

COME FIND YOUR JOY NORTH EUROPE ROADSHOW

13 - 22 JANUARY 2025

OBJECTIVE:

The objective of this roadshow is to contribute to the growing of arrivals from the Netherlands and Belgium to South Africa. As the trade in these countries are key partners that we rely on to bring arrivals and assist in the acquisition of new customers for the destination, equipping the trade with product knowledge and new experiences that they can package is a pivotal requirement.

A secondary objective for this roadshow is to provide market access for the South African travel trade value chain (product owners) to Dutch, Belgian and Swedish buyers (tour operators and travel agents).

This will be done through convincing the travel trade that currently sell South Africa that there is still ample opportunity beyond the high price and value packages that have been historically sold, while educating them about differentiated product and packaging opportunities. We will collaborate with South African trade and suppliers qualified to accompany South African Tourism to the North Europe hub in presenting the very best of what South Africa has to offer.

The following will be provided in order to assist you in compiling your application:

1. A summary of consumer insights, arrival and spend results
2. A list of our 6 key experience pillars that highlight our brand attributes that we use to market the destination
3. High level program for roadshow and cities that will be visited
4. Costs of participation and inclusions
5. Instructions for applications product/accommodation suppliers/destination marketing organisations, and instructions for DMC applications - as these application processes will be different

NORTH EUROPE STRATEGY 25/26:

As a team leading growth and new customer acquisition out of North Europe (and as SA Tourism), we pride ourselves on decision making led by sound insights, data and research. The consumer set that holds the most potential for volume (numbers) and value (money spent in South Africa for tourism purposes) for the North European region is the customer set that is targeted in all our marketing communications and is central to all decision making we undertake as a hub. In stating this, the below



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is a summary of insights from the Netherlands, the biggest market out of this hub, documented in our brand tracker survey:

1. The total outbound long haul untapped consumer opportunity for the Netherlands is 9,42 million consumers. Of this number 53% of the consumer set is aware of South Africa and 25% are positive about South Africa as a destination.
2. Beautiful scenery, wildlife/safari, experience a different culture and adventure are the main reasons provided for travelling to South Africa
3. Sustainability and responsible tourism are key considerations that are taken into account when making decisions on where to travel. Values - based decision making is prevalent amongst younger consumers within younger cohorts (millennials, Gen Z) but is increasingly surpassing generational groupings as a need when making consumption decisions. Responsible tourism is therefore an important aspect of the South African product landscape that we aim to expose and educate Dutch and Belgian trade on through our platforms.
4. In 2024, total tourism foreign direct spend (TTFDS) was recorded as an average of ZAR 21 559 per traveller for the Netherlands and R17 986 per traveller for Belgium. These numbers indicate the value that travellers from these countries provide but also highlights the need for differentiation of packages and price points that are offered to the market. South Africa is currently seen as a high cost market based on packages currently on offer.
5. The travellers from this region are currently made up of 49% repeaters vs 51% first timers. This repeater/first timer split highlights the need for both classics (for first timers) as well as new, unique, off the beaten track experiences.
6. Arrivals from the Netherlands and Belgium from January to August 2023 are:
 - 132 422 from the Netherlands: a 0.8% increase from 2023 arrivals and 91% towards arrivals achieved for the same period in 2019
 - 45 225 from Belgium: a 2.4% decrease from 2023 arrivals and 86% towards arrivals achieved for the same period in 2019

These arrivals solidifies the Netherlands position as the 4th largest international market behind the USA, the UK and Germany, and is the 3rd largest source market out of Europe.

The 91% progress towards 2019's recovery target can be attributed to consistent efforts by the North Europe team to showcase South Africa as a welcoming, responsible tourism destination, highlighting



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experiences that align with intrepid, green economy conscious and wanderluster consumer segment traveller needs.

