

Overall Marketing Strategy	To be completed end of year:										Responsible Institution
	1	2	3	4	5	6	7	8	9	10	
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	
<b>Branding and Positioning</b>											BCT
Develop new logo	X										BCT
Introduce new logo	X										BCT
Include logo in marketing and communication	X	X	X	X	X	X	X	X	X	X	BCT
Introduce market specific logos			X	X							BCT
Include market specific logos in marketing and communication			X	X	X	X	X	X	X	X	BCT
<b>Promotion and Communication</b>											BCT
Sell Sport Products to related market segments	X	X									BCT
Sell Sun, sea and sand holiday Products to related market segments	X	X									BCT
Sell Conferences to related market segments	X	X									BCT
Sell Heritage and Culture Products to related market segments	X	X									BCT
Sell Nature Products to related market segments	X	X									
Reevaluate Marketing Strategy		X		X		X		X		X	BCT
Target New or Existing Markets			X	X	X	X	X	X	X	X	BCT
<b>Staff Training and Capacity Building</b>	X	X	X	X	X	X	X	X	X	X	BCT
<b>Private Sector Linkages</b>	X	X	X	X	X	X	X	X	X	X	BCT

Objective	Specific Marketing Action	To be completed end of year:										Responsible Institution
		1	2	3	4	5	6	7	8	9	10	
		2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	
Tourism Marketing	<b>Personal Selling:</b> Obtain and maintain listings of tour operators, travel agents, special interest associations, PCO's & sport associations	X	X	X	X	X	X	X	X	X	X	BCT
	Telephone calls to travel agents and tour operators	X	X	X	X	X	X	X	X	X	X	BCT
	Buffalo City Workshop and events	X	X	X	X	X	X	X	X	X	X	BCT
	Ongoing gathering of intelligence from trade	X	X	X	X	X	X	X	X	X	X	BCT
	Assist with trade show arrangements and attending trade shows	X	X	X	X	X	X	X	X	X	X	BCT
	Develop and implement familiarisations for travel intermediaries and the media	X	X	X	X	X	X	X	X	X	X	BCT
	Gathering intelligence on competitor destinations	X	X	X	X	X	X	X	X	X	X	BCT
	<b>Trade Fairs:</b> Attend WTM in conjunction with Eastern Cape Tourism Board	X	X	X	X	X	X	X	X	X	X	BCT
	Attend ITB in conjunction with Eastern Cape Tourism Board	X	X	X	X	X	X	X	X	X	X	BCT

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	Attend Indaba with a separate stand including the private sector	X	X	X	X	X	X	X	X	X	X	BCT
	Attend the Getaway Shows in Durban, Cape Town and Johannesburg with a separate stand	X	X	X	X	X	X	X	X	X	X	BCT
	Attend the Motor and Outdoor Adventure Show with a separate stand	X	X	X	X	X	X	X	X	X	X	BCT
	Attend 2 or 3 regional events with a separate stand	X	X	X	X	X	X	X	X	X	X	BCT
	<b>Public Relations:</b> Articles and editorials in general travel and specialist print media	X	X	X	X	X	X	X	X	X	X	BCT
	Coverage on radio and TV travel and news programmes	X	X	X	X	X	X	X	X	X	X	BCT
	<b>Familiarisations:</b> Familiarisation trip for media	X	X	X	X	X	X	X	X	X	X	BCT
	Familiarisation trip for tour operators	X	X	X	X	X	X	X	X	X	X	BCT
	Familiarisation trip for travel agents	X	X	X	X	X	X	X	X	X	X	BCT
	Familiarisation trip for PCO's	X	X	X	X	X	X	X	X	X	X	BCT
	Familiarisation trip for sport governing bodies	X	X	X	X	X	X	X	X	X	X	BCT

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	<b>Advertising:</b>											BCT
	Targeted print advertising in market segments	X	X	X	X	X	X	X	X	X	X	BCT
	Targeted radio advertising in market segments	X	X	X	X	X	X	X	X	X	X	BCT
	<b>Events and Workshops:</b>											BCT
	Event for media	X	X	X	X	X	X	X	X	X	X	BCT
	Event and workshop for tour operators	X	X	X	X	X	X	X	X	X	X	BCT
	Event and workshop for travel agents	X	X	X	X	X	X	X	X	X	X	BCT
	Event and workshop for PCO's	X	X	X	X	X	X	X	X	X	X	BCT
	Event and workshop for sport governing bodies	X	X	X	X	X	X	X	X	X	X	BCT
	<b>Direct Mail:</b>											BCT
	Direct mail/ e-mail to media	X	X	X	X	X	X	X	X	X	X	BCT
	Direct mail/ e-mail to tour operators	X	X	X	X	X	X	X	X	X	X	BCT
	Direct mail/ e-mail to travel agents	X	X	X	X	X	X	X	X	X	X	BCT
	Direct mail/ e-mail to PCO's	X	X	X	X	X	X	X	X	X	X	BCT
	Direct mail/ e-mail to sport governing bodies	X	X	X	X	X	X	X	X	X	X	BCT
	Direct mail/ e-mail to special interest associations	X	X	X	X	X	X	X	X	X	X	BCT
	<b>Website:</b>											BCT
	Redesign of website	X										BCT
	Listing of website with search engines	X										BCT

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	Inclusion of website on all marketing material	X	X	X	X	X	X	X	X	X	X	BCT
	Maintenance and updating of website	X	X	X	X	X	X	X	X	X	X	BCT
	<b>Cooperative Marketing:</b>											BCT
	Compilation of package with domestic travel intermediary	X	X	X	X	X	X	X	X	X	X	
	<b>Merchandising</b>											
	Identify merchandising opportunities	X	X	X	X	X	X	X	X	X	X	LED
	Identify merchandise manufacturers	X	X	X	X	X	X	X	X	X	X	LED
	Produce merchandise	X	X	X	X	X	X	X	X	X	X	LED
	Sell merchandise	X	X	X	X	X	X	X	X	X	X	LED

**Abbreviations:**

BCT – Buffalo City Tourism

BCDA – Buffalo City Development Agency

LED – Buffalo City Municipal Department of Economic Development and Tourism

BCM – Various Departments of Buffalo City Municipality