

TOUR PACKAGING KICK-OFF



UGU SOUTH COAST TOURISM

INTRODUCTION

“TOUR PACKAGING”

When various travel components are bundled together to be advertised and sold as a single package by a tourism product, vendor or tour operator. This may include any combination of flights, transport, accommodation, tours or experiences, event, tour guide etc.

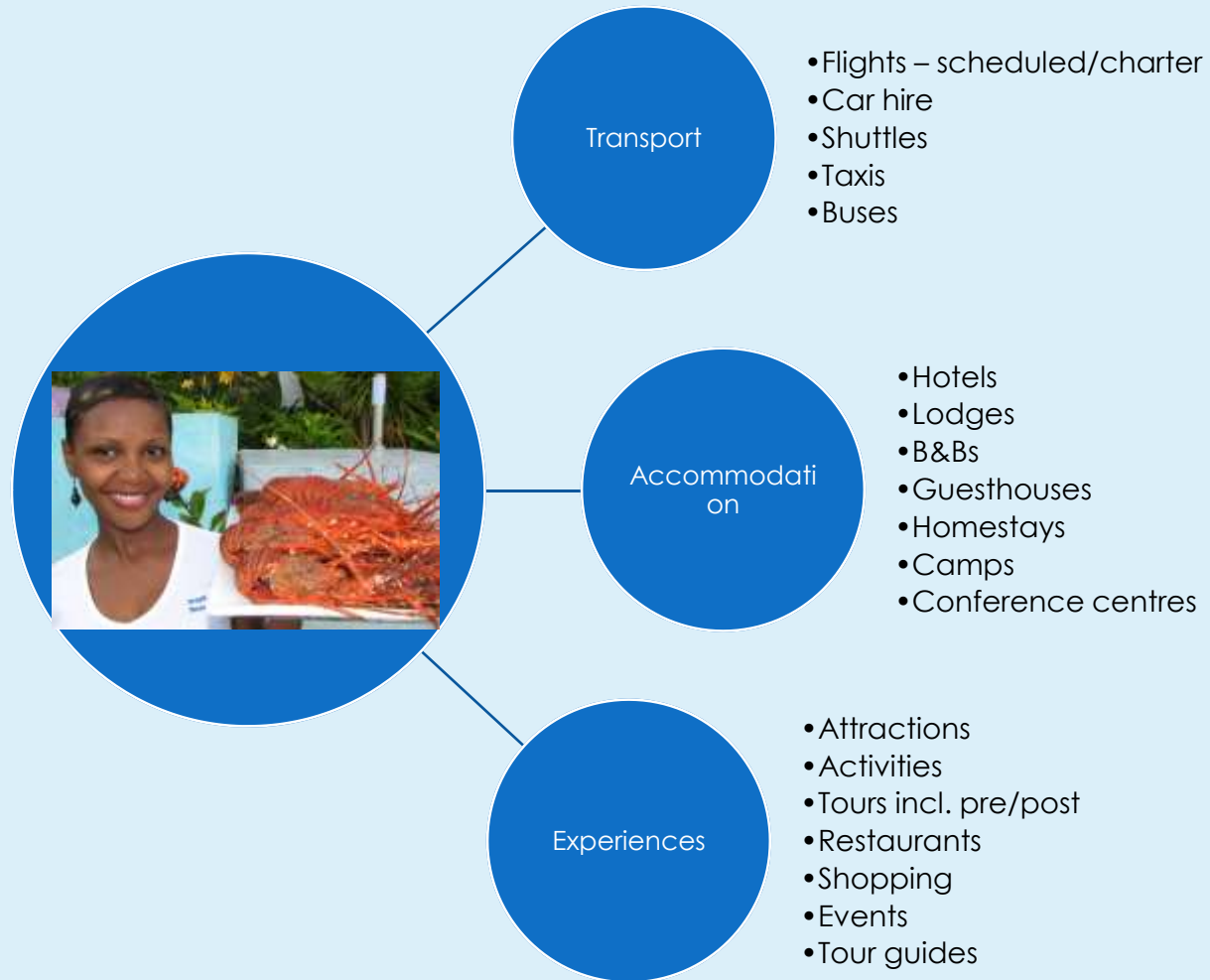


OVERVIEW – LEISURE / BUSINESS

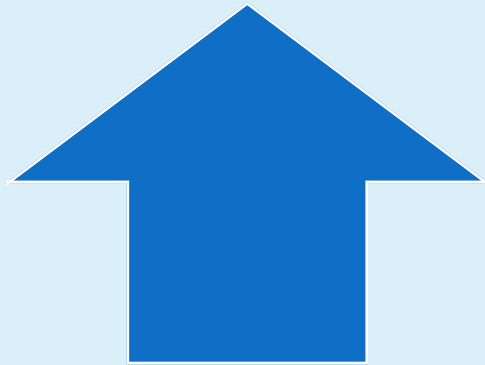


Arrive	<ul style="list-style-type: none">• Self-drive• Fly-in with/out car hire/transport• Bus
Stay	<ul style="list-style-type: none">• Camping to 5-star• Friends/family• Get around
Experience	<ul style="list-style-type: none">• Attractions/activities• Tours• Events

