

Tourism KwaZulu-Natal's Annual Report 1999/2000

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The continually improving numbers of domestic and international visitor arrivals into KwaZulu-Natal are strongly indicative of this province's effective marketing efforts. The increase in arrivals also suggests that KwaZulu-Natal is coming of age and able to claim its rightful place as the country's premier destination.

Since my appointment as the Provincial Minister responsible for Economic Development and Tourism, I have repeatedly stated that during my term of office I intend focusing on accelerated economic delivery. This represents a shift from policy formulation, which characterised the department's activities between the 1994 and 1999 elections. As it now stands, this delivery driven approach has had to filter down to all public and private sector entities in the province, including the KwaZulu-Natal Tourism Authority.

It is pleasing to note that the government's new policies are being implemented and are producing results, some of which are reflected in the content of this Annual Report. In the past the KwaZulu-Natal Tourism Authority concentrated on the marketing of our existing tourism products. It is now focusing on expanding the province's market by accelerating the campaign to develop new tourism products that will complement the existing product mix. Ultimately, this will ensure that even the previously disenfranchised sectors of our society can be drawn into the mainstream tourism economy, which in the past was unthinkable.

The identification of new tourist attractions in the province, such as the eMakhosini Valley, KwaShushu Hot Springs, Mkhambathini Game Park, Ongoye Forest and other natural and historical sites, is expected to have a positive impact on the province's rural poor. In addition, the declaration of the Greater St Lucia Wetland Park as one of the three World Heritage Sites in South Africa has heightened hopes for a better life among poor communities living within the Lubombo Spatial Development Initiative. I am certain that the resources being invested in these efforts will contribute positively to economic growth and job creation in these regions.

The decision to reposition the province's marketing strategy by using the anchor brand of the The Kingdom of the Zulu is expected to enhance its unique profile and imagery within global tourism. This new and innovative approach could not have come at a better time, when the concept of an African Renaissance is taking root nationally and internationally. KwaZulu-Natal is endowed with a rich cultural diversity, enviable historical and natural attributes, and is highly marketable as a credible international tourism destination, offering all the pre-requisites for an African Renaissance.

The Tourism Act which was promulgated in 1996 made provision for the establishment of a Tourism Authority. However, it has come to my attention that a range of matters need revisiting. These include policy responsibility and direction as well as the relationship between government and the Tourism Authority. In addition, the restructuring at local government level will place new demands on the relationship between province and local government. As a result of this I will be initiating a policy and legislative review around tourism in the province in the coming year and will be taking this process through the Portfolio Committee and legislature during 2000/2001.

Co-operation, hard work and more hard work will be crucial to success in our quest to transform this province into the economic miracle of southern Africa. We have already demonstrated that together - as government, commerce and industry, communities and other organs of civil society - we can make KwaZulu-Natal a winning province in this new African century.

Mr Michael Mabuyakhulu
MEC Economic Development and Tourism
KwaZulu-Natal

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The KwaZulu-Natal Tourism Authority

The KwaZulu-Natal Tourism Authority was established in 1997 in accordance with the KwaZulu-Natal Tourism Act of 1996. The Act provides for the establishment and development of bodies to develop, promote and market tourism in the province within the framework of government policy.

Prior to 1994, tourism marketing was a function of national government. However, following the installation of a democratic national government in that year, this responsibility was devolved to the provinces. Provinces are now responsible for both tourism product development and the marketing of their regions both domestically and internationally. At the national level the Department of Tourism and Environmental Affairs utilises South African Tourism (SATOUR) as its marketing arm with its role to market the country generically to international markets.

The organisation has a board of 20 members chaired by Mr CP Brink and vice-chaired by Prof L Magi. The Chief Executive Officer of the organisation is Mr Gareth Coleman. The board and chairperson of the KwaZulu-Natal Tourism Authority were appointed by the provincial Minister, and the board comprises representatives of industry, communities, organised labour, metropolitan local government, urban and rural government, the Department of Economic Development and Tourism and the Parliamentary Tourism Portfolio Committee.

The board has six sub-committees: Marketing; Product Development and Market Research; Policy; Education and Training; Audit and Support Services. The following were members of the board in the year under review: Ms N Dube, Mr E Gigaba, Mr A Gooderson, Mr GC Gumede, Mr A Konigkramer, Mr EML Maphumulo, Mr F Marawa, Mr V Mchunu, Mr AT Mdaka, Mrs Z Mdhlahla, Mr SA Mvelase, Mr G Nduli, Mr MZ Ndwandwe, Mrs L Pampallis, Mr G Patzer, Mr MJ Sikhosana, Ms B Xaba-Shezi, Inkosi WN Zwane, Dr Bheki Langa, Mr Peter Corbett and Mr Pat Mdoda.



The organisation has five departments: CEO and Corporate Affairs; Corporate Services; Product Development; Research and Information Management and Marketing Communications. It has five managers: Mr Robbie Naidoo (Corporate Affairs); Mr Mxolisi Nkosi (Corporate Services); Product Development (currently vacant - Mr Eric Apelgren managed the department in the year under review); Mr James Seymour (Research and Information Management); and Ms Mmatsatsi Ramawela (Marketing Communications - Mr Robbie Naidoo managed the department in the year under review).

Corporate Affairs

The responsibility of this department is to manage the corporate profile and public relations of the organisation. It has five core areas: corporate affairs, marketing, image marketing, event management and public relations. The organisation sees as pivotal the need to change perceptions with regards to crime and violence in the province. The

KwaZulu-Natal Tourism Authority is to implement a major national image marketing campaign that will focus on dealing with the perceptions and realities of safety, security and crime and profiling the importance of tourism.



Product Development

The function of this department is to undertake strategic product development in the province. The department has the following objectives: to broaden ownership in the industry, particularly amongst the previously disenfranchised sector; to complement and improve the existing tourism mix; to give support to the strategic marketing framework of the organisation; to facilitate new investment in areas of low economic activity and to facilitate new tourism infrastructure including events.

Research and Information Systems

The objective of this department is to develop, manage and maintain a dynamic, relevant and accessible tourism information management system (database) and research programmes for the province. The department identifies and implements key baseline market research studies which the Authority needs to conduct in order to develop effective marketing strategies and to monitor its performance. The department also manages the information technology requirements of the organisation.



Marketing Communications

The key function of the Marketing Communications Department is to conduct and manage projects which ultimately influence the decisions of potential tourists to visit KwaZulu-Natal. In order to achieve this the department will focus on the implementation of both international and domestic marketing strategies. The department will look to facilitate and co-ordinate tourism marketing efforts in the province.

The KwaZulu-Natal Tourism Authority recognises that the province enjoys a dominant position as South Africa's most popular tourist destination. It therefore aims to build on this profile by drawing market share from other provincial destinations and by positioning KwaZulu-Natal as a viable alternative to international vacation travel. The department will, as a result, concentrate on strategic promotional campaigns during key periods and utilise targeted advertising. The organisation also produces a suite of marketing tools and literature intended to lure both the domestic and foreign tourist to the province.



Corporate Services

The department focuses on the overall administration of the organisation with specific focus on financial and human resource management. The department is responsible for setting financial controls and for the recruitment and training of staff. It is also responsible for reporting to the Department of Economic Development and Tourism with regards to the budget allocation and the monitoring of budget spend.

In the 1999/2000 financial year the Department of Economic Development and Tourism allocated an amount of R10,5 million to the KwaZulu-Natal Tourism Authority. This represented an increase of R6,6 million on the previous financial year.

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State of Tourism

The Domestic Tourism Market

The KwaZulu-Natal Tourism Authority commissioned a study in 1997 to determine the nature and extent of KwaZulu-Natal's domestic and foreign tourism markets. This exercise is currently being repeated to determine how this market has performed and changed over the past two years. The domestic survey component is being conducted in three phases. Each phase involves administering a structured questionnaire to a representative sample of 900 South African adults living in urban areas. These studies have revealed that this province still has the dominant share of South Africa's domestic tourism market.

