



# *Changing People's Lives Through Tourism*

Tourism Community of Practice  
22 March 2017



Transfrontier Conservation Areas  
SOUTHERN AFRICAN DEVELOPMENT COMMUNITY





# Focus of Tourism COP

## TFCA Programme

- Component 5: Enhancement of *local livelihood*
  - Increased private and public investments in cross border infrastructure and tourism projects in TFCAs
- Component 7: Development of TFCAs into *marketable regional tourism products*

**Mission:** to find innovative ways to improve the visibility and sustainability of SADC TFCAs, to realise their full cross-border tourism potential and ensure equitable stakeholder benefit sharing.

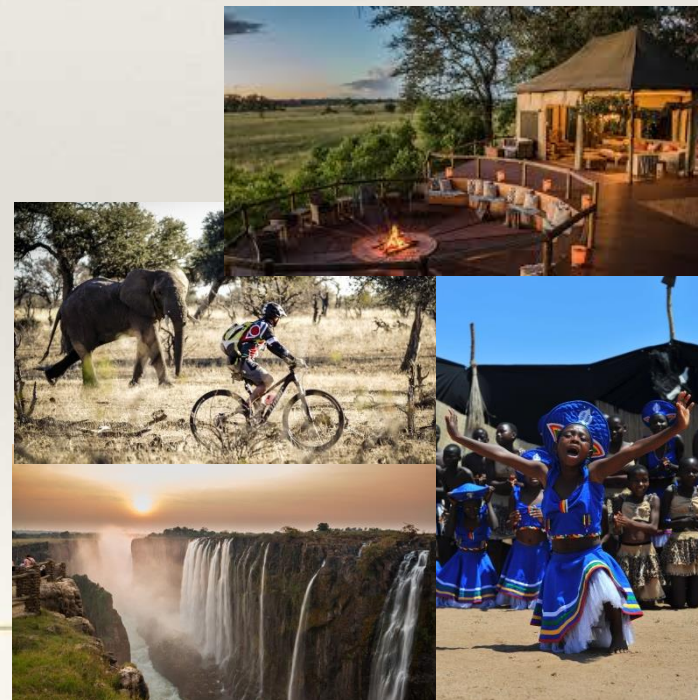
# Rationale

Marketing of tourism and tourism development in TFCAs currently more focused on individual protected areas or specific renown sites like Victoria Falls.

- Boundless Southern Africa is an initiative established by 9 SADC Member States to market the 6 TFCAs bordering South Africa + KAZA – Bringing out the potential of cross-border tourism products/events

Currently missing:

- 1 central place to find tourism information on all SADC TFCAs
- Besides Univisa & KTP/GLTP examples, limited movement of tourists
- Consistent marketing of cross-border itineraries
- Regional vision for tourism development in TFCAs, incl. economic potential





# Meetings & Members

Three COP meetings so far:

- 18 August 2016
- 24 January 2017
- 27-28 February 2017

Diverse and growing group of Members:

Sue Snyman (Wilderness Safaris) - **convener**, Lisa Blanken (GIZ) - **secretariat**, Roland Vorwerk (Boundless), Anna Spencely (IUCN TAPAS), Piet Theron (GLTP), Steve Johnson (Chemonics), Ernest Mokgane (DEA), Shareen Thude (KAZA consult.), Manuel Bollmann (Fair Trade Tourism), Rod de Vletter (Lubombo TFCA), Nomsa Mabila (Lubombo TFCA), Patience Gandiwa (GMTFCA), Glynn O'Leary (Transfrontier Park Destinations), Kwakye Donkor (RETOSA), Uwe Sturmman (Tourism consult.), Paul Bewsher (PPF), Johalize Koch (PPF), Nidhi Ramsden (Network consult.), Steve Collins (RESILIM).....



**Tourism COP Objectives**

**ITB Berlin**

**Cape Town Cycle Tour Expo**

**Lessons Learned**

**Recommendations**

# Objectives

**Product Development**  
**Marketing & Promotion**  
**Financial Sustainability &**  
**investment**



# Product Development

Audit of existing products

Guideline development

Market survey

Community tourism products

Cross-border itineraries

Cross-border events



# Common TFCA marketing strategy

Attend Fairs

TFCA tourism database

Cross-border events

Optimize Boundless brand

Website

Social media campaign

Marketing &  
Promotion





# Financial Sustainability

Identify what funding is available

Testing of sustainable financing mechanisms

Review of Boundless investment catalogue



# Value add of the TFCA COP

**Collaborative marketing**

**Joint venture packages**

**Product diversification**

**Facilitate cross-border  
movement**

**Learning from each other**



# ITB Berlin support

The ITB is the largest tourism fair worldwide (ca. 100.000 visitors)

- Enterprises and organizations represented at the ITB include hotels, tourist boards, tour operators, system providers, airlines and car rental companies

As Botswana was the official partner country to the ITB, also partner country to 3 TFCA, Botswana Tourism Organization (BTO) and GIZ were partnering under the following key-message: promoting Botswana as a starting point for regional tourism in TFCAs.



