

# ***PRESENTATION***

## ***DRAFT MARKETING STRATEGY***

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Chief Executive Officer



# ***DRAFT NATIONAL MARKETING STRATEGY***



*Namibia Tourism Board*

# ***Strategic Overview:*** Introduction

**Focus on the essence of the**

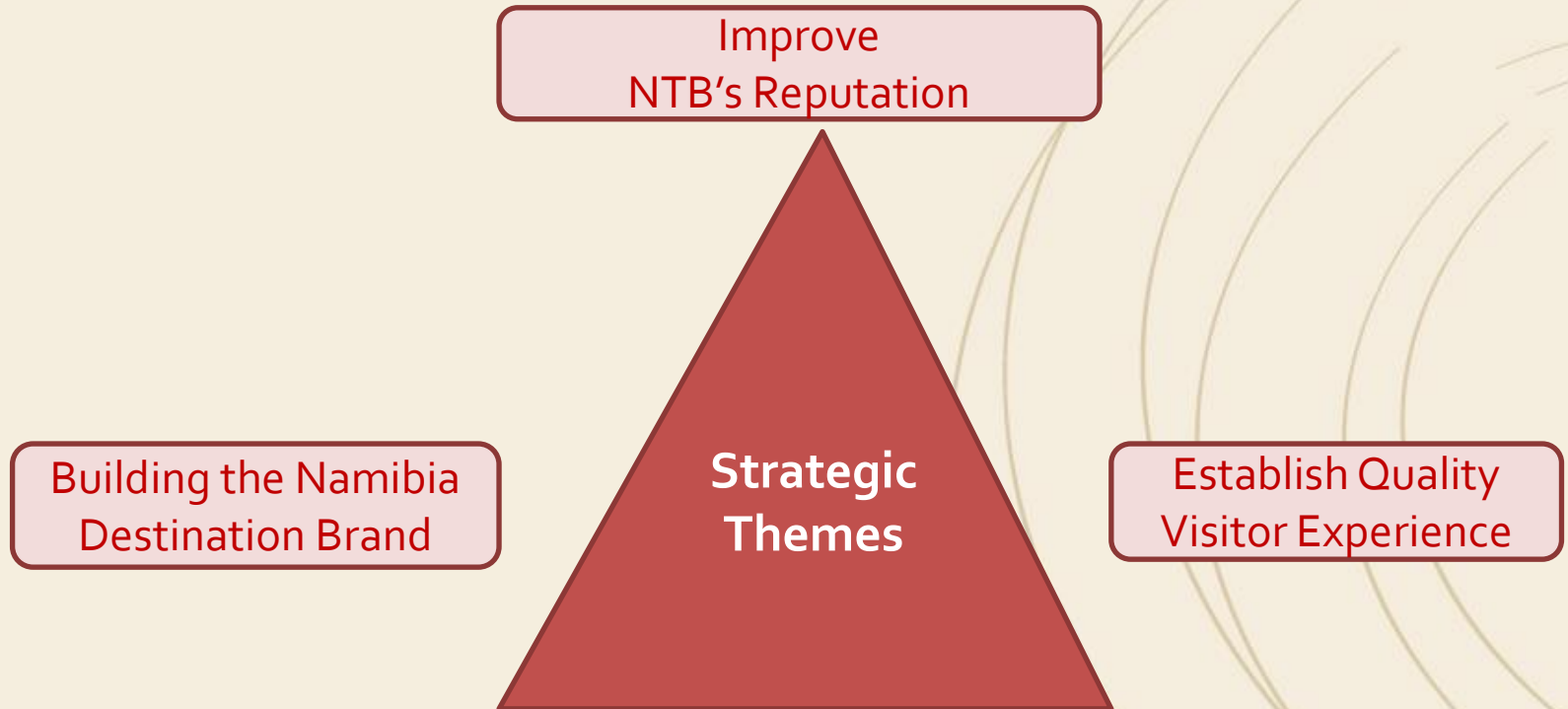
**Namibian Experience**

**by ensuring that the experience surpasses**

**the guests' expectations!**



# ***Strategic Overview:*** Strategic Approach & Direction

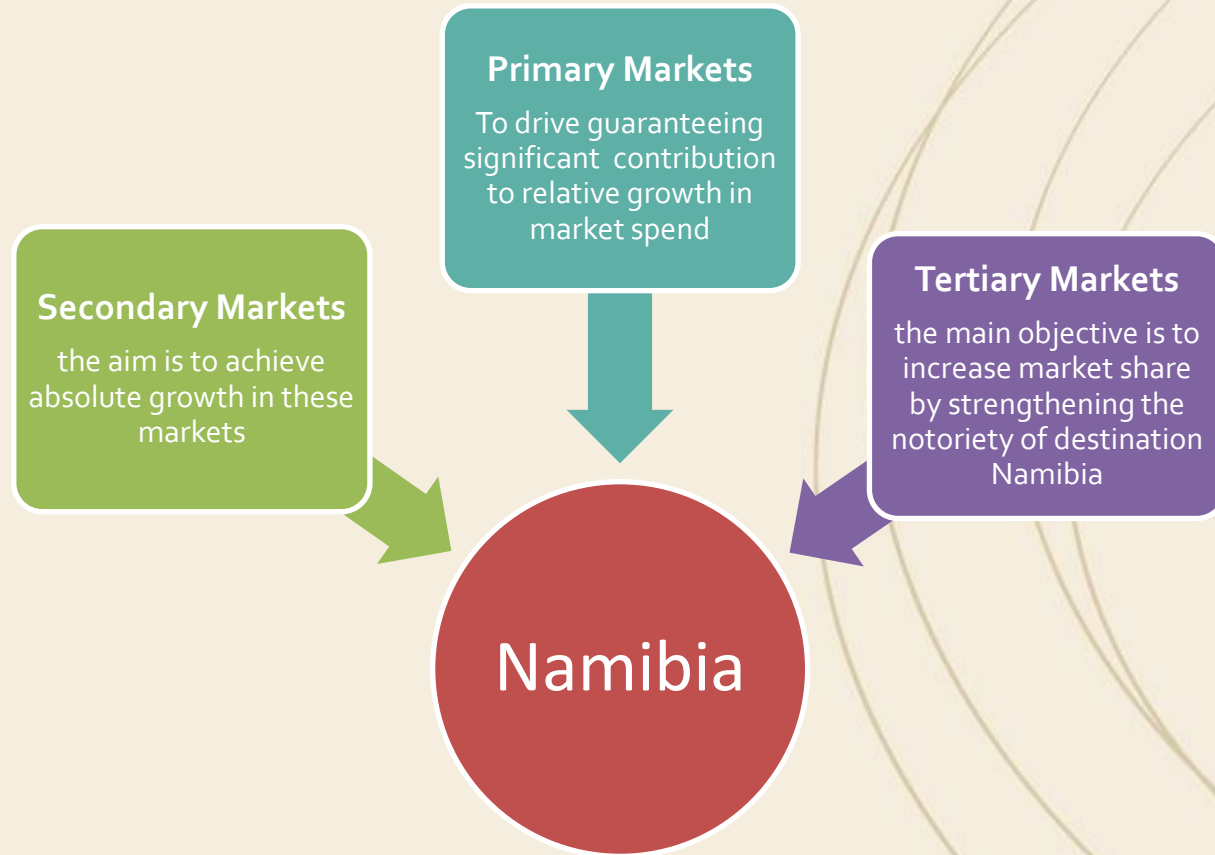


# *Strategic Overview: Theme 1*

## Building the Destination Brand

- Focus efforts on identified international, regional and domestic source markets that have maximum impact to continue to attract leisure tourism market but niche diversity market segments through product offering shall be considered
- Develop Namibia as preferred destination for **M**eedings, **I**ncentives, **C**onferences and **E**vents (MICE)
- Hosting of Signature Events
- Strengthening the Namibian Destination Brand