There was, however, a decline in terms of domestic tourism over the October 1999 to January 2000 period. The reasons for this decline could be ascribed to the following: - The fact that there was a universal tendency not to travel over this period as a result of Y2K fears and a desire to stay at home for the Millennium festivities. - Consumer resistance to 'price hikes'. - The economic recession, which was only beginning to abate at the end of 1999.

On the basis of the research that has been undertaken it is possible to estimate that in the order of 8 million domestic tourists from outside or within this province travelled to one or more destinations within KwaZulu-Natal, on an annual basis. The primary reasons why domestic tourists visit destinations in KZN are to visit family and friends.

KwaZulu-Natal's core market for domestic tourists are the residents of its own province. It is important to note that this is a common phenomenon in South Africa, with other key domestic tourism destinations such as the Eastern Cape and the Western Cape displaying a similar pattern. Gauteng is this province's core external source market.

However, it is important to note that when this province's market is analysed in terms of holidaymakers only, Gauteng is the most important market for this form of tourism.

The key destinations, which are visited by domestic tourists in this province, are the Durban Central area, the South Coast, the Midlands and the North Coast.

The domestic surveys have revealed that an average adult domestic tourist who visits a destination in this province spends in the order of R600, thus implying that this province's domestic tourism market is worth some R5 billion, in terms of consumer expenditure.

The International Tourism Market

The survey revealed that approximately 30% of all overseas and African air arrival tourists who visit South Africa visit this province. This is in line with the findings of similar surveys, which have been conducted by South African Tourism (Satour).

It is estimated that 1,7 million overseas and African air arrival tourists visited South Africa in 1999. This was only marginally higher than the previous year as a result of economic recession being experienced in many of South Africa's core markets, and also as a result of the fact that South Africa was only intending embarking on an aggressive international marketing campaign towards the end of 1999. Roughly 500 000 of these tourists visited KwaZulu- Natal. These tourists emanate predominantly from the following markets:

- United Kingdom 21%
- Germany 12%
- Africa 12%
- North America 9%
- The Netherlands 5%
- France 4%

They visit KwaZulu-Natal primarily for holiday purposes (58%). Approximately 23% do so to visit family and friends and 14% come to the province for business purposes.

The core destinations that are visited by foreign tourists are:

- The Durban Metropolitan area (73%)
- Zululand and Maputaland (47%)
- The North Coast (29%)
- Pietermaritzburg and the Midlands (28%)
- Drakensberg (28%)

Some key attractions are:

- Durban Beachfront (62%)
- Drakensberg (28%)
- Valley of 1000 Hills (20%)
- Seaworld (19%)
- Hluhluwe/Umfolozi (18%)
- Zulu Villages (17%)

Core activities that visitors engage in are: - Beach (41%) - Nature Reserve (35%) - Arts or Crafts Centre (22%) - Hiking (18%) - Museum/Art Gallery (15%) - Water Sport (12%)

Foreign tourists who visit this province spend an average of R4 175 per individual during their stay. This implies that this province's foreign tourism market is worth in the order of R3 billion in terms of consumer expenditure.

Overall Performance

KwaZulu-Natal's tourism industry was thus worth in excess of R8 billion in terms of consumer expenditure in 1999. Its contribution to the Gross Geographic Product (GGP) of this province is estimated to be in the order of 10%. This implies that this industry employs directly or indirectly in the order of 200 000 people.

Key Conclusions

KZNTA's studies have revealed that there are two primary factors which threaten KwaZulu-Natal's share of both the domestic, and international tourism markets; namely perceptions of crime and grime. Furthermore, it appears that this province is not marketing the diversity of its tourism product adequately. There is a need to create a greater awareness of KwaZulu-Natal's diverse tourism product. However, on the whole tourists tended to enjoy their stay in this province and are likely to return, as well as to recommend it to friends and relatives. The studies have highlighted the tremendous influence which word of mouth communication has on influencing the decision of tourists to visit destinations in this province. A creative marketing strategy needs to be developed in order to exploit this medium of communication. Marketing activities should primarily be focused on the residents of Gauteng and KwaZulu-Natal, particularly the members of Living Standard Measurement Groups 7 and 8. Furthermore, they should be directly and aggressively aimed at these potential tourists. The focus in terms of international marketing should be the residents of the United Kingdom, Germany, other European countries, particularly France and the Netherlands, certain African countries and the USA.

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Report by the Chief Executive Officer Gareth Coleman

Activities for the year:



PARTICIPATION IN INTERNATIONAL TOURISM SHOWS

International and domestic trade shows are critical venues for showcasing both the province and the tourism initiatives within it. They are also ideal situations for enlarging critical networks with other members in the trade, and raising the profile of the province and of the Tourism Authority. South Africa ranked 54th in 1990 as a tourism destination. However, by 1998 it had moved up to 25th place overall (WTO). It is important in terms of target marketing to discover which countries provide the most important overseas tourist market sources for South Africa. This report provides a brief overview of the trade shows attended during the past year, the contacts made, follow-ups done and target market profiles developed.

South Africa

Indaba, International Convention Centre, Durban, May 9- 12 1999

In 1999 Indaba continued to grow as the premier international tourism event showcasing South Africa to international media and buyers. It was the eighth year that the show was hosted by the city of Durban with over 800 exhibitors and 3 000 trade and tourism representatives. More than 1 400 delegates, including media representatives from 68 countries, attended the event. The UK had the largest number of delegates (142), Zimbabwe (135), USA (131) and Germany (119).

The KZN Tourism Authority was responsible for co-ordinating the KwaZulu-Natal stand and provided the opportunity for 21 new products to be present giving them the opportunity to meet international buyers and network with the already established industry in South Africa. Publicity Associations were accommodated on rotating basis over the four days. The theme of the KZN stand was 'Kingdom of the Zulu' and reflected Zulu culture and the diversity of the province. In an attempt to have a greater presence, the KZN theme was carried throughout the entire provincial grouping. A workstation was provided for people conducting township tours. It was utilised by various entrepreneurs on a rotation basis.

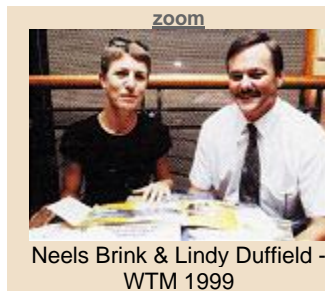
A total of 1 200 KZN teaser brochures were distributed. The province had the opportunity to host 24 journalists who were taken on media tours of the province. The journalists were from Indonesia, Malaysia, Brazil, India, France and Taiwan. The KZN Tourism Authority in conjunction with Durban Africa also hosted foreign media to a presentation and a meal. The function was attended by the then Minister of Economic Affairs and Tourism, Minister Jacob Zuma. A presentation was done on several investment opportunities in the province, highlighting the Emakhosini and Isibiya projects. **USA**

The USA provides one of the largest tourist sources worldwide. American tourists spent some \$51,2 billion in 1997, resulting in the USA having the highest tourism expenditure of any nation on earth. The US market grew by 23,3% in 1997. South Africa's share of this market is only 0,5%. The USA was responsible for a total of 166 071 tourist arrivals to South Africa during 1998. Americans and Canadians spent an average of 20,4 nights in South Africa. Some 27% of all North American tourists who came to South Africa in January 1999 visited KwaZulu-Natal. Visitors from North America spent an average of 1,8 nights in KwaZulu-Natal during their stay.

USA Trade Shows

SATOUR North American Workshops, USA, 28 September to 6 October 1999

Research and Development manager James Seymour attended several Discover South Africa Workshops in the USA on behalf of KZNTA during the latter half of 1999. These were held in the significant tourism source areas of New York, Chicago, Houston, San Francisco and Los Angeles. More than 100 contacts were made with members of the American tourism trade. When the KZNTA representative returned to South Africa, all contacts were followed up and relevant information was sent to them.



UK

The United Kingdom was in fourth place as regards tourism expenditure in 1997, with \$27,7 billion spent on tourism trips excluding transport. The UK remains South Africa's largest overseas source market, providing over one fifth of the overseas visitors to the country. During 1997 there were 283 735 UK visitors to South Africa, and this increased to 321 281 for 1998, an increase of just over 13%. South Africa's share of the UK long haul market is thus approximately 3%. The total estimated revenue from the UK during January 1999 was R432 million, almost double the R286 million for January 1998. The UK supplies over one quarter of the international visitors to KwaZulu- Natal. These visitors spent an average of 2,1 nights in KwaZulu-Natal during trips in 1998, but this was down to 1,1 nights in January 1999.