Official Partner Country ITB Berlin 2017



# MESSE BERLIN



WELCOME to



50 Botswana rhino's





# Presenting TFCA

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## **Exhibition space**

- TFCA exhibition space in Botswana stand in ITB entrance hall
- Marketing of cross-border products in the Adventure Hall
- SADC TFCA presence at KAZA Collection stand
- Presence of TFCA representatives, incl. COP members

## **Presentation & panel discussion**

- Presentation on TFCA within Host Country programme
  - Panel-discussion on anti-poaching with Honourable TK Khama
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#ilovebotswana





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# KAZA TFCA

THE KAZA 2017 COLLECTION



## The KAZA 2017 Collection

- The Limpopo
- Limpopo
- Limpopo
- Limpopo



AFRICA

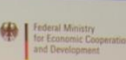
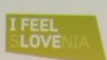




Moderated by: Dagmar Dehmer, Political Editor, Tagesspiegel

Host:

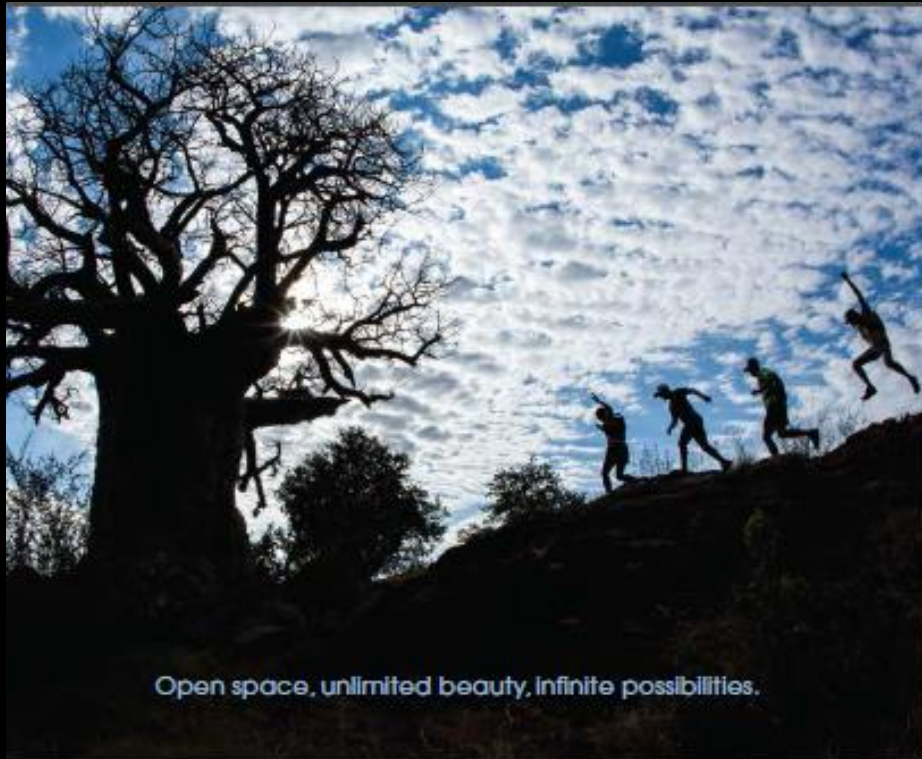
Andreas Stopp  
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*Nature Culture Community*

Cross-border tourism products in southern Africa



[www.boundless-southernafrica.org](http://www.boundless-southernafrica.org)





Batswana, Celebrating Culture.

Wildlife, Thriving, Okavango



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Africa Wild Lodges & Safaris

#ilovebotsswana  
The Botswana Safari Co.

#ilovebotsswana  
John Chase Safaris

#ilovebotsswana  
Desert & Delta Safaris

#ilovebotsswana  
Wilderness Diving Safaris

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The Botswana Safari Co.

# Cycle tour expo

## Joint marketing of three cross-border events

1. Desert Knights
2. Nedbank Tour de Tuli
3. Mapungubwe Transfrontier Wildrun



# Lessons learned

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## How to improve TFCA marketing at tourism fairs

- Developing tourism itineraries and routes through TFCA, incl. border crossing information
  - Capacitate regional TFCA marketing to coordinate joint marketing efforts on a regional and international level
  - Marketing cross-border events and products at specific tourism fairs or halls
  - One stand for all TFCAs, offering space for TFCA itineraries and/or tourism operators and lodges that are within TFCA
  - Pre or post fair trips where tour-operators and/or travel-journalists can take-part in cross-border TFCA itineraries
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# Recommendations

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- **Product development**
    - Focus on cross-border itineraries, events & community-owned lodges
  - **Marketing & branding**
    - Consolidate and enhance Boundless Southern Africa as regional marketing brand for all 18 TFCAs across the 15 SADC Member States (Phase II)
  - **Sustainable financing & investment**
    - Develop and implement clear strategy to bring investors and other donors on board
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# Next steps

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Step 1: Present recommendations to relevant TFCA, national and regional structures and programmes

- SADC Technical Committee on Wildlife
- RETOSA Board
- TFCA Ministerial Committees and structures

Step 2: Present to the relevant SADC Ministerial Committees (Environment and Natural Resources + Tourism)

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