

SA Tourism appoints marketing agencies in Brazil

South African Tourism has appointed two marketing agencies to market South Africa in Brazil, which illustrates SA Tourism's commitment to expanding destination brand presence in that market.



Image: www.freedigitalphotos.net

An agreement has been signed with Tatiana Isler of TI Comunicações (TIC), appointing her as country representative within a full marketing agency on behalf of South African Tourism. The agreement also incorporates the services of Marcelo Marques, who was appointed on behalf of South African Tourism as trade relations manager in July 2013. The agreement further includes setting up dedicated premises for South African Tourism in São Paulo.

Another service provider, Digital Industry, has been appointed to manage South African Tourism's social media and digital campaigns in Brazil.

Both agencies are based in São Paulo, where South African Tourism is also setting up dedicated premises. "Brazil is an exciting and fast-growing market for South Africa, which is why we are taking our marketing efforts there to a whole new level. The premises will give South African Tourism a permanent home, integrating us closely with the Brazilian market and tapping into their desires, giving us a better feel for what drives this market," said Thulani Nzima, CEO of South African Tourism. "The new additions to our team, meanwhile, endow us with a full marketing bouquet, helping us to reach millions more Brazilians who have yet to experience all that South Africa has to offer."

A wider strategy

Investment in the exciting and lucrative Latin American region is part of a wider South African Tourism strategy to stimulate growth from the emerging markets of the world. These include China, India and both East and West Africa. In January, South African Tourism opened a marketing office in Lagos, Nigeria. Excellent arrivals growth is being reported from the emerging markets. In 2013, China posted 14.7% growth; Nigeria posted 15.4% growth; and Latin America posted 8% growth.

Tourist arrivals from Brazil to South Africa grew 44.7% year on year, from 54,183 tourists in 2011 to 78,376 tourists in 2012. By end of 2013, Brazilian arrivals were growing at almost 4%.

To capitalise further on this growth and the potential of the market, South African Tourism will, for the first time ever, take a delegation of South African exhibitors to the ABAV travel tradeshow in São Paulo. The show takes place from 24 to 28 September and is the largest travel trade fair in the Americas. Last year (2013), the show documented almost 39,000 delegates and an exhibition area of more than 58,000m². It gives exhibitors exceptional access to the exciting, robust and flourishing Brazilian and Latin American market.

"Aside from a more assertive marketing strategy that have committed with our two new appointments, our exhibition stand at ABAV will give a greater number of our travel trade and stakeholders the opportunity to showcase their products and services in Brazil," concluded Nzima.

For more, visit: <https://www.bizcommunity.com>