UK Trade Shows

World Travel Market, London, 15 - 19 November 1999

Chief executive officer Gareth Coleman and marketing communications manager Robbie Naidoo met with representatives of some 69 foreign tourism agencies, and several southern African ones. Participation was mainly in the form of distributing KZNTA brochures, videos and other promotional material, and in exchanging business cards with other participants. Close to 80 sales calls were made and tourism tour operators and wholesalers indicated a keen interest to include KwaZulu-Natal on their itineraries and in their packages. Furthermore, the representatives have pursued the issue of bringing in new airline charter services into Durban following the departure of key carriers a year ago. The representatives also helped secure the arrival of some 60 European tour operators in this country in 2000.

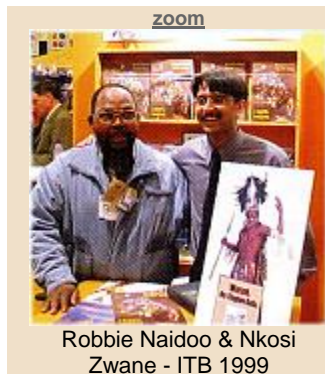
Germany

The WTO rated Germany second in terms of tourism expenditure in 1997, having spent a total of \$46,2 billion during that year, excluding transport. Germany is the world's most important tourism generating market in terms of numbers, with approximately 77 million German travellers during 1996. Germany is an important tourism source market supplying in excess of one eighth of South Africa's international tourists. It was responsible for a total of 195 878 tourist arrivals to South Africa during 1998. Germany is the second largest supplier of international tourists to KwaZulu-Natal. Some 30% of all German tourists who came to South Africa in January 1999 visited KwaZulu- Natal.

German Trade Shows

ITB, Berlin, 6 - 10 March 1999

Marketing representative Lindy Duffield and board chairman, Mr CP Brink attended ITB, the largest tourism trade fair in the world. The ITB was attended by 60 000 trade visitors from 182 countries and 56 000 consumer visitors, plus 6 136 journalists from 87 countries. Through the facilitation of the German representatives, Birgit Huester and Werner Gordes, meetings were conducted with a series of trade and media delegates. The opportunity was utilised to inform the trade about Indaba and the pre-and post-educational. Many trade confirmed their participation on these tours at ITB. In addition, arrangements for media groups representing Germany, Eastern Europe, Switzerland and Austria for pre-Indaba tours were secured. The highlight of ITB was the launch of a KZN promotional flyer in German. Some 1 500 copies were distributed in addition to the popular KZN Tourist map.



Robbie Naidoo & Nkosi
Zwane - ITB 1999

France

France is an important source market for international tourists to South Africa, ranking about fourth. South Africa's share of the French market accounts for 3,8% of the total number of French travellers to Africa. France was responsible for a total of 72 994 tourist arrivals to South Africa during 1998. The total estimated revenue from France during January 1999 was thus R97 million, an increase from the R63 million of the same period during 1998. Approximately 35% of all came to KZN. They did not spend much time in the province though with only 0,3 nights being recorded in Durban.

French Trade Show

SATOUR French Workshop, Paris, 24 - 25 November 1999

Chief executive officer Gareth Coleman participated in a South African Tourism trade workshop held at the Eiffel Tower in Paris in November 1999. A total of 30 operators were engaged during the workshop. The representative reported that there were opportunities around cultural tourism, nature-based and ecotourism and sports holidays including golf, windsurfing, cycling and horseriding.

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Participation in Domestic Trade and Consumer Shows

East Coast Radio Getaway Show, Durban, 19 - 21 November 1999

Following consultation with Timeless Afrika and the respective tourism regions it was agreed to utilise an Anglo-Boer War theme at the East Coast Radio Getaway Show at the International Convention Centre in Durban. The stand was developed as a joint initiative with Timeless Afrika and an invitation was extended to the KwaZulu-Natal product owners to participate. A total of 42 product owners were represented on the Tourism KwaZulu-Natal stand. Owing to the excellent response from their area, the Indlovu Regional Council was forced to secure their own space in order to be able to accommodate their product owners. During its three days, a total of 15 000 people visited the show. The following KZN promotional material was distributed: Teaser brochures: 1 400, Hiking brochures: 800, Scuba Diving: 900, Camping and Caravanning: 900, Maps: 1 000 and Kingdom of the Zulu Balloons: 1 000.

Promotional Activities at the Show:

An eight-page newspaper supplement with KZNTA branding and tourist information was inserted into The Mercury on 18 January 1999. In conjunction with the Getaway Show, a mailshot in Travel News Weekly magazine was sent to the 1 500 trade representatives with a complimentary entry pass for the show. TKZN also received branding on the entry passes to the show. A total of 51 trade representatives attended the trade day, which included a visit to the show, followed by a riksha bus ride along the Victoria Embankment and the Point Waterfront. Presentations were held at Tropicana Hotel by: Gooderson Leisure, Khaya Car Hire, KZNTA and Ida Scheepers of the St Lucia Wetlands Festival. A competition was organised in conjunction with East Coast Radio. DeeJay Kim Jones was present on 21 November 1999 and a live crossing was done for the draw from the KZN stand. KZNTA helped source competition prizes from Seaworld, the Umgeni River Bird Park, PheZulu Safari Park and X4 Dolphin Microlight School flights. Some of the main sponsors of prizes were: Khaya Car Hire, Protea Hotels, San Lameer and Zimbali Lodge.

MTN Getaway Show, Johannesburg, 23 - 26 September

The show held at the MTN Sundome in Johannesburg attracted 31 000 visitors and 450 exhibitors. The Gauteng market is the second largest in terms of the province's domestic consumer market after KwaZulu- Natal itself. A partnership was established with Timeless Afrika to manage the KZN stand which included the participation of some 50 companies representing both individual products and tourism organisations. The stand was designed around the theme of the Anglo- Boer War with paintings on the wall of the stand reflecting the different tourism assets of the province. KZNTA was largely responsible for the provision of generic information on the province. In attendance at the show were Nasreen Shaik and Linda Ngcipe. The organisation had a separate stand and used the opportunity to promote the region as an affordable holiday destination with a diversity of experiences. A total of 2 000 teaser brochures, 2 000 maps, and 2 000 copies of the Hiking Trails brochure were distributed at the show. Other promotional items like video cassettes and balloons were also handed out.

Outdoor Adventure Show, Kyalami, 16 - 20 June

The Outdoor Adventure Show is a consumer show and KZNTA participated alongside Timeless Afrika, Indlovu Regional Council and the Uthungulu Regional Council. Total attendance at the show was 45 000 over the four day duration. The show was attended by Nomika Singh and Sbusiso Mdladla. A total of 1 800 KZN teaser brochures and 1 500 regional brochures were distributed. There were a total of 1 304 personal visits to the stand. There were numerous enquiries for the KZNTA Scuba Diving and Camps and Caravanning brochures.

KFM Getaway Show, Cape Town, 23 - 25 April 1999

KZNTA exhibited under the umbrella of the Timeless Afrika stand. A small number of KZN service providers exhibited at the show. Some of them were KZN Nature Conservation Service, Durban Africa, Eshayamoya Country and Msinsi Holdings. A total of 1 214 personal visits were made to the TKZN stand. Total gate figures at the event were 16 608. Several inquiries came from visitors who had just visited the province or who were about to travel to KZN. There were requests for road maps and brochures. A total of 400 teaser brochures, 800 maps, 600 hiking trails brochures, 400 scuba diving brochures, 400 Camping and Caravanning brochures and 200 Dolphin Coast brochures were distributed. The representatives also distributed 600 Kingdom of the Zulu balloons.

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Print Media

Despite advances in information technology and the electronic media, the use of print media remains an essential aspect of tourism marketing. During the course of the financial year, the KwaZulu-Natal Tourism Authority embarked on a number of initiatives using the print media to market the province generically and to attract tourists to the province.