# *Strategic Overview:* 5-year Source Market Portfolio



# *Strategic Overview: 5-year Source Market Portfolio*

	Primary Markets	Secondary Markets	Tertiary Markets
<b>Africa</b>	60% resources and dedicated representation and under direct focus by NTB from Head Office and its own foreign offices	20% of resources dedicated and supported either through appointed Representative Agency or Namibian Foreign Missions	20% of resources dedicated and support mainly via Namibian Foreign Missions
	Namibia Domestic Market  South Africa	Botswana	Angola  Ghana  Nigeria  Zambia  Zimbabwe

# *Strategic Overview: 5-year Source Market Portfolio*

	Primary Markets	Secondary Markets	Tertiary Markets
<b>Americas</b>	60% resources and dedicated representation and under direct focus by NTB from Head Office and its own foreign offices	20% of resources dedicated and supported either through appointed Representative Agency or Namibian Foreign Missions	20% of resources dedicated and support mainly via Namibian Foreign Missions
	United States of America	Canada	Brazil



# Strategic Overview: 5-year Source Market Portfolio

	Primary Markets	Secondary Markets	Tertiary Markets
<b>Asia &amp; Australasia</b>	60% resources and dedicated representation and under direct focus by NTB from Head Office and its own foreign offices	20% of resources dedicated and supported either through appointed Representative Agency or Namibian Foreign Missions	20% of resources dedicated and support mainly via Namibian Foreign Missions
	China		Australia India Japan Malaysia New-Zealand South Korea

# Strategic Overview: 5-year Source Market Portfolio

	Primary Markets	Secondary Markets	Tertiary Markets
<b>Europe</b>	60% resources and dedicated representation and under direct focus by NTB from Head Office and its own foreign offices	20% of resources dedicated and supported either through appointed Representative Agency or Namibian Foreign Missions	20% of resources dedicated and support mainly via Namibian Foreign Missions
	Austria	BeNeLux	Baltics
	Germany	France	Portugal
	Switzerland	Italy	Spain
	United Kingdom	Nordics Russia Scandinavia	

# *Strategic Overview: 5-year Source Market Portfolio*

	Primary Markets	Secondary Markets	Tertiary Markets
<b>Middle East</b>	60% resources and dedicated representation and under direct focus by NTB from Head Office and its own foreign offices	20% of resources dedicated and supported either through appointed Representative Agency or Namibian Foreign Missions	20% of resources dedicated and support mainly via Namibian Foreign Missions
		United Arab Emirates	

# *Strategic Overview:* Destination Marketing & Research

SYMBOL	ACTIVITY
	Cultural
	Landscape and Scenery
	Golf
	Horse riding
	Adventure
	Safari
	Honeymoon
	Ecotourism/Voluntourism
	Birding
	Dolphin Cruise

