



Tourism Levy South Africa

Adding Value to Tourism

CEO's REPORT
2018 ANNUAL GENERAL MEETING
21 JUNE 2018, TBCSA OFFICES, CENTURION

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WHAT'S HAPPENED IN OUR SECTOR?

Global

- Growth in international tourist arrivals
- Growth in international tourism in terms of total GDP Contribution
- Operating in an increasingly volatile and insecure global environment – global terror attacks, climate change, disease outbreak

Regional Africa

- Gradual recovery for major tourist destinations including SA
- From a business tourism perspective – there continues to be progress

South Africa

- Key focus has been on the state of the economy – within the broader context of the socio-political environment
- SA has had to confront the harsh reality of climate change – impact of the drought on tourism
- Issues around personal safety with incidents around ORTIA
- Growth of the sharing economy and its impact on travel and tourism

REDEFINING THE TOMSA VALUE PROPOSITION

- Redefining the TOMSA value proposition is one of the strategic objectives of the TBCSA
- This is centred on the need to generate more visibility, awareness, understanding and support for TOMSA
- Key highlights in the period under review include:
 - Establishment of the TOMSA Collaborative Fund
 - Preparing a discussion paper on the TOMSA repositioning – to be discussed by the Board

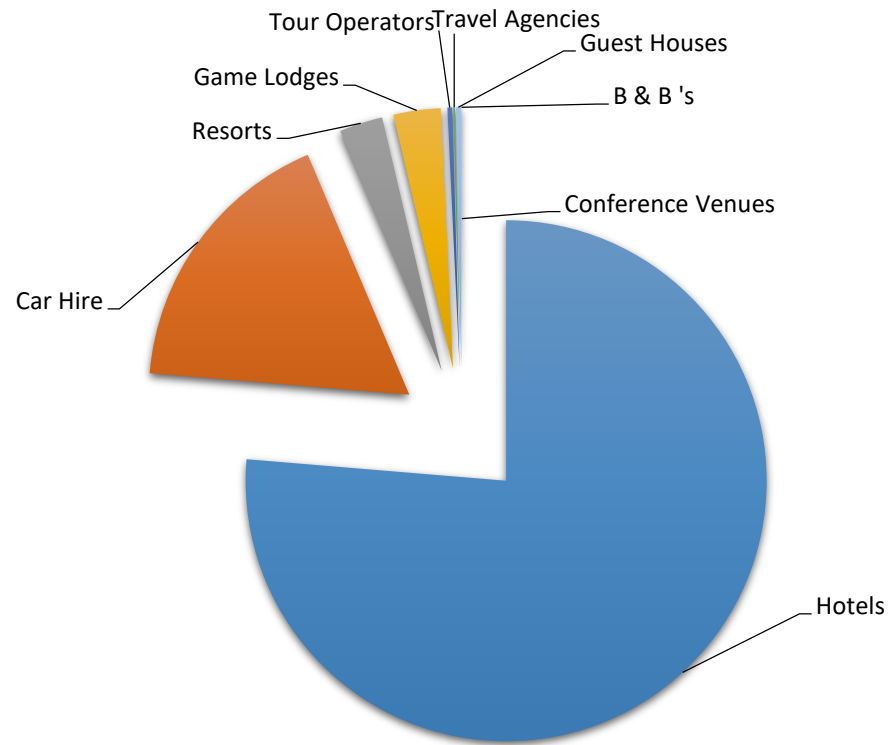
TOMSA/TBCSA RELATIONS WITH SA TOURISM

- We maintain positive working relationship with SA Tourism
- TBCSA/TOMSA represented in the SA Tourism Board
- Contributed to the SA Tourism Annual Performance Plans
- Contributed and participated in the annual Meetings Africa and Tourism Indaba

SALES AND MARKETING

- Growth in levy contributor base remains stagnant
- At end of 2017 we had a total of 551 levy contributors vs 536 at end of 2016
- Key activities included:
 - Collaboration with Tourvest Destination Management to educate team about TOMSA
 - Collaboration with FEDHASA Cape and Tourism Grading Council of SA to host road shows in Northern Cape with more planned in 2018
 - Courtesy meetings with levy contributors throughout the year

LEVY COLLECTIONS PER GROUP



FINANCE AND ADMINISTRATION

- Levy income continued to increase despite the decline in levy contributors
- Levies collected Jan-Dec 2017 are 3.78% more than in 2016 at R153 573 300 vs R147 978 100 contributed in 2016
- Hotel and car hire industries are the main income sources
- Resorts and game lodges also showed a marginal increase in levy contributions



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For more information on how you can add value to tourism contact us on:

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