











5th ANNUAL
**TOURISM
 MARKETING
 CONFERENCE**
 CAPE TOWN 29 AUG 2024

Agenda 2024


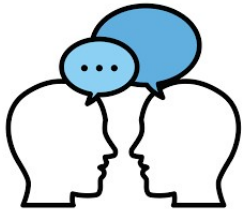
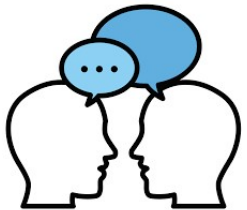
Please Note: We reserve the right to make changes to the programme without prior notice. All registered delegates will receive an updated programme prior to the event as well as a final printed programme at the registration desk on the day of the conference.

Time		Topic
09:00		Arrival and Registration
10:00		Welcome Message
10:10		<p>The AI Travel Guide: Leading the Way to Personalized Experiences and Revenue Growth Mike Saunders – Founder & CEO: Digitlab</p> <p>In the ever-evolving world of tourism, AI is rapidly transforming how businesses connect with travellers. This presentation explores the cutting-edge role of AI in driving personalized customer experiences and unlocking new revenue streams through intelligent CRM strategies. By examining real-world applications and future trends, we'll discover how AI is not just guiding tourists on their journeys, but also paving the way for more efficient, impactful, and profitable marketing efforts within the industry.</p>
10:30		<p>Digital Marketing Strategy Lizanne du Plessis – Founder & CEO: Eco Africa Digital</p> <p>In this session we discuss considerations for creating a winning digital marketing strategy that can effectively capture the attention of global travellers, driving growth and success for your tourism business. It involves a multifaceted approach with a strong online presence to enhance visibility. We discover how investing in content marketing through blogs, videos, and virtual tours can showcase unique aspects of your destinations, products and services.</p>
10:50		<p>Content Planning Anneri van Wyk – Marketing Manager: Barrk Marketing</p> <p>Effective content planning for tourism businesses involves a strategic approach to showcase products, services, and destinations in a compelling and engaging manner. We discuss how to define clear goals and understand your target audience's preferences and behaviours. We show you how to create a content calendar that aligns with key travel seasons, holidays, and events, ensuring a consistent flow of fresh and relevant content. We also look at the types of content that can be produced to attract and keep your audience engaged and ultimately drive them to act and book.</p>
11:10		<p>Experiential Tourism, a Blueprint for the Future Bruce Wade – Founder: EM Solutions</p> <p>Tourists are demanding a better experience from destinations, better taste, touch, feel, sight and sound. But how do we cope with this new demand for booking and destination? Unpacking the experiential blueprint, Bruce Wade will reveal some interesting facts and attributes that need to be included in all aspects of future tourism to help avoid extinction.</p>



11:30		Tea Break and Networking
12:00		<p>SEO / SEM Anet van Staden – Marketing Exec: Shift One Digital</p> <p>SEO (Search Engine Optimization) and SEM (Search Engine Marketing) are pivotal for the visibility and success of travel industry and tourism businesses. In this session we give quick tips on how to optimize your website to rank higher in organic search results, making it easier for potential travellers to find your services when searching for relevant keywords. This includes on-page strategies as well as off-page techniques such as quality backlinks. SEM complements these efforts by leveraging paid advertising, such as Google Ads, to target specific demographics and geographic locations with precision.</p>
12:20		<p>Influencer / Affiliate Marketing Ines Rosef Ingram – Founder CEO: Pine3 Marketing</p> <p>Influencer and affiliate marketing are powerful tools for tourism businesses aiming to enhance their reach and engagement. Discover an easy way to partner with social media personalities and bloggers who have substantial followings and can authentically showcase your business and experiences to their audiences. By leveraging the credibility and influence of these individuals, tourism businesses can effectively promote destinations, products, and services, creating authentic connections with potential travellers. On the other hand, affiliate marketing involves collaborating with websites and content creators who promote your offerings through specialized links, earning a commission for each booking or inquiry generated through their referral.</p>
12:40		<p>Video Marketing Raeesa Dhorat – Special Effects Media</p> <p>Video marketing is an exceptionally effective strategy for the tourism industry, capturing the essence of destinations, experiences, and services in a visually compelling format. We discover how video can transport potential travellers to your location and create a demand to visit. Through storytelling and immersive visuals, tourism businesses can evoke emotions and create strong, lasting impressions. Video content is versatile, suitable for social media, websites, email campaigns, and online advertisements, making it accessible to a broad audience. Let's look at inexpensive ways to use video marketing as part of your tourism marketing strategy.</p>
13:00		<p>Loyalty Amanda Cromhout – Founder & CEO: Truth</p> <p>Loyalty programs are a powerful tool for tourism businesses to attract both new and repeat customers by offering incentives that enhance the overall travel experience. By implementing a well-designed loyalty program, your business can reward travellers for their continued patronage. Such programs not only encourage repeat visits but also foster a sense of belonging and appreciation among customers. For new customers, introductory offers and sign-up bonuses can act as compelling incentives to choose your services over competitors. We discuss ways to implement an effective loyalty programme and culture in tourism businesses.</p>



13:20 – 14:00		<p>Lunch Break and Networking</p> <p>Please note that all catering during the conference is for your own account and can be paid for by card on a pay-as-you-go basis.</p>
14:00		<p>Partnerships & Networking</p> <p>Ted Frazer – Marketing & Branding Consultant</p> <p>Partnerships and networking are crucial elements for the success and growth of your tourism business, product, service, destination and the tourism industry at large. By forging strategic alliances with various stakeholders such as local businesses, travel agencies, hospitality providers, and cultural organizations, tourism businesses can enhance their offerings and reach a broader audience. Collaborative efforts allow for the pooling of resources, expertise, and marketing channels, resulting in more comprehensive and attractive travel packages. In this session we look at effective ways of partnering and we share examples of successful partnerships.</p>
14:30		<p>Panel Discussion: The Future of Travel and Tourism in Africa and South Africa (40min)</p> <p>Enjoy an exciting panel discussion where we will explore the dynamic landscape of the African and South African tourism industry. The sector holds immense potential and promise for economic growth, cultural exchange, and environmental stewardship. Our discussion will delve into three critical areas, namely 1) Emerging Trends in Travel and Tourism on the continent 2) The Impact of Technology on Travel Experiences 3) Predictions for the Future of the Tourism Industry and how your business can benefit. Together, our panellists will provide us with valuable perspectives on the trends and innovations that will shape the future of travel and tourism in Africa.</p>
15:10		<p>Q&A: Effective Tourism Marketing in a Digital Era (40min)</p> <p>In our final session, we create the opportunity to learn from each other. The floor will be open and delegates get the opportunity to put their burning marketing questions to our panel of tourism marketers. This is a great opportunity to harness the knowledge in the room and apply solutions in your business.</p>
15:50		Closure
16:00		Departure

Please note: Catering, refreshments and parking during the conference are excluded from your conference ticket. These costs are for your own account and can be paid for at the venue by card on a pay-as-you-go basis. No food or drinks allowed into venue. We reserve the right to make changes to the programme without prior notice. All registered delegates will receive an updated programme prior to the event as well as a final printed programme at the registration desk on the day of the conference.

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