# *Strategic Overview:* Destination Marketing & Research

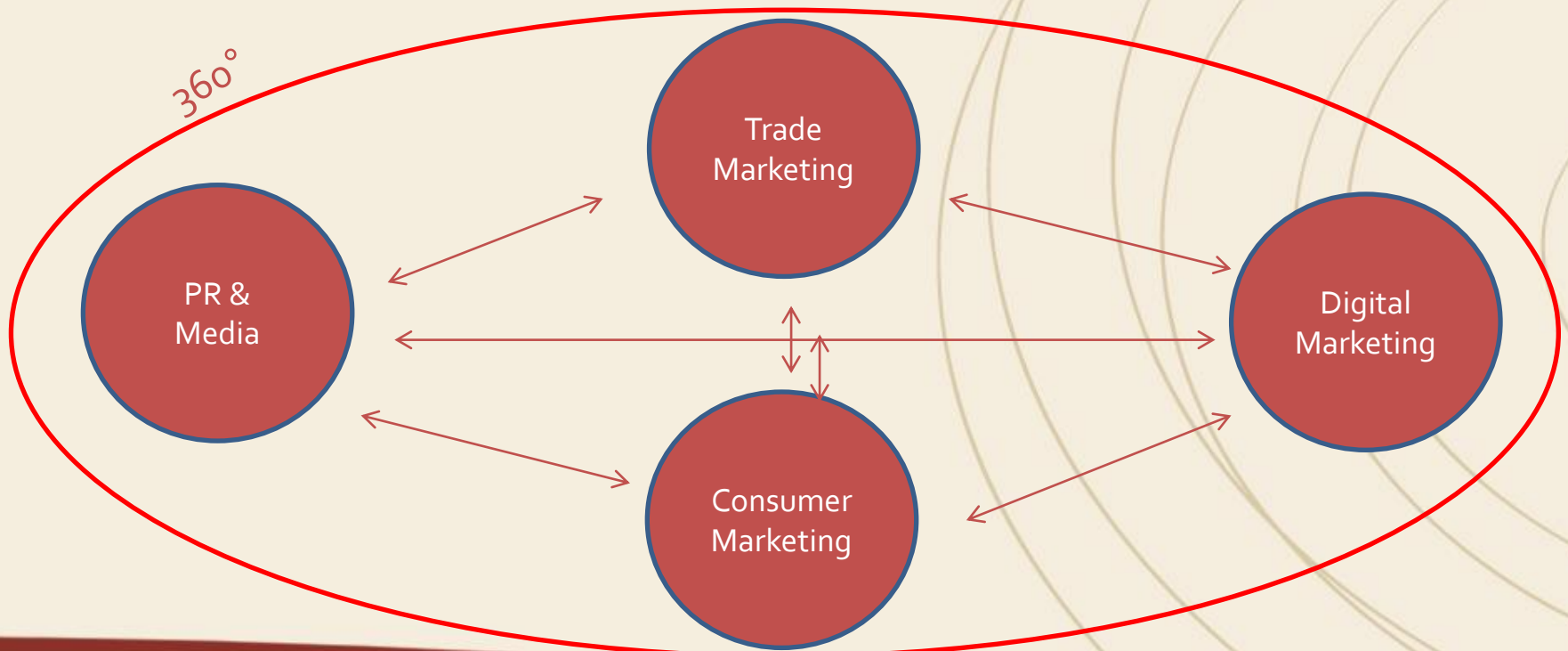
SYMBOL	ACTIVITY
	Disabled
	Wellness
	Camping Holidays
	Bike Tours
	Astro Holidays
	Fly In Safaris
	Train Tours
	Study Tours
	Self Drive
	Group Tours

# ***Strategic Overview:*** Destination Marketing & Research

SYMBOL	ACTIVITY
 	MICE/Business / Incentive Tours
	Cruise
	Water based activities

# *Strategic Overview: The Marketing Philosophy*

- NTB shall adopt a **360 degrees philosophy** in its marketing approach to derive more value. Thus, attempt shall be made that most activities that NTB will execute will be interlinked to PR & Media, Trade and Social Media to activate consumer demand to generate more travel to or within Namibia.



# Domestic Market Strategy

## International and Regional Markets

- **TRAGET:** Focus on youth, family and couples travel
- **INCETIVE:** 1) Encourage private sector to offer specials
- 2) Encourage camping travel which is more affordable
- 3) Encourage Govt and PEs to stimulate domestic travel by hosting conferences, etc outside Govt offices and premises
- **APPROACH:** 1) Story telling using media and digital platforms (*e.g Namibian media FAMTrips, creative story writing content*)
- 2) Short videos on key attraction highlights on TV and digital platforms
- 3) Use of Radio medium to transmit story telling value addition



# *International and Regional Markets Strategy*

## Domestic Market

- **TRAGET:** Focus on **LEISURE, NICHE, INCENTIVES** and **CRUISE MARKET SEGMENTS**
  - **INCETIVE:** 1) Collaborate and partner with Key airlines flying to NAMIBIA and FLY NAMIBIA
  - 2) Popularize tourism routes developed by NTB: Arid Eden, Four Rivers, Cape to Namibia and Omulunga Palm routes to spread tourism regionally
  - 3) Collaborate with Namport to drive cruise tourism
- 
- **APPROACH:** 1) Selected MEDIA for Visiting Journalists Programme to ensure broader coverage)
  - 2) Short videos on key attraction highlights on digital platforms
  - 3) Selected Trade for FAM Trips