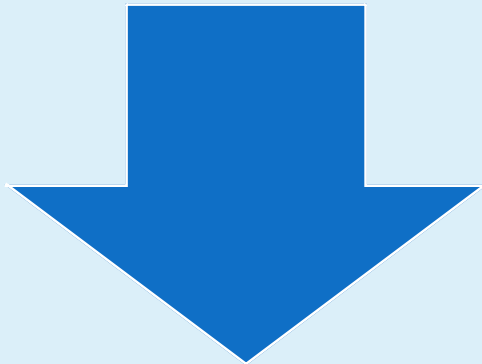
TOURISM SERVICES



STRATEGIC OBJECTIVES



Visitors
Length of stay
Spend



Seasonality

PURCHASING

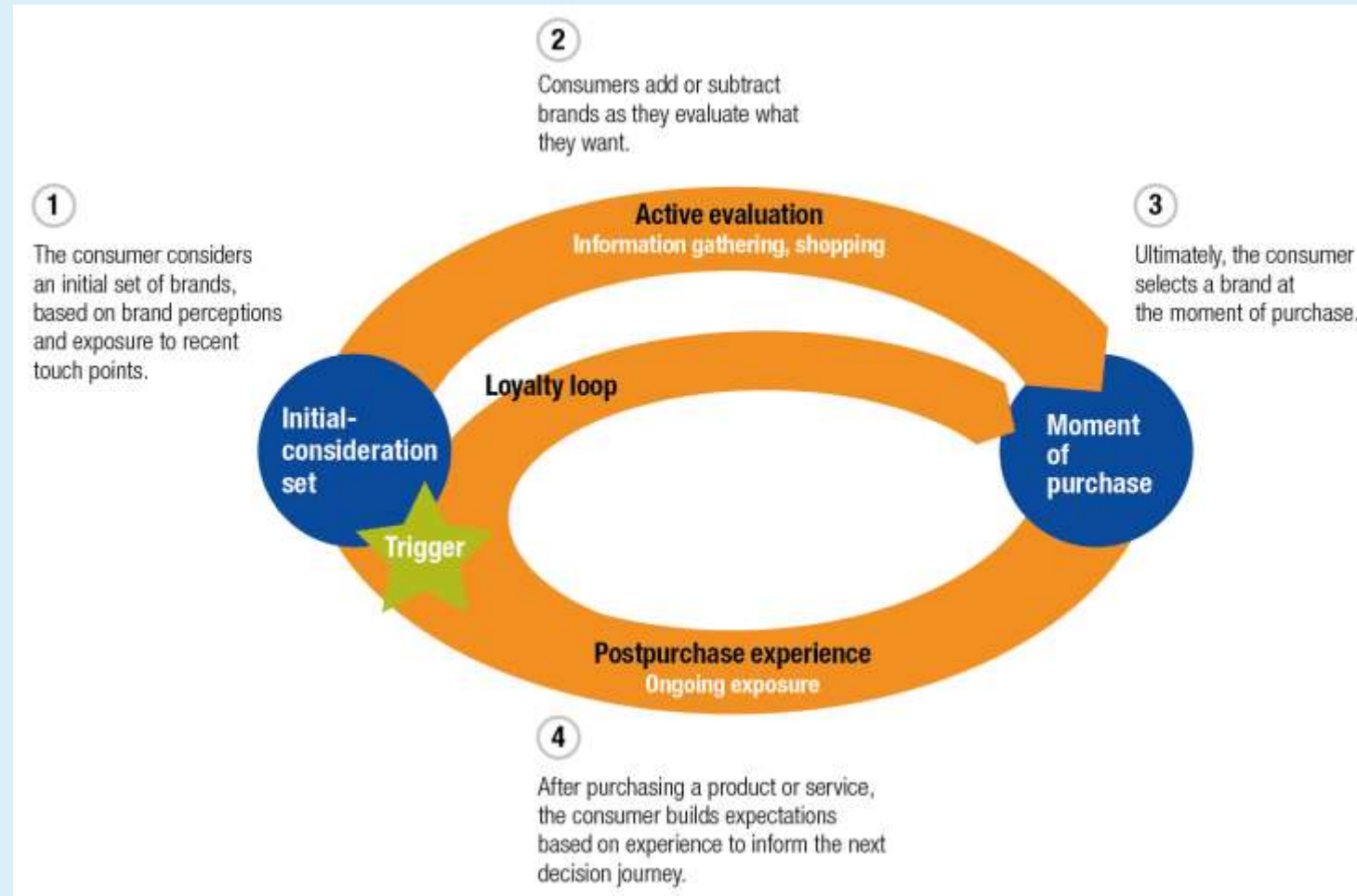
Self

- Domestic/International
- Mature/Emerging
- Book all/some elements before/during stay

Sales
agent

- Travel agency or OTAs
- Tour operator
- Wholesaler
- Event organiser

TRIGGERS



RELATIONSHIPS & EXPOSURE

- Associations & networking events & showcases
- Trade hosting & familiarisation trips
- Site visits
- Partnerships, special rates & commissions, block bookings
- Trade shows – domestic & international; core markets
- Industry publications – content & advertising & media fam trips
- Speed marketing
- Government stakeholders
- Business linkages with development products
- CREATE EXPOSURE
- BUILD RELATIONSHIPS

TOUR PACKAGES



DO KZN

TRAVEL LOCAL AND DISCOVER A DESTINATION THAT OFFERS IT ALL...

SPECIALS



SELBORNE GOLF ESTATE, HOTEL & SPA
Pennington, South Coast
From **R1 789**pps for 2 nights
Includes:

VIEW PACKAGE



GARDEN COURT SOUTH BEACH
South Beach, KwaZulu Natal
From **R1 899**pps for 2 nights
Includes:

VIEW PACKAGE



PROTEA HOTEL BY MARRIOTT UMHLANGA
Umhlanga Rocks, Durban
From **R1 899**pps for 2 nights
Includes:

VIEW PACKAGE



GARDEN COURT UMHLANGA
Umhlanga Ridge, KwaZulu Natal
From **R2 306**pps for 2 nights
Includes:

VIEW PACKAGE



CONFERENCES AT SAN LAMEER
It's easy to have a conference at San Lameer Resort Hotel & Spa with great conference packages from as little as R1020 per person sharing and R1365 single including full conference facilities, accommodation and all meals.
From **R1,020** pp

VIEW SPECIAL



2-NIGHT GOLF PACKAGE
Enjoy a two night stay and one round of golf per person (including cart) at San Lameer Country Club, one of the country's most beautiful courses.
From R1,195 per person sharing
Minimum two night stay T&C's apply
From **R1,195** pp

