



Grant Thornton

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economic development & tourism

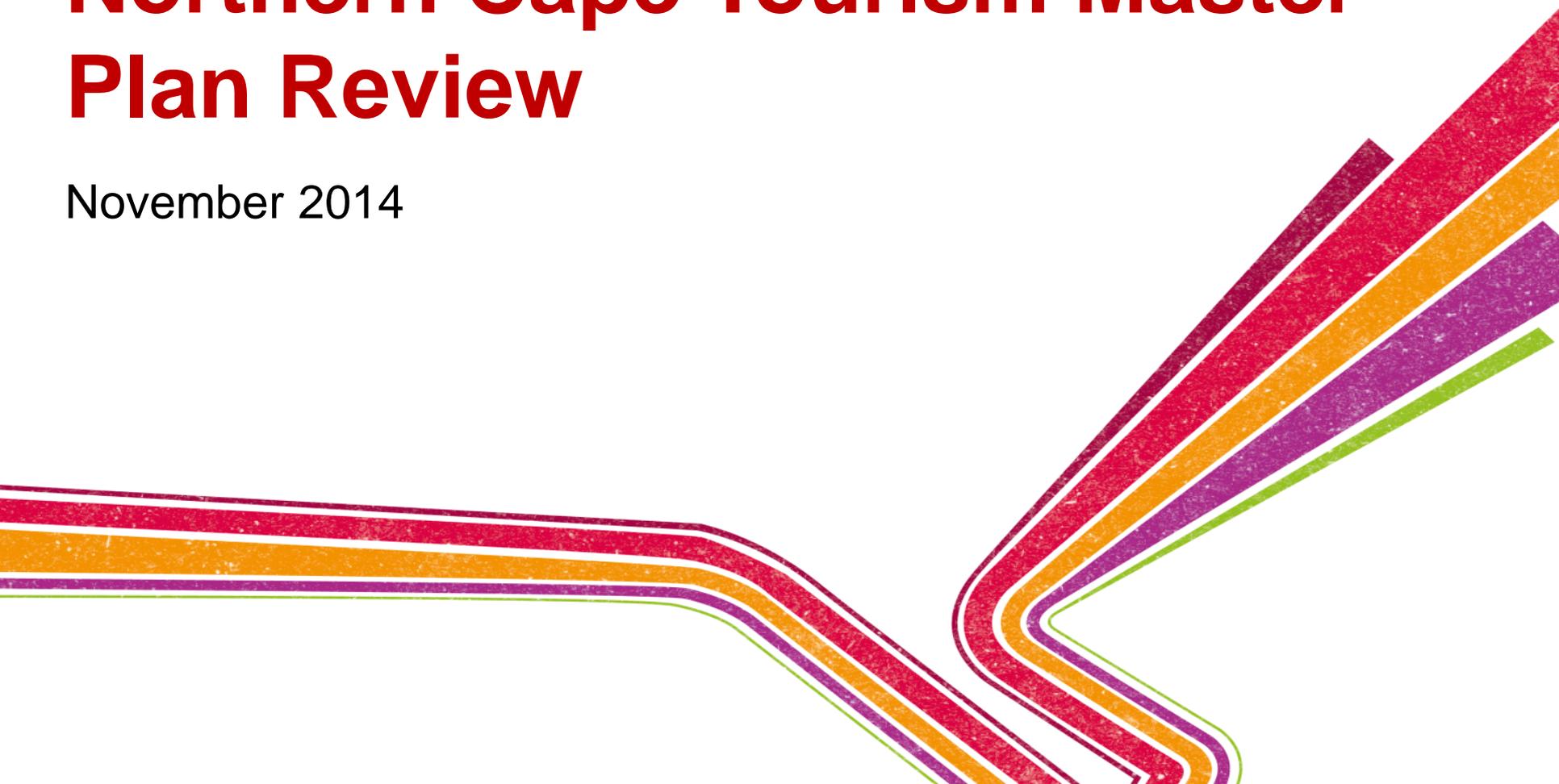
Department of Economic
Development and Tourism

NORTHERN CAPE

REPUBLIC OF SOUTH AFRICA

Northern Cape Tourism Master Plan Review

November 2014



Agenda

1. Project Overview

1.1 Objectives of the Study

1.2 Project Outputs

1.3 Project Process and Timeframe

2. Overview of the current White Paper on Tourism in the Northern Cape

2.1 Strategic interventions in current White Paper

2.2 Goals / Targets of the White Paper:

3. What is happening now

1. Project Overview

Review is based on the existing White Paper (2005) on Tourism in the Northern Cape and Northern Cape Tourism Master Plan

Objectives of the study:

- Conduct a comprehensive review and analysis of the implementation of the Provincial Tourism Master Plans initial targets
- To align it to relevant provincial, national and international legislation and policies so that it is consistent with the latest developments in the Northern Cape.