# *International and Regional Markets Strategy*

## International and Regional Markets

- **APPROACH:** 1) Cross promotion with selected brands in source markets
- 2) NAMIBIAN FOREIGN MISSIONS: in particular in the Secondary and Tertiary market s with MISSION TOOLKIT for support their events
- 3) DIGITAL MARKETING: conduct one digital marketing campaign annually aimed at global reach with video assets being the focus

# ***Digital Marketing Strategy***

NTB intent to promote Destination Namibia through paid, owned and earned channels including digital media, broadcast, social media, experiential marketing as well as content marketing.



# ***Digital Marketing Strategy***

## **Paid Search**

This is the bread-and-butter channel to collect lowest funnel users with the highest potential conversion rate for visiting Destination Namibia.

## **Baseline Brand**

Executed through display and retargeting through hard hitting pieces of communication designed to drive conversion using messages around Destination Namibia experience and the emotional connection

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# ***Digital Marketing Strategy***

## **Pillar Focused**

To drive conversion among those whose interests we can identify, we will deliver messages that align with said interests. This will be a secondary tactic to baseline brand activity, and will be employed when the cost per impression (CPM) and probability to convert are aligned.

## **Drive Opportunistic**

This bucket will drive visitors by focusing on a specific event either planned (i.e /Ai //Gams festival, OKTOBERFEST, Crayfish Festival, WIKA, Kuste Karneval ) or any other opportunistic or high-impact co-op opportunities.



# ***NEW DESTINATION WEBSITE***

## **Objective**

To Increase awareness and consideration of Destination Namibia as a world class destination for leisure travel.

Utilize the website to convert the undecided traveler to choose Destination Namibia above other destinations within the competitive segment.

## **Strategies**

- Utilize tools within the new website to continually provide strong visuals inspiring travelers to select Namibia as their destination of choice.
- Develop unique and compelling content that differentiates Namibia from other destinations.
- Create a robust SEO strategy to target and direct consumers to our website for those looking to decide on a vacation destination.
- ***SOME FEATURES:*** *Community projects landing page , Namibia Specialist program, etc*

## **Success Metrics**

- Increased traffic from international markets.

# ***ONLINE ADVERTISING (SEM)***

## **Objective**

To increase the destination's visibility on major search engines and organic search rankings.

## **Strategies**

- To promote the destination's visibility using paid search, contextual advertising, and organic search rankings.
- Develop compelling adverts that can be used to appear on search engine result pages (SERPs)
- Focus on creating rich media and compelling ads to engage.

## **Success Metrics**

- Increased exposure and brand visibility.
- Increased credibility for the destination
- Increased traffic to the destination's website

# ***SOCIAL MEDIA***

## **Objective**

To offer an endless opportunity of exposure from simple promotional posts, images and video content, through to competitions and even viral content.

Continuous creation of new digital assets as and when such became available.

## **Strategies**

- Destination Namibia's social media channels will have an increased focus on primary as well as secondary markets.
- Social channels will promote dedicated itineraries within the social content calendar to provide additional inspiration and ideas on all there is to do in Namibia.
- Focus on an integrated approach that utilizes social media extensions dedicated to help amplify new ad campaign messaging.
- Social media campaign extensions will incorporate tertiary markets to increase awareness.
- Explore partnerships with international companies for increased international presence on social.
- Focus efforts on developing high quality sharable content



# ***SOCIAL MEDIA***

## **Success Metrics**

- Increased fan growth in Primary Markets.
- Increased fan growth in Secondary Markets.
- Increased traffic to the destination's website.
- Additional success will be measured by number of impressions from social platforms.