Tourism on Track Newsletter

The KZNTA produced four editions of its in-house newspaper, 'Tourism on Track' in the 1998/99 financial year. Tourism on Track was funded primarily through advertising revenues and was managed by the Amanzimtoti Printing & Publishing Company. The 12-page tabloid-size newspaper covered news in the tourism industry and had a print run of 10 000 copies distributed around the province to: product owners, publicity associations, regional councils, the Amakhosi, Satour offices, Cabinet ministers and members of the board of KZNTA. The publication was replaced by a new publication called Wozani . Currently an internal newsletter of the same name is published bi-monthly and covers work done by the organisation and general provincial tourism developments

Advertising in the Print Media

Advertisements profiling the province and KZNTA were placed in the following domestic and international publications:

Sportsunk Tours (Golf Magazine - May 1999)
Welcome Publishing (Immigrations - Johannesburg Airport - May 1999)
Maputaland Brochure (May 1999)
Margate Arts Festival (May 1999)
Sud Afrika (May 1999)
Tourism Summit Supplement (Mercury - May 1999)
Advert on CD Rom on Zululand by Peter Engblom (July 1999)
Independent Newspapers 20th Century Supplement (Daily News - July 1999)
Splashy Fen Anniversary Coffee Table Book (July 1999)
What's On (September 1999)
University of Natal Film Festival Magazine (July 1999)
University of Natal Poetry Festival (July 1999)
Advert in Umlazi Tourism Guild Publication (August 1999)
Tourist Buddy Publication (August 1999)
Advert in Maputaland Classifieds of Getaway Magazine (September 1999)
Tourism Month Advert in Primary News (September 1999)
Branding of boxes for World Religions Conference (November 1999)
Sud Afrika (November 1999)
SATOUR Explore SA Factfile (November 1999)
Signage Bat Centre
Indian Academy (December 1999)

Sponsored Print Supplements

Midlands Explorer

Tourism KwaZulu-Natal sponsored two supplements in the Mercury focusing on the tourism attractions in the KwaZulu-Natal Midlands region. The first publication was printed in May 1999 and the second in June 1999.

Eating Out Guide

A total of 65 000 copies of a brochure providing details of KwaZulu- Natal's premier restaurants were published in partnership with the Mercury. These were published in the Mercury in June 1999 and January 2000. Renowned food critic Anne Stevens wrote the supplement.

Shaka Day A supplement released to coincide with the celebration of King Shaka Day on 24 September 1999 was produced in the Daily News. This was the first ever supplement focusing on King Shaka. It was inserted into the newspaper and distributed at the celebrations in Kwa-Dukuza.

Grog Knowler's Pub Guide

A total of 65 000 copies of a brochure providing details of key pubs and bars in KwaZulu-Natal were published in partnership with the Natal Mercury. These were published in the Mercury in February 2000. Well-known columnist Greg (Grog) Knowler produced the publication.

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Press Liaison

The competent use of the press remains one of the most cost-effective ways of marketing. It also provides an indication of the relevance of particular institutions. The media profile increased significantly during the year under review. The following statistics reflect this increased exposure and increasing awareness of the role of the tourism industry.

Media Releases

A total of 63 media releases were issued during the period under review.

Electronic Media

The use of the electronic media and especially the radio have been acknowledged as being central to any marketing campaign in South Africa. During the course of the financial year, Tourism KwaZulu-Natal entered into a number of agreements with the electronic media, both television and radio - to profile the province.

Radio Interviews

As the official tourism body of the province the marketing communications division was regularly requested to provide comment on tourism matters in the province. The increased coverage of tourism issues was witnessed through increasing requests for comment and information from the electronic media. Radio interviews were provided to the following radio stations:

East Coast Radio 78
Radio Lotus 32
P4 22
Ukhozi 19
SAfm 22
Durban Youth Radio 4
Radio 702 8
Radio Highveld 4
Radio Oranje 2

Radio Advertising

Tourism on Track - East Coast Radio

KZNTA continued with its existing programme Tourism on Track on East Coast Radio. This included 2,5 minutes of advertorial called 'Tourism on Track' with billboards (one-liners publicising KZNTA) every Saturday morning at 08:50. The programme ran for 50 weeks. It introduced a generic tourist destination or route in the province. A competition was featured every fortnight and was linked to the feature in the Sunday Tribune. A total of 24 prizes were awarded during the year and 36 attractions were featured. Among them were: Thousand Hills (24/06/99 & 17/09/99), Durban (10/04/99), Dolphin Coast (09/10/99 & 17/12/99), Sugar Coast (12/05/99 & 19/01/00), South Coast (11/06/99), Umtamvuna (29/10/99), South Coast (04/12/99), Amanzimtoti (14/04/99, 26/05/99 & 31/08/99), Port Shepstone (17/08/99 & 18/09/99), Bushmans Experience (01/04/99, 01/07/99 & 26/01/00), Thukela Biosphere (12/08/99), Drakensberg (11/09/99), Paulpietersburg (10/04/99), Dundee (24/04/99, 21/07/99, 14/10/99, & 16/01/00), Ulundi (19/06/99), Ladysmith (27/03/99, 22/05/99 & 16/10/99), Empangeni (27/11/99), Mtubatuba (25/09/99), East Griqualand (06/03/99 & 17/07/99), Rainbow

Route - Eshowe (19/03/99 & 11/12/99), Cobham (07/04/99) and the Battlefields Route (06/05/99).

Dusi Canoe Marathon

A total of 147 radio ads and billboards were featured from 14 to 23 January 1999. This included branding around the East Coast Radio Broadcast Unit.

Comrades Marathon

A total of 39 radio ads and billboards were featured over the day of the Comrades Marathon. KZNTA had exclusivity at the start and end of the marathon.

Television Interviews

A number of television interviews were conducted with staff of the KZNTA in the period under review. A total of 23 interviews were conducted for SABC TV News, six interviews on KZN Tonite, eight on am2day and four on ETV.

Am2day on SABC 2

An agreement covering the flighting of 26 three-minute tourism features over six months on the SABC breakfast programme am2day was concluded and ran into the 1999 - 2000 financial year. Each slot included a competition relating to the respective attraction. Prizes were obtained from the tourism industry by KZNTA. The following inserts were featured every Friday on SABC2 in conjunction with am2day. The co-ordination of the film shoots and sourcing of prizes was done by KZNTA.

5 MARCH 1999 MIDLANDS AND S. DRAKENSBERG
12 MARCH 1999 LADYSMITH AND ESTCOURT
19 MARCH 1999 ESHOWE/MTUNZINI & RICHARDS BAY
26 MARCH 1999 EAST GRIQUALAND
5 APRIL 1999 MARGATE, COUNTRY LODGE, PORT SHEPSTONE, ORIBI GORGE
9 APRIL 1999 AMANZIMTOTI & SCOTTBURGH
16 APRIL 1999 DUNDEE/VRYHEID & NEWCASTLE
23 APRIL 1999 ST LUCIA & HLUHUWE
7 MAY 1999 NORTHERN & CENTRAL DRAKENSBERG
14 MAY 1999 S. DRAKENSBERG
21 MAY 1999 ZIMBALI LODGE SPECIAL
28 MAY 1999 DURBAN METRO
4 JUNE 1999 MIDLANDS

Video Material

- KZNTA continued to distribute a 10-minute generic video of the province produced by Tekweni Productions during the previous financial year. A total of 200 copies of the video were distributed by the organisation.

- KZNTA contributed towards the compilation of the Millennium Launch video. The video featured unique features of the province and highlighted the strategy around the event.

- In the period under review KZNTA funded a video, the 'Taming of the Tugela' in conjunction with producer Kingsley Holgate. The documentary, featured on National Geographic, follows a trip from the source to the Mouth of the Tugela. The video will also be distributed to SATOUR international offices.

- A South African Airways in-flight video was also produced in conjunction with Durban Africa. The KwaZulu-Natal segment is four minutes long and is featured as part of the Tourvest video called 'An African journey'. The video covers the unique selling features of the province with an emphasis on the berg, bush, battlefields, beaches and buzz of the city (Durban).