1. Project Overview

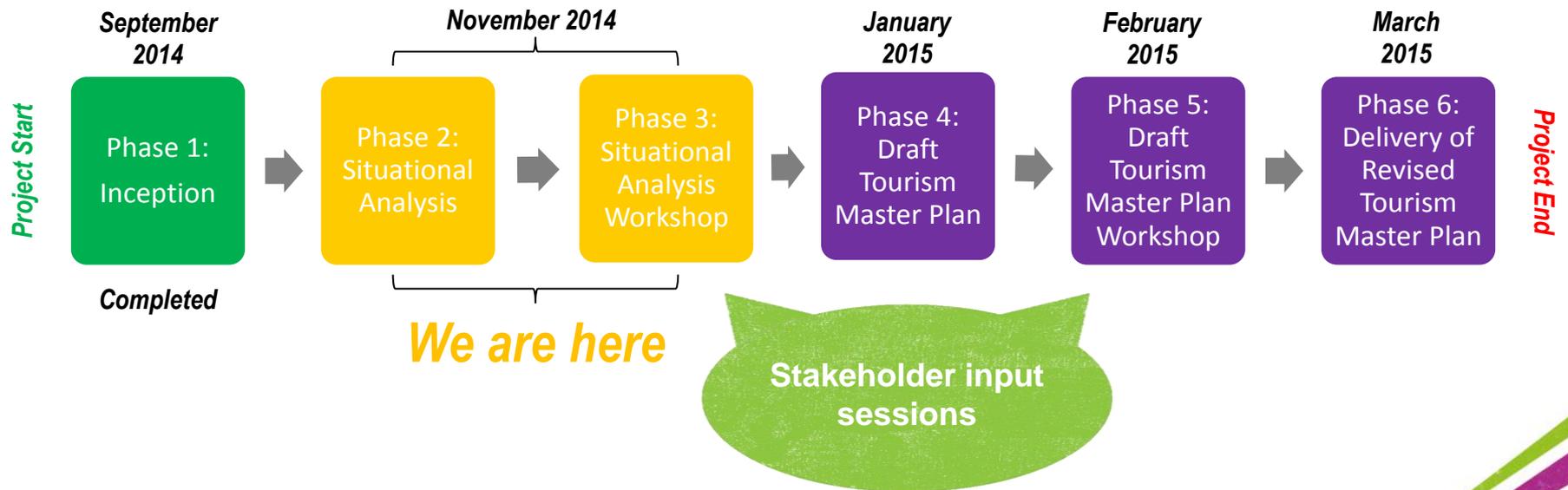
This includes qualitative and quantitative data and information.

Project Outputs:

- Reviewed and analysed implementation of the Provincial Tourism Master Plans initial targets
- Current situation of tourism (*relates to the economy, destination marketing, product development, human resources, tourism research, environment, community, legal setting, institutions and infrastructure*)
- Key drivers and challenges (*in terms of product and market development, human resource development, environmental management, legal and institutional strengthening, community-linked tourism development and infrastructure and support services*)
- Indications of the future direction of tourism with respect to the key aspects mentioned above.
- Align Northern Cape Tourism Master plan with the National Tourism Sector Strategy and all other relevant policies, plans and strategies.

1. Project Overview

Project Process and Timeframe:



2. Overview of the current White Paper on Tourism in the Northern Cape

The basis of our review

Strategic interventions in current White Paper:

- Launching a winning marketing strategy
 - Being visitor focused
 - Developing a unique destination positioning that draws on the themes of exploration and discovery
 - Tailoring marketing messages to chosen segments
- Develop Existing Products
 - Matching products to markets
 - Strengthening and expanding the product portfolio
 - Customising experiences through appropriate packaging
 - Promoting SMME's, entrepreneurship and Black Economic Empowerment (BEE)

2. Overview of the current White Paper on Tourism in the Northern Cape

- Expanding and developing tourism within a framework of spatial clusters (using the concepts of gateways, staging posts, routes, distribution points and destinations)
 - Defining and strengthening tourism spatial components and experience clusters
 - Making it easy to get to the province and to move around
 - Promoting a safe and clean tourism environment
- Building superior human resource capacity in the province
 - Improving tourism awareness and customer care
 - Facilitating skills training

2. Overview of the current White Paper on Tourism in the Northern Cape

- Organising for Success
 - Reduce Institutional inefficiencies
 - Provides clarity with regard to the roles and responsibilities of the various tourism institutions
 - Linkages and collaboration among the various levels of governance
 - Funding / allocation of resources to grow and support the tourism industry

Since the White Paper was released in 2005, number of new policies, legislation, plans, etc. were released that dramatically altered the direction of the tourism industry in the country.

As a result, many municipalities have very little to go by in terms of a guiding document to reference when making decisions on the direction of their respective tourism industries.

It is imperative that the White Paper be re-aligned to the current tourism environment in the country in order to ensure a parallel outlook, goals and responsibilities on tourism going forward.

2. Overview of the current White Paper on Tourism in the Northern Cape

Have these goals been achieved

Goals / Targets of the White Paper:

- The following targets are set as outcomes for this policy (Rand values at 2005 prices):
- Increase international visitor arrivals from 190 725 in 2005 to 411 742 by 2015, a compounded growth rate of 8% per annum;
- Increase international tourism earnings from R1.33 billion in 2005 to R2.85 billion by 2015;
- Increase domestic visitor trips from 879 328 in 2005 to 1 432 337 by 2015, a compounded growth rate of 5% per annum.
- Increase domestic tourism earnings from R1,38 billion in 2005 to R2,25 billion by 2015.
- Create 40 534 additional jobs through tourism by 2015
- To develop a detailed action plan to implement the policy guidelines, objectives and Master Plan strategies by 2006.

3. What is happening now

- Finalising Draft Situational Analysis
- Ongoing Key Stakeholder Interviews
- Online Survey:
 - <http://www.eSurveysPro.com/Survey.aspx?id=6c2cce06-137c-4c5c-94c6-e18e789d54bc>
- Tourism Master Plan Situational Analysis Workshop:
 - 12 November 2014 at 10h00
 - Baard District Municipal Offices (51 Drakensburg Avenue, Carters Glen, Kimberley)

You can participate
HERE

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