VIEW SPECIAL



WEEKEND GETAWAY FOR TWO
Weekend getaway for two people from only R1,375 per night. This Special Offer includes breakfast and dinner to the value of R150 per person. T&C's apply.
From **R1,375** pp

VIEW SPECIAL





2-NIGHT SPA PACKAGE
This Special Offer includes a two night spa package, bed and breakfast and one 60 minute Swedish body massage per person at the San Lameer Carmel Spa. From R1,395 per person sharing. T&C's apply
From **R1,395** pp

VIEW SPECIAL

kulula.com

Flights Car Hire Hotels Holidays Manage My KULULA Login Search




Selborne Golf Estate, Hotel & Spa
Pennington, South Coast
★★★★

Chat to us
0861 KULULA (585852)
Book your dream holiday online or call us for friendly, expert advice on finding the right deal for you.

Selborne Golf Estate, Hotel & Spa is situated in the village of Pennington. The secure Estate has a 18 hole golf course, walking trail & small game with an abundance of bird life. It is the ideal venue to relax with a game of golf or have a Spa treatment.

Summer sale 2018

TOUR PACKAGES

NOTHING'S MORE FUN THAN A SHOT LEFT

HOME BLOG GUIDE TO SOUTH AFRICA DEALS

South Africa Inspiring new ways

EXPERIENCE ALL PROVINCES PRICE RANGE SEARCH

<p>MAHIKA MAHIKENG MUSIC FESTIVAL - 3 NIGHTS R4,580 pp 31 Oct 2018 to 15 Nov 2018 By Thornton Tours</p>	<p>FESTIVE SEASON GROUP PACKAGES R3,000 pp 05 Nov 2018 to 15 Nov 2018 By Thornton Tours</p>	<p>METRO FM HEATWAVE SESSION AND SUN MEROPA HOTEL R2,415 pps 30 Sep 2018 to 18 Nov 2018 By Flightzite</p>	<p>SELBORNE HOTEL GOLF ESTATE AND SPA R1,999 pps 30 Sep 2018 to 18 Nov 2018 By Computicket Travel</p>
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	<p>Cape Town City Centre Walking Experience</p> <p>Explore the history and cultural diversity of the "Mother City" on foot! The tour combines beautiful scenery with historical sites such as the Castle of Good Hope, the Bo-Kaap with its colourful houses and narrow cobbled streets, Company's Gardens, South African Museum and the District Six Museum.</p> <p>From R 910.00 per person sharing 6.7 Hours</p> <p>BOOK NOW</p>
	<p>The Ultimate Hipster Road Adventure</p> <p>The Ultimate Hipster Road Trip Adventure is about immersion into the best of what South Africa has to offer. This tour is unique and features destinations that place the emphasis on authentic travel experiences while revelling in life on the road. This is the kind of trip that will enrich your life, allow you to make meaningful connections with locals and obviously, take the most majestic photographs, no filter required. #hipster</p> <p>From R 22 235.00 per person sharing 12 Days/11 Nights</p> <p>BOOK NOW</p>

<p>LAGOON BEACH HOTEL R3,099 pps 30 Sep 2018 to 22 Nov 2018 By Computicket Travel</p>	<p>DURBAN HOLIDAY PACKAGES FROM R1,799 PPS FOR 2 NI... R1,799 pps 26 Sep 2018 to 22 Nov 2018 By kulula.com</p>	<p>CAPE TOWN GETAWAY R5,900 pps 13 Mar 2018 to 22 Nov 2018 By Makgale tours</p>	<p>CAPE TOWN HOLIDAY PACKAGES -FROM R2,141 PPS FOR ... R2,141 pps 30 Sep 2018 to 25 Nov 2018 By kulula.com</p>
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WHISKY & Golf 22 & 23 SEP
 WWW.UMTHUNZI.CO.ZA

TOUR PACKAGES



Cape Town & Winelands Pro Golf Package

10 Nights | 2 Stops | 7 Rounds of Golf

City Bowl & Stellenbosch

Join us on this incredible golf adventure on some of th ...

