinate development of Health Tourism
 - 3. Digital Marketing development (e.g. Regional Statistical Data Dank)

- ❑ **Main Role: Coordinate and implement Regional Collaboration around Marketing (Tourism) in SADC**
 - 1. Coordinate, accurate, timeous Regional Statistics
 - 2. Develop and implement a Cost Effective Campaign; Marketing Strategy Campaign
 - 3. Monitoring of evaluation of the Marketing Strategy; Building of Partnerships with ICP, WTO, NGOs

- ❑ **Main Role: RETOSA is a needs and opportunities identifier; Identifying the needs and satisfying those needs to raise funds from potential funders**
 - 1. Analysts to increase Tourism
 - 2. Product Development; Increase Product Variety/Quantity
 - 3. Create Opportunities for tourist to spend (length of stay and expenditures)

Main role of RETOSA

Please reflect on what should be the main role of RETOSA and describe it:

Regional coordination of tourism development; Digital Marketing

Main actions for RETOSA

Considering the main role defined for RETOSA, please identify the three main actions/projects that RETOSA should develop within the next 5 years:

1. Create a platform for the private sector (collaboration with the private sector)

2. Promote Regional Integration

3. Digital Marketing

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Coordinator of the Regional Tourism through product development ideas

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Main role of RETOSA

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Coordinate Regional Collaboration around Marketing (Tourism) in SADC; Coordinate and implement

Main actions for RETOSA

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