KEY EXPERIENCE PILLARS

- Scenic beauty
- Wildlife and safari
- Active adventure
- Culture and roots
- City lifestyle
- Coastal beaches
- Sustainability

ROADSHOW DETAILS AND ITINERARY:

South African Tourism will take a total of 20 businesses on a roadshow through the Netherlands and Belgium, covering seven cities. The details for this roadshow is as follows:

1. Tuesday 13 January 2026: Utrecht
2. Wednesday 14 January 2026: Den Bosch
3. Thursday 15 January 2026: Rotterdam
4. Friday 16 January 2026: The Hague
5. 17 - 18 January 2026: Travel to Antwerp (Belgium)
6. Monday 19 January 2026: Antwerp
7. Tuesday 20 January 2026: Brussels
8. Wednesday 21 January 2026: Amsterdam

We are targeting 120 - 140 pax (inclusive of both travel agents and tour operators) in total over the 4 cities visited

PARTICIPATION COSTS

The cost of participation is **R66542.00** per business (inclusive of a maximum of 2 representatives - at one table)

*if you would like to attend both Vakantiebeurs and the roadshow - the total cost will be **R93 574.40** inclusive of both shows participation (Vakantiebeurs only cost is **R58 244.00**).

The following is included in the participation cost of **R66542.00**:



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- All accommodation on a bed and breakfast basis for the duration of the roadshow (12 - 21 January 2025 - check out on 22 January)
- 2 pax per table
- All transport between roadshow cities by bus (4 cities)
- Workshop participation costs - targeting 60 + agents and tour operators per workshop
- Welcome and farewell dinner
- Light snack/dinner on workshop days

The following is excluded:

- All international flights
- Room nights before 12 January and after 21 January (check out 22 January)
 - All meals not mentioned (only breakfast has been provisioned with hotel costs, with light meal provided at workshops on workshop days)
 - Tipping, bar charges, room service
 - Hold deposit normally charged for at hotel
 - Incidentals and costs for own account

INSTRUCTIONS FOR APPLICATION (EXCLUDING DMCS - DMC APPLICATION PROCESS BELOW)

1. Submit a 300 word profile of your business highlighting:
 - a. Key experience pillar (pillars that your business falls into)
 - b. Consumer segments that your business normally appeals to
 - c. Current customer base
 - d. Current tourism network affiliations if applicable
 - e. Province in which you are based
 - f. Any additional information you deem relevant
2. Top line marketing plan to market yourself to potential trade partners in this region using the insights provided in this document - no more than 1 page. Include strategic objective, pricing strategy etc.
3. The score card for applications to be selected will reflect the following:
 - a. Diversity and uniqueness of experiences (linked to experience pillars) 30%
 - b. as well as marketing strategy compiled: 30% of score
 - c. Aligned with answering to consumer needs in the region (consumer needs highlights detailed above) - 30%
 - d. Responsible tourism opportunities highlighted (if applicable): 10%



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4. Everyone is welcome to apply - if many applications are received, preference will be given to suppliers who have not attended before

DMC APPLICATION PROCESS:

1. Please indicate the provinces in which you currently sell packages for
2. Present 2 different itineraries that could potentially be packaged incorporating the consumer insight elements detailed above. Score will be awarded for inclusivity and responsible tourism aspects reflected in the itinerary. Your 2 itineraries also need to be segmented as follows: Repeater itinerary (x1 itinerary) vs first timer itinerary (x1 itinerary). Please align both themes to consumer insights as reflected above. Further clarification as follows:
 - a. What kind of itinerary would you showcase to a first timer needing to see the classics (aligned to the consumer insights)? Please submit 1 in accordance with key experience pillars provided above
 - b. What kind of itinerary would you showcase to a repeat visitor? Please submit 1 in accordance with key experience pillars provided above

The scorecard will be reflected as follows:

1. How many provinces are reflected in existing packages (score only awarded if proof provided)? 4+ provinces = 5 (30% of total score)
2. Inclusivity reflected in itinerary? 40% or more inclusive representation = 5 (30% of total score)
3. 2 itineraries reflecting first timer vs repeater experiences aligned with consumer insights? Marketing strategy compiled for these itineraries (40% of total score)
4. The remaining 10% will be based on whether DMC is leisure focused more than business/ incentive and whether the company is South African owned.
5. Only 3 DMCs will be accepted

If you have any questions, please feel free to reach out to Zora Klaasen: Trade Relations Manager North Europe hub at zora@southafrica.net .

Please email your applications to: netrade@southafrica.net by the closing date and time.

Closing date for applications: 17:00 on 01 August 2025.

Kind regards

Abby Jacobs

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