Tourism Marketing Brochures

The following marketing brochures were produced during the 1999/2000 financial year.

Maputaland brochure: 20 000 copies

60 000 copies

Tourism Margate - Golfing leaflet:

15 000 copies

Scuba Diving brochure:

15 000 copies

Camping and Caravanning brochure:

15 000 copies

KZN Backpackers Guide:

15 000 copies

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Support to Events in KwaZulu-Natal

One of the elements of a successful tourism destination is the establishment of a vibrant events industry. It was in recognition of the importance of this sector of the industry that KZNTA participated in, or provided direct support to the following events during 1999/2000:

- Easter Affair (April 1999)
- Indaba (May 1999)
- Comrades Marathon (June 1999)
- Ocean Action (July 1999)
- Tourism Month Banquet (September 1999)
- Heritage Day Celebrations (September 1999)
- Michaelmas Mania (September 1999)
- Diwali Festival (November 1999)
- Christmas Carnival (December 1999)
- Mata Mata - Playhouse Company (December 1999)
- Launch of Living Treasures Festival (December 1999)
- Dusi Canoe Marathon (January 1999)
- Shembe Festival (January 2000)
- Odyssey Cycle Tour (February 1999) - Book Launch - 'The Rise and Fall of the Zulu Nation' (March 2000)

KZN Millennium Marketing Campaign

The marketing of the official Durban KZN Millennium events was undertaken jointly by KZNTA and Durban Africa under the name KZN Millennium. The major portion of the marketing funds went towards the production and flighting of a 50-second television advert on SABC. The advert showed the splendour of the Kingdom of the Zulu and highlighted the five core Millennium events: the Living Treasures Festivals at St Lucia and Shongweni, the International Convention Centre Ball, the Millennium Parade and the Port Festival. The 50-second television ad was flighted 57 times. The SABC also created new 30-second ads which were flighted 'free of charge' 44 times during October and November. A total of 10 000 high quality event brochures for corporate and tourism industry distribution, and 35 000 provincial maps bearing the Millennium branding, were produced. KZN Millennium made extensive use of outdoor media in the Greater Durban region. Two billboards were erected in Durban (Tollgate Bridge and Francois Bridge).

A total of 5 000 posters, 400 street lamp banners and 65 Perspex light boxes were produced and placed in strategic parts of Durban. Further free radio airtime was received on Radio Ukhosi and other SABC stations. KZN printed 30 000 maps utilising new branding on the cover.

Millennium Research

According to research conducted, the Millennium marketing campaign was a resounding success. The survey, by leading research company Decision Surveys International, showed that more than four million people (35,6%) took note of the campaign and of these, 1,8 million people said the advertising had influenced their decisions to visit the province. Meeting the objectives of positioning the province and Durban as South Africa's premier destination, the campaign reached the most people in Gauteng, followed by KwaZulu-Natal; Eastern Cape and Western Cape. In addition to this, the R5 million put into marketing the Millennium events by Durban Africa and KZNTA leveraged additional funding of R28,8 million in cash, kind and sponsorship. This was more than five times the seed funding. This figure excluded the international recognition the province received as one of the world's top 10 Millennium destinations in the New York Times, on the BBC, CNN and in leading French publications. Of the respondents who saw the campaign, 1,3 million people said the impression it created was good and inviting, making visitors want to come to KwaZulu-Natal. A further 875 000 people said they loved it, and that it was first class. Another 417 000 agreed it was good to see all races together enjoying themselves. A breakdown of some of the leveraged marketing spend shows that free coverage received from East Coast Radio amounted to R1,6 million; Independent Newspapers R2,65 million; SABC R4,9 million and SA Millennium

Trust put in R800 000. The Durban Metro Council put in a further R6 million towards the funding of events.

Anglo-Boer and Anglo-Zulu War

Anglo-Boer War Centenary Commemoration events were held in 11 key towns in the province. The KZNTA allocated funds for the marketing and promotion of the Centenary Commemoration events in the year under review. Funds were also allocated for upgrading of sites utilised during Commemoration events. Marketing funds went towards public relations, receptions, re-enactments, advertising, brochures and exhibitions. All the expenditure was approved by the KwaZulu-Natal Anglo-Boer War Centenary Commemorations Committee. The following battlefields roads were upgraded: Wagon Hill, Chievly and Clouston, Vaal Kraans, Spearmans, Ambleside, Harts Hill, Mount Alice and Spionkop. Funds were also spent on the design and erection of 52 new road signs in November 1999. A total of 10 roads are being upgraded in the Battlefields region. KZNTA signed a contract with Amafa- KwaZulu-Natali to upgrade all agreed Anglo-Zulu War sites over a three-year period. Amafa-KwaZulu-Natali also erected signage in the Battlefields area.

Tourism Ambassadors

The following representatives were appointed as Tourism Ambassadors in acknowledgement of the role they had played in profiling the province of KwaZulu-Natal: Busi Mhlongo (internationally acclaimed singer), Kalay Maistry (am2day television presenter), Lance Klusener (SA cricketer), Obed Mlaba (Mayor of Durban) and Robert Marawa (well- known television and radio presenter). Special awards were presented to the following individuals for their contributions towards KwaZulu- Natal winning the bid for Indaba for the years 2001 - 2003: Gareth Coleman, Hixonia Nyasulu, Peter Brokenshire, Sharon Peetz, Alec Gilbert, James Seymour and Robbie Naidoo.

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Tour Operator and Media Educationals

Media and tour operator educationals remain a central and cost-effective mechanism for profiling the tourist attractions of the province. Media tours have generated the publication of many pages of coverage in key tourist publications internationally and tour operator educationals provide important exposure for tour operators wishing to establish itineraries in the province.

Animals Magazine (USA)

Ms Jodi Praded of Animals Magazine from USA was assisted with arrangements for her stay in KZN by the KZNTA in conjunction with the KZN Nature Conservation Service. Her primary focus was the KZNNCS game auction in addition to other animal related issues. Animals Magazine is an American national consumer publication with a readership of 193 000 comprising professionals and college- educated people between the ages of 35 and 55. Some 83% of the readers consider themselves regular pleasure travellers.

Media Group (Germany)

In June, the KZNTA hosted a group of five German print media representatives on an eight-day itinerary co-ordinated by South African Airways and Satour, Frankfurt. The itinerary provided an opportunity for the journalists to obtain an overview of KwaZulu- Natal and included visits to several regions including Durban, The Dolphin Coast, the North Coast, the Midlands, the Drakensberg and Maputaland. The tour resulted in extensive media coverage including a 12-page article in German consumer publication Abenteuer und Reisen and a 10-page article in Tours-das Abenteuer-Magazin amongst other articles in daily and trade newspapers. The KZNTA assisted with the overland arrangements for a group of five German writers representing a variety of print media including golf publications. The itinerary included a visit to Zimbali Lodge and a day visit to Shakaland. This was co-ordinated in conjunction with the guest programmes department of SATOUR.

Trimurthi Tours (INDIA)

Tour Operator Mr Frank Goveas and four staff members from Trimurthi Holidays in India were hosted on a familiarisation tour of KwaZulu- Natal. The group consisted of five people visiting a variety of products throughout KZN. Their itinerary included Hilltop Camp, Hluhluwe/Umfolozi Game Reserve, a Township and City tour incorporating the Gandhi Settlement, an historical tour of Pietermaritzburg, Nibela Lake Lodge in the St Lucia Wetlands Park, and the South Coast area.

Elite Magazine (HUNGARY)

A photographer and journalist from the upmarket monthly consumer publication, Elite Magazine, were hosted specifically to view the World Heritage sites of South Africa. The journalists conducted an excursion to the Greater St Lucia Wetland Park and other attractions in the area.

Research Agency (JAPAN)

In November, KZNTA hosted a Japanese Research team, which conducted research on the tourism activities in South Africa. A follow-up workshop was hosted whereby they met with Japanese operators who provided information on the protocol around the hosting of Japanese travellers.

