

'Surviving and thriving' the focus of Getaway Travel Conference

Survival strategies for tough times and cost effective marketing initiatives are two of the issues that will come under the spotlight at the third annual Getaway Travel & Tourism Conference, sponsored by Mercedes-Benz Vans, which takes place at the Coca-Cola Dome on 30 August.



Themed "Show me the Money!", the conference will focus on equipping delegates with practical tools to "turn slow in dough" by maximising marketing efforts to increase revenue, occupancy and tour seats, explained Getaway events manager Tracy-Lee Behr.

The organisers have secured a heavyweight line-up of speakers for the conference. Among them are Thulani Nzima, CEO of South African Tourism, William Price, global manager: e-marketing - SA Tourism, Richard Lord, associate media director at Mediashop and Willie Jooste, multi-task manager at leading website design company Think Tank.

This year the Getaway Travel & Tourism Conference targets SMMEs in the greater travel and tourism sector and will be of value to anyone from B&B and lodge owners to travel agents, tour operators and rangers, says Behr.

The cost is R850 a person, with a R200 early bird discount for bookings before 15 July 2012.

The conference takes place alongside the Gauteng Getaway Show, which runs from 31 August - 2 September at the Dome in North Riding.

The full conference programme and speaker line-up is available at www.getawayconference.co.za.