



# Umdoni Municipality Tourism Plan

Marketing Plan  
(2007-2010)

**Prepared by:** Dianne Perrett, Uddi  
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## **Introduction:**

This plan encompasses inputs from a wide range of stakeholders canvassed at various forums, meetings and a marketing workshop held during the first half of 2007.

It also builds on work, and incorporates aspects of research studies, undertaken by Uddi with respect to the broader Umdoni Tourism Plan. In particular there is reference to:

- Umdoni Tourist Survey
- Umdoni Draft Tourism Plan
- Umdoni Situational Analysis Report
- Ugu District Tourism Master Plan

By way of introduction it is important to recognise the potential benefits increased tourist activities can have on Umdoni.

Tourists bring into any area money that has been generated elsewhere and this is one of the quickest and most cost effective methods for uplifting the local inhabitants and the local economy without having to generate it from within.

By utilizing our existing assets, and building on these to extend our service offering, we can substantially increase the revenue brought into Umdoni and build sustainability of this revenue stream by providing a service level that promotes repeat visits.

We already know that many of Umdoni's tourists are repeat visitors; however this needs to be extended so that we no longer convert the converted but rather extend the marketing net to pull more people, and more tourist Rands, into the Umdoni area.

By focusing all relevant efforts in this direction Umdoni can be assured of increasing its share of the tourism Rand, which comes to the South Coast annually. By pulling a greater number of tourists into the Umdoni catchment area and increasing revenue streams accordingly upliftment of the area in terms of economic, skills and entrepreneurship are assured.

It must be noted that this report should not be read in isolation, but rather in association with the extensive reports mentioned above.

## **Background:**

This marketing planning process forms part of the broader Umdoni Municipality Tourism Plan and has been introduced in Phase III of the implementation process.

The economic development goal for tourism in this region is to facilitate the rejuvenation, expansion and diversification of the tourism sector.

It must be noted that elements of the marketing planning process that have already been covered in other reports have not been re-visited in their entirety within this report, however they have been referred to and referenced in order for correct correlation to take place.

The factual and statistical base for many of the assumptions in this plan have been obtained from the Situational Analysis Report presented and approved by Council at its workshop on 15 March, and from the report on the Tourist Survey conducted over the Easter 2007 weekend.

Traditionally the Marketing Plan covers:

- Executive Summary
- Current Marketing Situation
  - Incl; Situational Analysis and Market Analysis
- Opportunity and Issue Analysis
  - Incl; SWOT
- Marketing Mission / Objectives
- Marketing Strategy
  - Target Markets
  - Brand Values / Positioning
  - Marketing Statements
  - Marketing Tools
- Action Plans
- Marketing Budget
- Ongoing Management/Control Mechanisms

This report will follow this same framework.

## **Executive Summary**

This Marketing Plan recommends a two phased approach to marketing the Umdoni region. Phase One will focus on pulling all the Local Stakeholders on-board with the initiative and Phase Two will begin the outward focus on the External Market of Southern African Families.

This recommendation is supported by well researched and extensively documented findings from the:

- Umdoni Tourist Survey
- Umdoni Draft Tourism Plan
- Umdoni Situational Analysis Report
- Ugu District Tourism Master Plan

There are two options available to Umdoni in assessing its ability to effectively implement this Marketing Plan. Either it can go it alone and manage the implementation process within existing structures and financial constraints, or it can support a single body tourism initiative and join forces with the other South Coast Municipalities to share resources and maximize the return on investment.

It is recommended that a single body tourism marketing initiative be given full support by Council as the benefits are:

- Cost savings
- Load sharing
- Greater product offering
- Expanded possibilities for key events
- New approach enables internal marketing to stakeholders to be more effective and öfreshö
- Ability to örepackageö Umdoni in a way that will have more impact on the External Target Market.

While the recommendation is that the single tourism body initiative be actively pursued, the actions detailed in this Marketing Plan apply to both scenarios; it would be the marketing message that would change, not the planned activities.

There is no doubt that Umdoni has a lot to offer and in conjunction with the Tourism Plan and LED projects more tourism opportunities will be established in the months ahead.

The most important element of marketing implementation process is to ödo less betterö. When resources are limited it is far better to focus on a few key areas and implement these well, rather than to tackle too much and be ineffective.

## **Current Marketing Situation**

The current marketing situation is well documented in the Situational Analysis Report prepared by Udidi and updated in March 2007. This comprehensive report clearly details the current marketing situation and is supported by research conducted during recent key tourism periods.