Cuffee Parade-Colaba Express (INDIA)

The editor Mr TP Mani and deputy editor Mr Arpan Rajput of the publication Cuffee Parade-Colaba Express in India, an upmarket general interest publication targeting the business and the corporate reader, were hosted on two separate occasions. In addition to covering their special interest of the history of Gandhi, visiting both the Durban, Pietermaritzburg and the Phoenix Settlement, their itinerary included a visit to the Hluhluwe/Umfolozi Game Reserve and the St Lucia Wetlands Park.

Globe and Mail (CANADA)

In conjunction with DBA Communications, the SATOUR appointed PR agency in Canada, KZNTA hosted a journalist from the Globe and Mail, Canada's largest national newspaper with a daily circulation of 309 046.

Mail and Guardian

Angus Begg, editor for the Travel Supplement of the Mail and Guardian, was hosted in the Maputaland region and Greater St Lucia Wetland Park to compile a feature article for the launch of a supplement. He also wrote an article for the SA Country Life (October issue).

Media Group (GERMANY)

In conjunction with SATOUR Frankfurt, Kleber PR and Communications, the SATOUR appointed agency in Germany and the guest programmes department of SATOUR, KZN was featured on two itineraries. This was to coincide with the start of SATOUR's international advertising campaign. The first group consisted of leisure writers from a variety of daily newspapers and magazines. Their itinerary included a visit to the Spionkop battlesite, the northern and central Drakensberg, as well as the Southern Drakensberg experiencing helicopter flips, an adventure up Sani Pass, dolphin viewing on the South Coast and arts and crafts venues. The second group consisted of Conference and Incentive writers. Their itinerary incorporated Durban, a site inspection of the ICC, the Greater St Lucia Wetland Park and Phinda Game Reserve.

Sunday Mirror (UK)

Tony Bushby, assistant news editor of the Sunday Mirror, was hosted on a seven-day itinerary of KwaZulu-Natal. His itinerary included a stay at the Blue Marlin Resort on the South Coast, Scottburgh attractions, Oribi Gorge, Sani Pass, Giants Castle, Ecabazini Cultural Homestead, Midlands Meander, Tala Game Reserve and Durban.

Daily Telegraph (UK)

Peter Taylor, a freelance journalist writing for the Daily Telegraph, London's leading daily, was hosted on a week's visit in KwaZulu- Natal. He visited Zimbali, Phinda Game Reserve, Isandlwana Lodge and Isibindi Lodge. The main aim of his business was an interview with His Majesty King Goodwill Zwelithini which took place at the Hilton Hotel. As a result, Mr Taylor published the front page lead story of the 9 April 2000 issue of the Travel Section of the Telegraph. The article was continued on page 4. The total value of this article was calculated at R800 000.

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Tourism Information

Record of Responses to Queries

MARCH 1999 - MARCH 2000 - LETTERS, FAXES, E-MAILS 1999 MARCH 31 147 3
APRIL 34 84 5
MAY 30 57 28
JUNE 40 99 11
JULY 23 107 23
AUGUST 28 125 15
SEPTEMBER 29 76 18
OCTOBER 35 86 24
NOVEMBER 32 195 22
DECEMBER 39 140 31
2000
JANUARY 22 178 11
FEBRUARY 37 204 30
MARCH 31 274 18
TOTAL 411 1 772 239

Airport Information Office

The KZN Tourism Information Office at Durban International Airport is managed by KZN Tourism Authority, Durban Africa and Timeless Afrika. Only generic tourism brochures are displayed for the eight tourism regions. However, the office also has a very comprehensive database which assists in supplying contact details mainly for product owner establishments. The office has 170 different brochures that are currently being distributed. In addition, it assists in publicising events that take place in KwaZulu-Natal. KZNTA and the Airports Company SA have worked on various projects have crafted a useful partnership assisting each other with the meeting and greeting of local celebrities, VIP Guests, sport celebrities and delegates for various conferences. Due to the reconfiguration of the airport, the present tourism information office will be re-located.

No of Domestic Enquiries

6 236 (an average of 519 queries per month)

No of International Enquiries

2 833 (an average of 236 queries per month)

No of Brochures as per Region

Durban 6 680
Midlands 1 057

North Coast 1 200
South Coast 1 433
Drakensberg 1 091
Battlefields 999
Maputaland 263
East Griqualand 165
KwaZulu-Natal 5 285
Total 18 173

No of daily E-mails

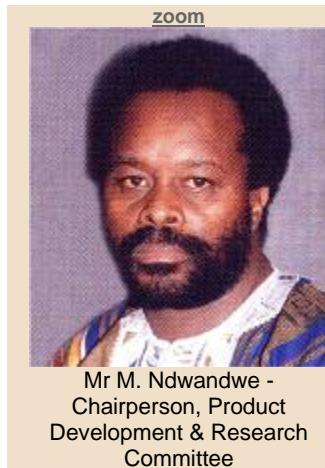
Averages of 35 - 40 e-mails are received

Tourism Airport Ambassadors

Each year KZNTA approaches KZN tertiary Institutions and recruits eight students from the hospitality and tourism divisions with the aim to expose them to the tourism trade and consumers. Each student is awarded a bursary of R2 000. They are stationed at the airport during the peak holiday periods and are also called on to provide assistance during major events.

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Market Research



New tourism products and effective marketing campaigns can only be developed with a thorough understanding of the tourism market. During the course of the 1999 financial year the Tourism Authority continued to commission and produce quality research for the use of the tourism trade and potential tourism investors.

A Second Series of Domestic and International Consumer Surveys

Tourism KwaZulu-Natal commissioned a series of in-depth surveys to determine the nature and extent of KwaZulu-Natal's foreign and domestic tourism market. This study was specifically designed to provide relevant strategic data for the various regions of this province.

Special Indaba Survey

A special survey was undertaken to determine the venue preference of Indaba delegates and exhibitors, as well as key issues, which the Durban Metro could address in order to improve its chances of securing Indaba for the period 2001 - 2003. This study was jointly funded by the KZNTA and Durban Africa.

SAA and BA Flight Policies

The KZNTA has launched a specific survey to measure the impact which the current SAA and British Airways flight policies are having on the KwaZulu-Natal Tourism industry. This study is also intended to provide a set of recommendations to increase the level of air passenger traffic to Durban.

Measuring the impact of KZNTA's actions

During the course of the 1999/2000 financial year the KZNTA established a system to measure the performance of its marketing actions. This system involves the monitoring of variables such as: unique user rate of the website, hit rate, number of e-mail enquiries generated by the website, numbers of a particular brochure that were distributed, number of contacts made at a particular trade or consumer show and usage levels of the fax on demand service. A special survey was also launched to assess the impact of the KZNTA's public relations actions. A follow-up survey will be undertaken in 18 months' time to determine if there has been a change in perceptions of the KZNTA and its activities. A report which analyses the impact of KZNTA's attendance at certain international trade shows has also been compiled.

A Study to measure the Impact of the Anglo-Boer War Centenary Commemorations

The KZNTA launched a special study to measure the impact of the Anglo- Boer War Centenary Commemorations, particularly in light of the fact that both national and provincial government provided substantial funding to promote these events.

Visitor Books

The KZNTA introduced and published a common visitor book for Community Tourism Organisations in KwaZulu-Natal. The data that are collected from these books will be utilised to gauge the nature of the KwaZulu-Natal Tourism market. It is planned to develop and introduce similar monitoring tools for certain accommodation establishments in the province during the course of the next financial year.

Monitoring the Latest International and Domestic Market Trends

The market research and product development division constantly monitors the international and domestic market trends through the following organisations:

World Tourism Organisation Reports

World Travel and Tourism Council Reports

The Tourism Industry Intelligence Publication

Annals of Tourism Research

Satur's International Market Surveys

Statistics South Africa Releases

Special reports outlining the latest international and domestic market trends are published and updated.

Information Resource Centre

A formal information resource centre or reference library has been established in the KZNTA. It currently houses the following resources: research reports and articles, media articles, reference books, journals, slides, CD Roms and videos.

Tourism Research Network

The KZNTA has managed to establish a network of more than 60 researchers in the province, who have experience in various areas of tourism research.

Media Monitoring/Clipping Service

A company has been contracted to maintain a press clipping service for the KZNTA to monitor articles in which this organisation's activities are mentioned.