Ref: 11D53

[Details](#)



Arabella Pro Golf Package

9 Nights | 1 Stop | 6 Rounds of Golf

Kleinmond

Join us on this incredible golf adventure on some of th ...

Ref: 10D08

[Details](#)



Arabella & Fancourt Pro Golf Package

9 Nights | 2 Stops | 5 Rounds of Golf

Kleinmond & George

Join us on this incredible golf adventure on some of th ...

Ref: 10D07

[Details](#)



Western Cape Golf Adventure

10 Nights | 3 Stops | 6 Rounds of Golf

Kleinmond, George & Knysna

Join us on this incredible golf adventure on some of th ...

Ref: 11D52

[Details](#)



THE HONEYWOOD FOREST ESCAPE

relaxing gourmet getaway

Package includes

BEAUTIFUL CHALET ACCOMMODATION

60 MINUTE SPA TREATMENT

GOURMET DINNER AT THE CELLAR

ROOM SERVICE BREAKFAST

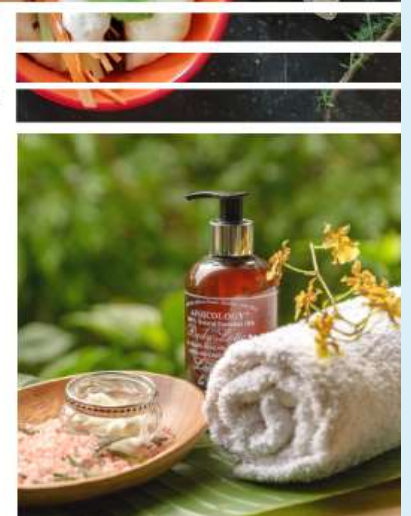
R990pp/n

when staying 2 nights or more
or

R1320pp/n

when staying 1 night only

honeywood@honeywoodsa.co.za



OPPORTUNITIES



MORE OPPORTUNITIES...



MORE OPPORTUNITIES...



MORE OPPORTUNITIES...



GOOD NEWS

- Upcoming speed marketing with regional tour operators & buyers incl. TKZN
- Upcoming speed marketing in Gauteng
- Upcoming speed marketing to South African Tourism
- Profiling South Coast as a business tourism destination to diversify offering
- Huge upcoming events e.g. SCBF; Swimming sea-levels; South Coast Fever MTB Series; South Coast Carnival; Surfing, etc.
- Associations

PREPARE



Meet with TME's large database of +/- 60 Travel Buyers from **KZN and surrounding areas** - Travel Agents (Leisure & Corporate), ITCs, Direct Corporate & Government Travel Buyers, Inbound Tour Operators, PCOs and DMCs.

You will be able to:

- identify new potential buyers, update existing buyers on your products and services and grow your database
- “Sell” your product direct to the buyers & tour operators to gain their interest in packaging it

TME will provide a table, table cloth, chairs and power point. The full database of attendees will be shared after the workshop.

You have to bring:

- Your laptop (if you want to show pics)
- Business cards
- Brochures
- Roll-up banners (if you have)
- Extension cord

The workshop will be a round robin speed networking format at **8 minutes** per session followed by a networking lunch.

PREPARE

- 2-day event, lunch + overnight DBB accommodation at various establishments close together + activity
- Workshop venue 100 people incl. tea break; lunch; space for 21 trestle tables incl. 5 chairs p/table (3 buyers, 2 exhibitors)
- Approx. R4990 ex VAT per table (R5738.50 incl. VAT)
- Sharing exhibitors R2495 ex VAT (R2869.25 incl. VAT)

PREPARE

- Unique selling points
- Visual, stand out
- Enthusiastic, professional – business networking
- Do business
- After sales service

PARTICIPATE

- South Coast Speed Marketing
- Exposure opportunities e.g. media, USCT, hosting
- Upcoming opportunities in newsletters, newsflashes e.g. shows, events, networking, etc.
- Membership & associations

THANK YOU