By way of summary:

### **Tourism Target Market Description:**

The current tourism trade comprises family coastal tourism linked to beach apartment and holiday cottage letting (almost 75%). The majority of these are Afrikaans speaking, stay in self catering accommodation (61%) and are in the Living Standards Measure (LSM) 6-8 band.

### **Existing Tourism Products/Services:**

Current tourism products and services offer variety 12 months of the year and TKZN statistics (taken from the Tourism Master Plan) indicate that while international tourists visit KZN with peaks during our summer, the local tourists prefer to visit the South Coast during the June/July winter months. This provides a unique opportunity for the local business community, who can capitalize on an unusually consistent tourist industry year round.

However, it is in the variety of products/services on offer, and the potential for expansion of existing facilities that opportunity really exists.

### **Tourism Assets:**

The existing key tourism assets were outlined as:

- Beaches
- Nature-Based Assets
- Adventure Tourism Assets
- Cultural Tourism Assets
- Golf Tourism Assets
- Institutional Arrangements

### **Strategic Framework**

The current strategic framework was developed in consultation with stakeholders and Councilors and revealed a number of strategies to be undertaken in the promotional and development of tourism in Umdoni.

The marketing related strategic framework issues are to:

- Concentrate on retaining the current market
- Make Optimum use of Umdoni's valuable resources
- Establish an identity for Umdoni
- Capitalise on the position of Umdoni
- To provide adequate and regulated signage
- Link/co-ordinate local organisations under one representative umbrella body
- Extend attraction beyond peak holiday periods to become an all year round holiday destination
- Develop a tourism centre

### **Current Supporting Statistics (from Uddi Situational Analysis Report and Ugu Tourism Master Plan):**

- KZN is the most popular domestic tourist destination with approx 11.6mil SA visitors and 864,000 foreign visitors annually
- These visitors stay, on average, 7.5 nights and 13 nights per visit respectively
- 75% of the local tourists fall into the VFR (visiting friends/relatives) category and 60% are on holiday and 71% cite the beach as their main activity.
- The most interesting statistic is that 47% came to the South Coast Region because of WOM (Word of Mouth), 34% because of brochures they had collected and 12% because of a Tourist Information Office or signage.

In summary; the Current Marketing Situation provides a clear understanding of the status quo and provides a solid foundation on which to develop the marketing strategy.

However, while Umdoni now has extensive documentation on the current tourism market and the current holistic tourism initiative, it must be emphasized that this type of research/input must be conducted regularly in order to establish and track changing trends, establish acceptance of new initiatives and monitor progress.

In order for this plan to be effective in its implementation, ongoing monitoring of changing trends and demographic make-up of the visitors is critical.

# Opportunity and Issues Analysis (SWOT)

The full Strengths & Weaknesses analysis can be found in the Umdoni Municipality Tourism Plan Relevant Extracts from Existing Strategic Plans as Input into Stakeholder Workshop report prepared by Uddi in January 2007.

However, it is important to bring forward into this marketing plan the salient points on which this marketing plan is being developed and to bring into perspective the Opportunities and Threats, from a marketing perspective.

## Strengths:

- The area boasts exceptional natural assets, diversity of cultural assets and nature-based assets.
- It is easily accessible by air and road.
- It has an established tourism infrastructure and market for coastal, golf and diving-adventure tourism.
- The area already has a tourism base on which to build.

## Weaknesses:

- There is currently no strategy, or cohesive approach, to developing tourism within Umdoni.
- There is limited commitment and support from stakeholders to tourism development.
- There is strong competition from other areas eg Hibiscus Coast.
- There is currently no marketing hook or clear marketing message to differentiate Umdoni.
- Publicity, marketing and the actual tourism product is tired and lacks financial support and energy.
- There is currently little understanding of the future of Umdoni's tourism plans within the greater Ugu Single Body Tourism initiative
- Lack of capacity to effectively drive the Marketing Plan implementation process
- There is no common Vision or Mission amongst the stakeholders
- No Marketing budget has been established to support the process.

## Opportunities:

- To position Umdoni uniquely in the eyes of tourists to KZN so that they don't leave without visiting Umdoni and its various attractions.
- To capitalize on our small geographic base to build a perception, and realized value, around variety with minimal travel.
- To rejuvenate and expand our product/service offering in order to make Umdoni more attractive as a holiday destination, all year round.
- To work with local stakeholders both on the coast and inland, to diversify the tourism sector to provide marketable variety.

