

TOMSA NEWSLETTER

JUNE 2018

EDITION 1/2018

Dear Levy Contributors and Colleagues

Welcome to our very first edition of our TOMSA newsletter. This is a platform where we wish to maintain a close connection with you as our valued partner, updating you on all relevant matters pertaining to TOMSA; sharing relevant insights on the destination marketing efforts of South African Tourism and sharing relevant industry news and views which we believe will be of value to you.

We are already halfway through the year and in this edition, we reflect on some of the highlights, in particular key conversations that took place during the recent **WTM Africa** and **Africa's Travel Indaba**.

Leveraging the three local trade shows, we've hosted three **TOMSA Feedback** sessions – the first in Cape Town ahead of WTM Africa; the second in Durban on the sidelines of Africa's Travel Indaba and the third in Johannesburg in line with the Hotel Show Africa. We have included a round up from all the sessions – just enough to get all the levy contributors excited about the invaluable contributions they are making.

Be sure to note the invitations to apply for support to participate in the upcoming **World Youth & Student Travel Conference** taking place in Scotland, as well as the **Sanganai/Hanganani World Tourism Expo** to be hosted in Zimbabwe – both take place in the month of September.

Still on the issue of funding, we outline the different incentives and funding industry mechanisms that are now available – from the Tourism Incentive Programme, the Green Incentive Programme to the more recently announced **Tourism Transformation Fund**.

1. TOMSA UPDATES

- [WELCOME TO OUR NEWEST LEVY CONTRIBUTORS](#)
- [NOTICE: NEW 2018 TOMSA BOARD OF DIRECTORS](#)
- [REPORT: TOMSA AGM 2018](#)
- [FEEDBACK REPORT: TOMSA JOINS FEDHASA MPUMALANGA WORKSHOPS](#)
- [TSI ACCOMMODATION REPORT NOW AVAILABLE](#)

2. SA TOURISM

- [NEW BOARD APPOINTED AT SA TOURISM](#)
- [EXCLUSIVE UPDATE: SA TOURISM FEEDBACK ON #WATERWISE CAMPAIGN](#)

3. MARKETING FUNDING & INCENTIVES

- [CALL FOR APPLICATIONS – WORLD YOUTH & STUDENT TRAVEL CONFERENCE](#)
- [EXTENDED CALL: SANGANAI/HANGANANI WORLD TOURISM EXPO](#)
- [GREEN INCENTIVE PROGRAMME – CLOSES 30 JUNE 2018](#)
- [TOURISM TRANSFORMATION FUND – APPLICATIONS NOW OPEN](#)

Look out for our next edition where we further unpack the Bidding Fund and TOMSA Collaborative Fund further

4. RESEARCH & INSIGHTS

- [TOURISM & MIGRATION STATS – MARCH 2018](#)
- [TOURISM & MIGRATION STATS – APRIL 2018](#)
- [IN CASE YOU MISSED IT: TOURISM BUSINESS INDEX 2ND HALF OF 2017](#)
- [EXCLUSIVE REPORT: THE STATE OF TOURISM TRANSFORMATION](#)

5. TOMSA DIARY: NOTABLE DATES TO DIARIZE

JULY

- 18 – 19 JULY SABOA CONFERENCE & EXHIBITION @ CSIR PRETORIA
- 23 – 25 JULY SATSA ANNUAL CONFERENCE @ BOARDWALK HOTEL & CASINO
- 29 – 31 JULY SAACI ANNUAL CONFERENCE @ MISTY HILLS