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Product Development

One of the challenges facing the tourism industry in KwaZulu-Natal is the development of new products to attract both international and domestic tourists. The Tourism Authority allocated a substantial portion of its resources to supporting projects which would create new tourism plant or infrastructure. These projects, often initiated in partnership with the Department of Economic Development and Tourism, Durban Metropolitan Council and Regional Councils are central to implementing the tourism policy of broadening the base of the ownership of tourism product in the Province.

Interpretative Facilities at Border Cave and the Grave of King Dingane

The Provincial Government provided the KwaZulu-Natal Tourism Authority with a special conditional grant to establish relevant tourism facilities at the Border Cave site and at the grave site of King Dingane. The Border Cave site is particularly significant as it is the site where the oldest remains of modern man, Homo Sapiens Sapiens, have been discovered. The KZNTA has appointed Amafa KwaZulu- Natali to establish the following, through the use of local contractors and labour: an interpretative shelter at Dingane's Grave, an interpretative centre at Border Cave, and to identify and establish a hiking trail between these two points.

Ongoye Forest

The Ongoye Forest situated near Mtunzini, is unique as it contains an extensive and continuous block of forest that supports a high diversity of flora and fauna. In addition to its ecological and scenic value, Ongoye is of considerable cultural importance to the Zulu people and was once protected by the Zulu Royal Household. In the 1999 financial year the KwaZulu-Natal Tourism Authority and Uthungulu Regional Council, supported the efforts of the Ongoye/Mzimela Steering Committee, by commissioning the Institute of Natural Resources at the University of Natal to conduct a study to identify appropriate ecotourism infrastructure and services.



Nyamazane Game Lodge

The KwaZulu-Natal Tourism Authority provided co-funding to assist the Ugu Regional Council in the process of establishing a community game lodge and cultural centre at Nyamazane, in the Izingolweni sub- region. It has been proposed that the KwaCele Tribal Authority take over this farm and establish a community tourism venture.

KwaShuShu Hot Springs

KwaShuShu is an island in the Thukela River approximately 25 km north west of the town of Kranskop. The island is known for the hot springs located on the south east bank and the splendour of the intact riverine and bushland vegetation on the island. In the previous financial year David Totman and Associates were appointed by the KwaZulu-Natal Tourism Authority to undertake a feasibility study of a proposed tourism development at KwaShuShu. This study, completed in September 1998 recommended the establishment of a small carefully considered tourist facility (28-bed lodge and 30 campsites). After extensive consultation, the Tourism Authority, together with the Department of Economic Affairs and Tourism and the Indlovu Regional Council have provided grant funding to kick start the provision of relevant tourism infrastructure at ShuShu in order to help attract a private sector investor for the project. A swing bridge, ablution facilities and a formal camping site are currently being established at this site.

Lilani Hot Springs

The Lilani hot water springs are situated in the Lilani Valley in the Umvoti Magisterial District. They are situated approximately 11 km from the town of Ahrens and 20 km from the towns of Greytown and Kranskop and were once a significant tourist attraction in KwaZulu- Natal. In the 1998 financial year, the Tourism Authority appointed a consortium managed by Policy and Praxis to assess the feasibility of rehabilitating these tourism facilities. Policy and Praxis recommended the establishment of self-catering accommodation facilities, a three star lodge and a limited set of recreational facilities. In March 1999, the Tourism Authority and the Department of Economic Development and Tourism provided funds to a community trust which enabled the completion of phase one of the recommendations: the rehabilitation of the hot springs, establishment of a camping site and a small self-catering unit.



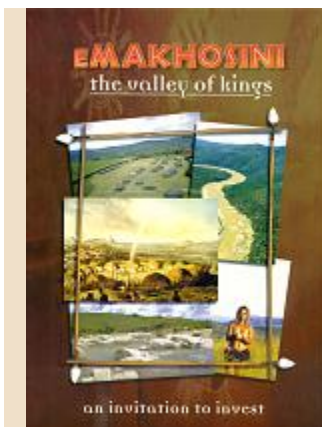
Mnweni Valley Cultural Centre

The Mnweni Valley is located in the Okhahlamba Magisterial District, between Cathedral Peak and the Royal Natal National Park. Integrated Planning Services was commissioned by the KwaZulu-Natal Tourism Authority to undertake a study in the Mnweni Valley to evaluate the feasibility of implementing tourism projects in the valley and to develop a tourism plan for the valley. This project could be initiated with the development of a cultural centre, moving on to the establishment of a hiking trail, mountain camps, mountain lodges and possible major accommodation establishments on the Woodstock Dam. In March 1999, the Tourism Authority committed an amount of R100 000 to the Rand Water Trust to assist with the process of erecting the centre. The following was achieved in the 1999 financial year: the architectural concept for the centre was developed and approved by the community, and the necessary environmental scoping which was required for the centre was completed.

The eMakhosini Valley

The eMakhosini Valley is one of the richest cultural and historical sites in Africa. This valley was the stage for early battles that shaped the course of southern African history, and the area also gave birth to the early kings of the Zulu nation. Amafa KwaZulu- Natali, the council responsible for preserving the province's cultural heritage and main landowner in the valley and the Tourism Authority have embarked upon a process of developing this valley as a cultural conservancy. This process has involved the commissioning of RMS Colliers to develop a concept and undertake a feasibility study for a lodge in the valley. This study revealed that as a result of the overall tourism potential of the eMakhosini initiative the proposed 24-bed Mpembeni Lodge would be able to sustain room occupancies of around 65%, thus implying that it would be a sound investment. The KZNTA is in the process of marketing this project to prospective investors.

[zoom](#)



The Lubombo Spatial Development Initiative (SDI)

The Lubombo SDI is a transnational project of the governments of South Africa, Mozambique and Swaziland. Launched in May of 1998, based on the wide range of undeveloped natural assets of the north east coast of KZN, eastern Swaziland, and southern Mozambique. Heads of state signed the General Protocol in June 1999 at the World Economic Summit creating a platform for the sustainability of the project. Through the SDI the region is well on its way to becoming an established tourism destination. The SDI has tackled constraints to development through an integrated approach, beginning with road infrastructure, environmental management, malaria, borders and tourism infrastructure-led programmes. New legislation promulgated in December 1999 proclaimed the SDI's anchor project - the Greater St Lucia Wetland Park as a World Heritage site. A strong working relationship has been developed with Mozambique and Swaziland and transnational projects have been developed. In total, projects totalling R530 000 000 are being facilitated by the LSDI in conjunction with lead agencies and partners including the KwaZulu- Natal Tourism Authority, the Uthungulu Regional Council and the KwaZulu-Natal Economic Council. Agreement has been reached on the formation of the Greater St Lucia Wetland Park Authority. The Authority will be responsible for optimising tourism development within appropriate environmental management parameters within the Greater St Lucia Wetland Park. This includes the consolidation of 16 parcels of land under one title deed and the packaging of 24 investment opportunities. The first six investment sites will be released through a tender process later this year. The Tourism Authority has assisted with the process of establishing a steering committee to oversee the process of establishing a heritage route for the Lubombo SDI area.

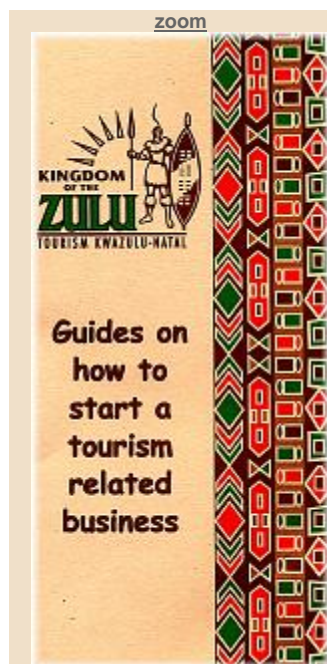
Mkhambathini Game Park

A pre-feasibility study carried out by the Provincial Department of Economic Affairs and Tourism demonstrated that a real potential existed, not only for a Game Park, but also for the creation of a Tourism Corridor linking Pietermaritzburg and Durban. It is calculated that an area of some 10 000 hectares is immediately achievable and will act as a catalyst in promoting and encouraging further tourism development throughout the Corridor.

