



Attention: News Editors

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NEWS RELEASE

South African Tourism Sponsors Online Tourism Textbook for E Tourism Africa Summit

South African Tourism announced today the sponsorship of a specially written Online Tourism Textbook for the South African market. The “E Tourism Frontier’s Guide to Online Tourism – the South African Edition” will be published in September and given to all delegates attending the E Tourism Africa Summit taking place in Cape Town in on the 15th and 16th of September.

South African Tourism is sponsoring the 4th E Tourism Africa Summit, along with Cape Town Tourism - the host city for the summit. The Summit will feature some of the world’s leading experts in Online Tourism, including companies such as Trip Advisor, Expedia and Google.

South African Tourism’s involvement in the event is evidence of the extent to which SAT is investing in online destination marketing platforms and campaigns.

William Price, global head of e-marketing at South African Tourism says the role and significance of online marketing and consumer engagement has become critical in destination marketing. “It’s not enough for us to merely sponsor events. We have decided to invest more heavily in the E-Tourism Africa Summit by sharing a tangible, and useful, resource with the industry. The *E-Tourism Frontier’s Guide to Online Tourism* is a great resource and offers easy to follow tips and excellent local examples of tourism businesses using and benefiting from online marketing”, said Price.

The author of the new textbook, Damian Cook, is the CEO and Founder of E Tourism Frontiers and a global expert on Online Tourism. Kenya based Cook, has a long track record of working across Africa in the online tourism sector. Since 2001, he has advised and worked with numerous Tourist Boards and Tourism Ministries across Africa and the Middle East on developing online marketing and business strategies for destinations.

Cook, stated that it was vital that all tourism players continue to increase both their understanding and investment into the online sector.

“Our industry needs to focus not just on their own marketing but to encourage their clientele to market for them via social media. 50% of travellers now read a review before booking a hotel or trip for a long haul destination and this is especially relevant for travel to Africa. Facebook, Twitter and YouTube are vital tools when researching travel. However only a small number of Tourism companies are really accessing and using these tools to their full potential. The textbook is designed to show South African Tourism businesses how to do just that ” said Cook.

William Price went on to say, “South African Tourism has increased its focus and marketing investment online. We now have the National Tourism Database, global online campaigns and competitions and strong relationships with companies such as WAYN, Trip Advisor and Expedia. It’s vitally important that all levels of our tourism sector increase and invest in their online presence”, he stated.

He went on to say, “Part of our focus is reaching out to those tourism businesses that may not have the opportunity to attend an international event such as the Summit. We have also decided to sponsor 100 tourism SMMEs in the Western Cape to attend the summit. Not only will they have the chance to learn from the world’s leading experts but they will participate in an Online Tourism Training Workshop”, said Price.

The upcoming E Tourism Africa Summit will take place at the Cape Town International Convention Center on the 15th and 16th of September. It will feature a line up of some of the world's leading online international travel firms and speakers on tourism and technology. There will be presentations from Trip Advisor, Expedia, Google and Justin Reid from Visit Britain will also be talking about how his Tourist Board does a lot more online. Visit Britain was named the most influential Tourism Board online last year by Influencers in Travel

The second day of the Summit will be an optional day of training seminars on digital marketing, social media and e-commerce or optional panel sessions addressing critical issues for the development of local, regional and African tourism online.

Registration for the E Tourism Africa Summit 2011 is open now:

www.e-tourismfrontiers.com

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For additional information visit www.e-tourismfrontiers.com or contact info@e-tourismfrontiers.com

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Note to Editors

E Tourism Frontiers

E-Tourism Frontiers is an initiative to develop a sustainable and equitable online tourism sector in emerging markets in Africa, Asia, the Middle East, Eastern Europe and Latin America via **travel technology conferences and training seminars**. The company's events feature some of the world's leading **Online Tourism Experts** and include sessions **on e-marketing, travel distribution and sales, social networking and New Media**. Presenters include **Expedia, Trip Advisor, Google, WAYN.com** to name a few.

(Travel Statistics from Comscore and e-Marketer, ETC New Media Review and UNWTO)