



# THREE MAIN ACTIONS

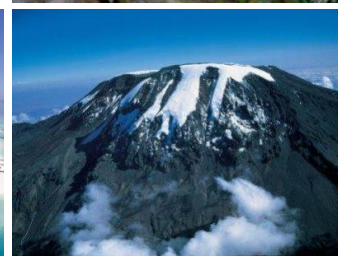
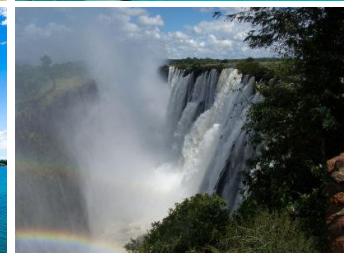
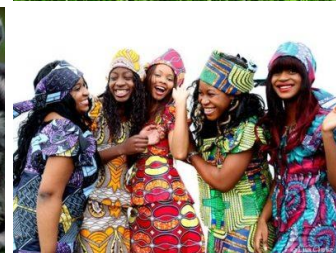
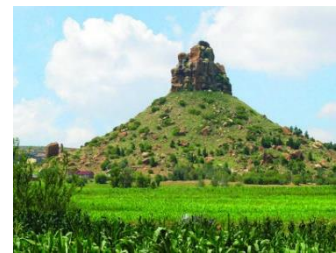
## CONTRIBUTIONS BY THE GROUPS

### STRATEGIC PLANNING MEETING

### DAY 1

Johannesburg

26<sup>th</sup> July 2017



## **1. Increase Market Share**

- i. Digital marketing
- ii. MICE Tourism
- iii. Tourism Visa

## **3. Build complementarity w/ Tourism Boards**

- i. Share info/research / product develop.
- ii. Harmonization of Quality Standards
- iii. Collaborate on New Source markets

## **5. Innovation in Tourism**

- i. Cross boarder tourism product develop.
- ii. Multi-country offering and promotion (guidelines)
- iii. Symposiums on marketing innovation

## **2. Engage Private Sector**

- i. Demonstrate outcomes
- ii. Tourism Ethics
- iii. Broker for Multi-destination

## **4. Digital Marketing**

- i. Define Digital Strategy w/all countries (shared objectives)
- ii. Capacity building in digital marketing (integrated platform)

## **6. Increase Funding**

- i. Mapping of Funding sources (list /country)
- ii. Meet needs/ interests of stakeholders
- iii. Generate interest

## Added by Chairperson

### Increase Retosa Impact

- i. Define and prioritise small projects w/ significant impact
- ii. Adopt a strong communication strategy (PR)
- iii. Focus on needs of private sector
- iv. Become champion advocate for Coordination Unit