The process also delivered the formation of a Trust; known as Isilulu Somnotho Community Development Trust, founded by the six Nkosi of AmaQamu, AmaXimba, Maphumulo, AmanYavu, Swayimane and Mkizewan. The Department of Economic Affairs and Tourism made available funds for the setting up and initial structuring and capacity building of the Trust. The next stage in the process was to commission a feasibility study for the implementation of the Game Reserve. The Indlovu Regional Council and the Durban Metropolitan have agreed to fund this process. Colliers RMS Leisure/Msinsi Holdings, together with Development Interface continuing to look after the interests of the Trust, were selected as being the most appropriate agency to deal with the formation of the development company as well as conducting the feasibility study.

How To Booklets for SMME's, Community Tourist Organisations and Local Government Structures

To encourage the development of new tourism services and products the Tourism Authority developed an initial set of seven pamphlets on actions required to establish the following types of services: bed and breakfast establishments and guesthouses; tour operating businesses; tour guiding services; community tourism organisations or publicity associations; restaurants or other eating establishments; cultural villages and hunting and game farms. They were printed and more than 2 000 of each have been distributed to individuals and Community Tourism Organisations in the province. In addition, these pamphlets have been translated into Zulu. A special training manual to assist communities in establishing tourism ventures has also been published and translated into Zulu. This document will be distributed widely throughout the province.



Accreditation of Tourism Information Offices

As a result of the fact that the South African Tourism Organisation (SATOUR) devolved its responsibility of accrediting tourism information offices to the provinces, KZNTA developed an accreditation policy for tourism information offices. After an extensive process of consultation with the regional councils and Community Tourism Offices in the province, it has been agreed that Community Tourism Organisations will need to meet a basic set of standards in order to be accredited by KZNTA. Tourism Information Offices that comply with the standards shall be provided with a plaque displaying the KwaZulu-Natal Tourism Authority logo and a slogan. The following Associations have been accredited: Vryheid, Estcourt, Dolphin Coast, Sugar Coast, Durban Africa, Amanzimtoti, 1000 Hills, Scottburgh, Port Shepstone, Margate, Mpenjati, Southern Berg, Richmond, Eshowe, Drakensberg, Dundee, Utrecht, Central Berg, Mtubatuba, Nottingham Road, Richards Bay, Hluhluwe, Pietermaritzburg and Ladysmith.

Information Technology

The international trend in the tourism industry is towards the more effective use of information technology in the running and marketing of enterprises. In an attempt to build a world-class service in this area, the Tourism Authority continued to develop its computer-based marketing tools over the year in review.

Internet Site

<http://www.tourism-kzn.org> or
<http://www.kwazulunatal.org>

The Tourism Authority's Internet site was launched in a joint venture with Zula Rock in December 1997. Since its launch the site has expanded its range of information and substantially increased its traffic flow. The site has developed and includes the following features: tourism news, road reports, police reports, online shopping, a tour of the regions, links to key KZN events sites, a plan and book section and an investment section. The following features and pages are currently being developed: postcards, a chat room, games and a site map. The site performed as follows over the 1999 year period: Successful requests (Hits): 821 978; Distinct hosts served: 30 130 and successful requests for pages: 159 099.

Fax on Demand

During the 1999/2000 financial year the KZNTA continued to develop its fax on demand service. The following new services were introduced: Adventure Tourism, a Calendar of Events and Arts and Culture. In addition the generic pages have been translated into French, German and Spanish. The KZNTA Fax-on-Demand covers the following topics: About KwaZulu-Natal, Durban, Coastal Regions, Zululand/Maputaland, Drakensberg and East Griqualand, Battlefields, Pietermaritzburg and the Midlands, Game Reserves, Arts and Culture, Adventure Tourism, Caravan and Camping, Bed and Breakfast, Self-Catering, Hotels, Backpacker/Youth Hostels, Hiking Trails, Golf Courses, Scuba Diving, Tour Operators, Conference Venues and Events.

Tourism Asset Database

During the 1997/1998 financial year, the Tourism Authority invested in the establishment of a tourism asset database providing information on over 10 000 tourism assets across the Province. This is the most comprehensive tourism asset register of its kind in the country. This database has been divided into the following categories: accommodation, conference venues, conservation area, landform features, historical and cultural attractions, hunting and fishing, distances, weather, travel services, restaurants, marinas and boating, recreation and entertainment, development projects, botanical features, sport facilities and associations and events. During the course of the 1998/1999 financial the Tourism Authority approved the purchase of GPS meters for the Regional Councils and CTOs to utilise in assisting the Tourism Authority to gather latitude and longitude measurements for the assets listed in the database. In the 1999 financial year an attempt was made to edit and update all the records in this resource.

Investor Database

The Tourism Authority has begun to establish a database of potential tourism investors. Most of the entries in this database have been obtained as a result of actual enquiries or contacts made with potential investors. A Foreign Trade Database has also been established.

Computer Hardware and Software Support to Community Tourism Organisations (CTOs)

To date, computer hardware and software have been provided by KZNTA to the following CTOs: Margate, Port Shepstone, Scottburgh, Drakensberg, Bushmans River, Ladysmith, Dundee, Newcastle, Utrecht, Babanango, Nongoma, 1000 Hills, Amanzimtoti, Sugar Coast, Dolphin Coast, Maputaland, Empangeni, Eshowe, Hluhluwe, Jozini,

Mkuze, Mtubatuba, Mtunzini, St Lucia, Tuzi Gazi (Richards Bay), Hibberdene, The Bat Centre, Mpenjati, Umtamvuma, Kamberg and Pongola. In return for this equipment, the CTOs have agreed to assist the Tourism Authority with the maintenance of its tourism asset database.

Investment Marketing

One of the core competencies of the Market Research and Product Development divisions is to ensure the marketing of tourism investment opportunities in the Province. A number of activities have been undertaken to achieve this goal.

Developer's Guide and Portfolio of Investment Projects

During the course of the 1997/1998 financial year the Tourism Authority developed a Developer's Guide which outlined the key processes required to develop a tourism facility. With the passing of new development planning legislation, the Developer's Guidebook has been updated. More than 1 000 copies of the summarised version have been printed and distributed. Investor sheets for each of the following projects were printed and distributed over the 1999 financial year: Mkhambathini Game Reserve, KwaShuShu Hot Springs, Lilani Hot Springs, Mpembeni Lodge; Emakhosini Valley, Isibaya; Nongoma, KwaBulawayo; Bhekeshowe and Ongoye ecotourism opportunities. General sheets on other key investment opportunities in areas such as the Durban Metro, the South Coast and the Drakensberg were also distributed.

Creating a Climate to Support Investment

Investor Networking and Tourism Investment Advertising

One of the strategic aims of the Tourism Authority in the 1999/2000 financial year was to market the Province as a potential investment destination and to market the investment support offered by the organisation. In attempting to achieve this objective the Tourism Authority placed advertisements in the following targeted investment journals and magazines nationally and internationally: two advertisements were placed in the Sawabona, SAA's in-flight magazine, a two-page advertorial was placed in the KZN Top Business Portfolio, the KZNTA co-funded the printing of the South Coast Development Corridor Investment Brochure, and the KZNTA funded the investor prospectus for the eMakhosini Valley development project. Other publicity was generated at the launch of the eMakhosini Valley Development at Indaba '99, the most notable being an article in the London Times on 5 June 1999.

Trade Shows and Seminars

A special media function was held during the Indaba Travel Show to inform the foreign and local media of the eMakhosini and Isibaya Projects. The KZNTA and Lubombo SDI Project Management Team shared a stand at the SAPOA Convention held at Sun City over 23 - 25 May 1999. The KZNTA shared a stand with the KMI at Sitex. The following investment presentations were delivered over the period April - October 1999: NBI, African Development Trust, Accord in Paris, OPIC, WEF Delegates, the Chinese NTA, and the US - South Africa Business and Finance Forum in New York and Los Angeles. Mr CP Brink, the chairman of the KZNTA board, attended Sapoma in London on 14 March and the World Properties exhibition in Surrey.