## Threats:

- No buy in from all the relevant stakeholders.
- No financial or behavioural support from stakeholders.
- Lack of follow-through and drive in the implementation process.

With the situation analysis and SWOT behind us, it is time to turn our attention to the future and focus forward.

## Tourism Vision

The Umdoni Municipality Vision statement includes reference to encouraging *appropriate Tourism Development* and this is supported in the Umdoni Tourism Vision to:

öMaintain and market its attraction as a family holiday destination, expanding on what it has to offer to include a wider range of activities and experiences on the coast and in the hinterland that will include the participation of local communities and in so doing, benefit the socio-economic well being of all its citizens.ö

This is further supported by the Vision and Mission statements of both South African Tourism and Tourism KZN in attracting tourists who select us (nationally, and regionally) as the preferred destination.

Our challenge is to find our Unique Selling Point (USP) so that we can piggy-back cost effectively on the international and national marketing efforts of both South African Tourism and Tourism KZN respectively, in order to attract visitors to Umdoni and then retain them as frequent visitors.

It has been documented that Umdoni is known for its öSouth Coastö links and for the destination town of Scottburgh. However a re-education process needs to take place in order to change these perceptions and widen the understanding of what is available in the area. Variety í in close proximity.

## Marketing Mission

It was agreed that the Marketing Mission for the 3-year period would be:

**By 2010, our 150th anniversary, we will be re-branded as one marketing entity under the theme of “Variety - All Year Round”.**

This Marketing Mission will enable everyone within Umdoni, regardless of their role, to speak with one voice, strive towards one objective and emphasise one core message. We are a year round destination with a lot to offer.

It must be noted here that this Mission is to be introduced under the TKZN and Ugu brand position tag line of öParadise of the Zulu Kingdomö in order for consistency of communication to be achieved.

One of the core objectives of the Umdoni Marketing Strategy is to build on what TKZN and Ugu are doing in order to provide support and build strong brand identity across the KZN region.

# Brand Values

Identifying the brand values is an important aspect of the marketing process, particularly when the brand to be developed is a conglomeration of various diverse parts as is the case with this Umdoni Tourism Marketing Plan.

The values to be associated with the brand were agreed as:

É **Challenge**

We constantly strive to challenge ourselves, and those we influence, to continually raise the bar in all aspects relating to the marketing and delivery of services within Umdoni.

É **Achievement**

We all commit to playing our part in achieving the goals set, for the betterment of all, within Umdoni.

É **Enjoyment**

We will seek ways to create and deliver a ðpositive experienceö to all who visit, and come into contact with, Umdoni.

The ability of all stakeholders to take these brand values and adopt them, support them and drive them in their respective areas of operation will ultimately have a direct impact on the success and sustainability of the Umdoni Tourism initiative.

## Unique Selling Points (USPs)

As a pearl in the Paradise of the Zulu Kingdom, Umdoni has a lot to offer all through the year. The key unique selling points (USPø) are:

➤ **Year Round Mild Climate**

- Umdoni has temperate climatic conditions, which make it very attractive for year-round visitors; both local and international.
- The warm summers and mild dry winters make it an ideal destination for outdoor activities and this lends itself to marketing the area for day/night events and open air activities.
- From a global visitor perspective it does not have a malaria problem or require yellow fever, cholera or typhoid inoculations. This is an advantage for international visitors and provides an advantage over the northern KZN regions.

- **Variety (Coastal, Heritage & Culture)**
  - The established tourism infrastructure already provides a ready market for coastal, golf and diving adventure tourism, which can be expanded.
  - The area boasts exceptional natural and many nature-based assets, which can all be utilised to draw visitors.
  - The region has a lot of potential within a small geographic area, which could provide visitors with a wide range of activities with low traveling distances.
  - A key finding in the KZN Product Development Strategy (2002) states that the majority of domestic and foreign tourists were looking for a coastal destination that can provide a range of other experiences. Umhlonipeni has a unique ability to fulfil these needs should a strategic approach to tourism and business development be achieved.
  - The implementation of the proposed beachfront master plan will provide regular visitors with renewed interest and confidence in Umhlonipeni. This exciting project is also a catalyst on which stakeholders will assess the commitment and support for this tourism initiative and it is a pivotal project in terms of creating stakeholder confidence and buy-in to the process.
  
