

Upcoming speed marketing sessions to aid sector recovery

The tourism industry has been adversely impacted by the coronavirus pandemic with over 50,000 tourism businesses having closed down either temporarily or permanently. Furthermore, income from accommodation decreased by 65.5% in the period ended in November 2020 compared to the same period in 2019.

In response to this, South African Tourism through its business unit, Tourism Grading Council of South Africa (TGCSA) is re-imagining the future of speed marketing by hosting virtual sessions for the second time, following the successful sessions which were hosted in October 2020.



Image source: [Gallo/Getty](#)

The Virtual Speed Marketing sessions is a market access platform created to provide tourism businesses with an opportunity to interact and forge business relationships between products and buyers (Tour operators and DMCs who are already packaging and selling the destination or have an interest in doing so).

The platform's aim, for new and existing tourism products to showcase themselves to local and international tour operators, is to build a quality visitor experience through Virtual Speed Marketing sessions.

In the sessions, representatives of the South African products, establishments or experiences are given the opportunity to market their products and experiences using a presentation. Speed marketing focuses on bringing the supply and demand of business to business and consumers and products together.

The first sessions for 2021 are taking place via Zoom and the details of the upcoming events are as follows:

Gauteng Province

Date: Tuesday, 2 March 2021

Time: 11am-12pm

Zoom [link](#).

KwaZulu Natal Province

Date: Thursday, 4 March 2021

Time: 11am-12pm

Zoom [link](#).

Free State Province

Date: Tuesday, 16 March 2021

Time: 3pm-4pm

Zoom [link](#).

Mpumalanga Province

Date: Thursday, 18 March 2021

Time: 3pm-4pm

Zoom [link](#).

To showcase your tourism product, establishment or service, contact Thabo Mpotu via email on thabomp@tourismgrading.co.za or mobile 0781691406 to book a slot.

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