# IN FOCUS





# *IN FOCUS*



Namibia Tourism Board

*Strategic Plan 2019/20 – 2023/24*

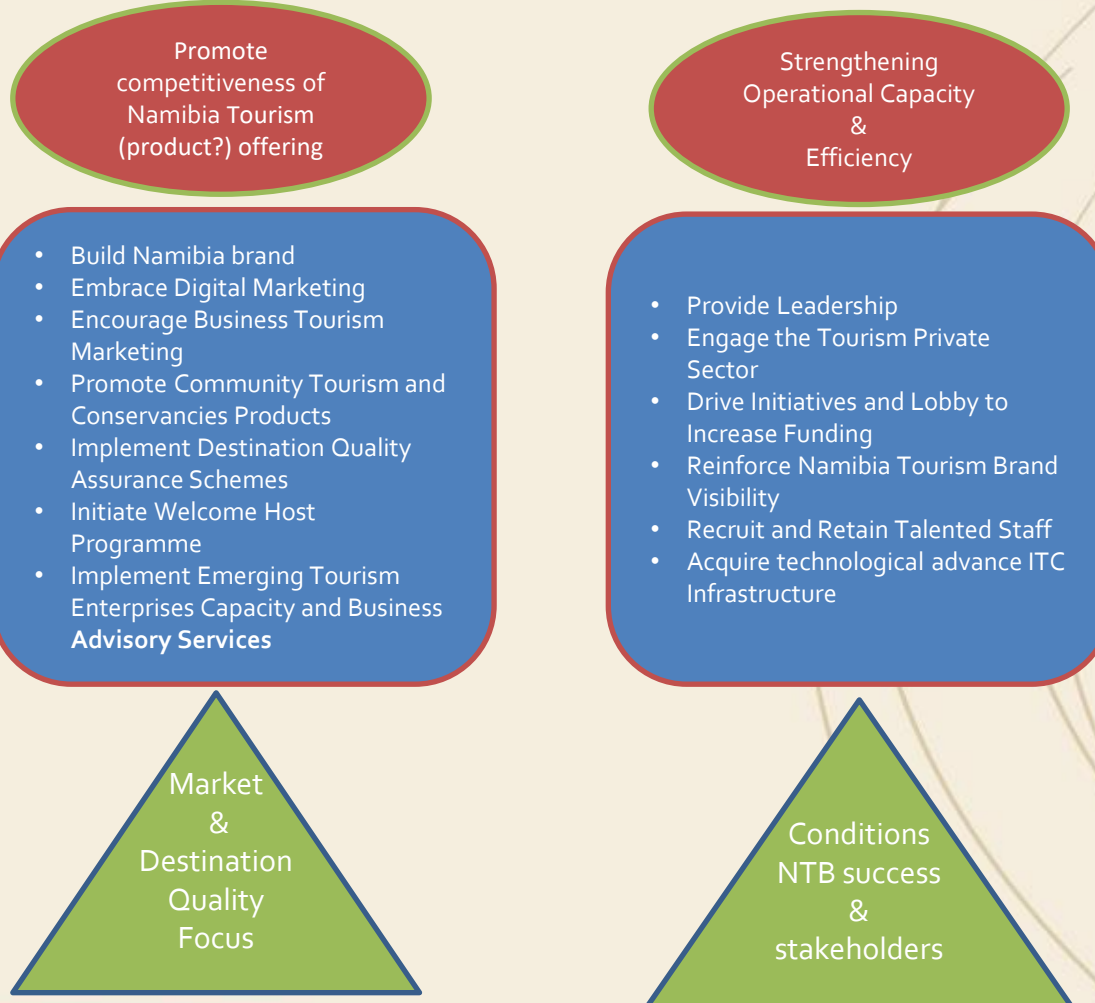
# ***TSAU //KAHEB NATIONAL PARK IN FOCUS***

## **MARKETING APPROACH**

- 1. Part of Cape to Namibia tourism route**
- 2. VJP**
- 3. FAM TRIP**
- 4. Content for NTB website**



# Strategic Overview: Critical Success Factors



***THANK YOU***



***Namibia Tourism Board***