- **Heritage**
  - **Zulu:** the history and geographic spread of Zulu tribes throughout this region provides a unique opportunity to market tribal differences within the Zulu nation. Rather than taking on the generic "Zulu" tourism theme of traditional villages and dance, one can provide learning opportunities around the uniqueness of the people in the KwaCele, Umzinto and Zembe wards. This would provide unique opportunities, drawing people south and inland; enabling the creation of many small businesses with craft, food, shebeen and home-hosting opportunities.
  - **Indian:** the history of indentured labour arriving on South Africa's shores to work in the sugar fields of the South Coast provide an interesting and unique opportunity to link into this colourful and vibrant heritage.
  - **European History:** the location of key tourist destinations like Lynton Hall and Botha House on the South Coast provide an opportunity to contrast the Zulu and Indian culture with some European history.
  - **Sugar:** all sectors of the market could get involved in driving a consistent message and theme around the area's history with sugar. This theme cuts across all other heritage sectors and provides enormous development potential. The extension of existing businesses around this theme, plus the ability to encourage the development of entrepreneurial enterprises would provide a good hook for marketing campaigns and provide a strong, and unique, message.
  - **Existing Outlets / Natural Assets:** all existing outlets/businesses and natural assets can be fully utilised to communicate the Variety of the region.

**Summary:** the above points would enable Umdoni to differentiate itself as a coastal destination with more to offer. By focusing on Cultural and Outdoor (Beach, Adventure and Eco) tourism products it would provide a complimentary but non-competing positioning, which could pull visitors from both TKZN and HibiscusØ marketing efforts without trying to compete head on.

In addition, by focusing on these core areas we will be able to increase the average per person spend in the area, achieving a primary objective of uplifting all local inhabitants.

➤ **Location and Accessibility**

- It is easily accessible by air and road, and located along the primary North/South movement corridor of the N2.
- It is close to Durban, a primary source market and air/road/rail networks.

➤ **Value for Money**

- Comparative to other KZN Coastal destinations the Umdoni area provides good value for money. This is supported by research conducted (detailed in the 1<sup>st</sup> Draft Situational Analysis Report of Jan Ø7) which outlines that the majority of the Umdoni market profile is weighted towards lower to middle income white, predominantly Afrikaans speaking families (75%) who still find it an affordable holiday destination.

Each of these Unique Selling Points should be supported by a rejuvenation of energy around tourism opportunities and the expansion of entrepreneurial products, services, activities and events to draw tourists out of their routine accommodation and beach settings to explore so much more.

## Target Markets

Following on from the data presented above under Current Tourism Target Market Description, it is important to also bring in other information that has been gleaned in other reports over the last six months.

Experience has taught us that failure comes, in any project, when the team is not focused on one common goal and is not pulling in the same direction. Unfortunately this is currently that status quo for tourism on the South Coast and in Umdoni particularly.

The stakeholder workshop held in April clearly demonstrated the lack of cohesion, dichotic views and mismatched needs of the various constituents.

Due to the items raised under Opportunities and Issues Analysis above, it is recommended that the target markets be split into two separate phases with very different approaches being adopted.

**Phase One**                      **Planning – July/Aug**  
**Implementation – Sept/Oct/Nov**  
**Target Market**                **Local Stakeholders**

It is well acknowledged that the Umdoni stakeholders have many different perceptions, needs and expectations and, unless these are addressed and their energies channeled, any external marketing would prove futile. The focus here is to align all stakeholders, market the tourism development plan, and bring stakeholders on-board with the process of rejuvenation, expansion and diversification of the Umdoni tourism sector.

**Phase Two**                      **Planning – Sept/Oct**  
**Implementation – Nov onwards**  
**Target Market**                **Southern African families**

Families looking for a holiday destination in KZN is the primary external target market and this will continue in the foreseeable future. We know from the statistics outlined in the Situational Analysis Report that approximately 864,000 foreign tourists from Southern Africa and 11.6m South African tourists visit KZN each year, the majority of these being families on their annual holidays.

Our role is to encourage them to stay in, or at least visit, Umdoni while they are in KZN and participate in a number of activities/attractions in order to support the local business and tourist industry.

It must be noted that this focus is not exclusive. In developing marketing communication campaigns to attract Southern African families we must ensure the copy and visuals are also attractive and relevant to a wider audience eg the golden oldies, golfers and adventure enthusiasts.

While some of the stakeholders considered it worthwhile to conduct a feasibility study on the potential of the business/conference market coming out of Durban, the size and value of the business traveler market does not warrant further resources at this stage. The demand for business travel to the South Coast based on the visitor books are less than 4%<sup>1</sup> of visitors.

<sup>1</sup> Data supplied by South African Tourism, [www.southafrica.net](http://www.southafrica.net)

## **Marketing Implementation Options:**

At this juncture in the report it is important to note that there are two implementation options available to the Umdoni Municipality. Namely:

- a) To go it alone (to tackle the marketing of Umdoni in isolation), or
- b) To support the Ugu Single Body Tourism Initiative (to work in association with the other Ugu District South Coast Municipalities to maximize resources for greatest return)

While it has already been recommended in the Executive Summary that Option B be taken; for the purposes of the remainder of this report Option A is detailed and budgeted for as it is the worst case scenario in terms of budget and resource allocation and will enable Umdoni to see the big picture.

Option B will provide substantial cost and resource savings and will also enable Umdoni to enter Phase One with an exciting new perspective, which can be effectively utilised to build awareness and interest with the Local Stakeholders and will be a bigger draw card for the External Market of Southern African Families.

## **Phase One:**

**Target Market:** Local Stakeholders

**Timing:** July - November

### **Marketing Statements**

In order to align all stakeholders it is important to establish and define clear marketing statements or messages on which all marketing communication elements will be developed. This provides consistency of message regardless of which marketing tools are used.

With the initial target market being Local Stakeholders, the points raised are particularly relevant. We must get buy-in to a common theme, a common message and a common cause of rejuvenating, expanding and diversifying the tourism sector in order to bring increasing revenues into Umdoni to uplift all.

In order to bring key stakeholders together, particularly those that represent wider communities, it is recommended that the following organisations be asked to form a **Marketing Task Team** to drive this plan forward into the implementation phase.

It is recommended that this Marketing Task Team be made up of:

- Umdoni Municipality
- Ugu District Council
- Umdoni Coast & Country Tourism
- Tourism KZN
- Ezemvelo Wildlife
- Umdoni Business Chamber (once formed)

It is further recommended that the Umdoni Coast & Country Tourism Manager Chair the meetings of this Marketing Task Team as they are the group whose sole focus and core business is marketing tourism in Umdoni.

A marketing campaign to Local Stakeholders through the respective organisations mentioned above will enable the Tourism Plan to establish a critical mass of support, which will ensure sustainability while minimising the negative influences of those not on-board.

People love to be associated with successful initiatives and we need to send a positive message out to all stakeholders that this Tourism Plan has enormous benefits for Umdoni as a region, but also for them personally. They need to get involved and support the initiative.

The core messages to be communicated are:

**Products / Services**

“We need you! Let’s align all our products/services to support the *Variety, all year round* experience.”

**Promotion:**

“Please incorporate “Umdoni - Variety, all year round”, into all your individual marketing material.”

To encourage all stakeholders to develop their own “all year round” campaigns.

To share with all stakeholders Phase Two of the plan and how they have a roll to play in delivering the positive experience necessary in order for people to return again, and again.

All campaigns undertaken must be *fun, exciting* and *new*.

In order for the Local Stakeholders to get involved they must have a sense of excitement and energy so that there is a very real sense of not wanting to be left behind.

The creative interpretation must visually communicate these three key elements and the copy must support the creative with strong emphasis on “getting involved” and making a positive difference.

**People:**

“Let’s train our people to give exceptional service and expert advice “all year round” and to link sell the variety Umdoni has to offer.”

## Marketing Tools – Phase One

See **Appendix I** for detailed Objectives, Budget Guidelines, Recommendations and Action Plan breakdown

➤ **Phase One - Marketing Budget:**

**Objective:** To achieve objectives as cost effectively as possible

**Recommendations:**

- An initial draft budget has been prepared based on the assumption that some basic resources are currently in existence in order to manage the new mandate for the Marketing Task Team.
- Marketing Task Team needs to establish their existing structural and skills bases in order to establish external/outsourced needs for all objectives outlined to be met. The marketing budget may need to be adjusted accordingly.

**Action:** Marketing Task Team

- A detailed budget to be compiled as soon as possible to establish more accurate financial implications and possible income generation opportunities.

**Action:** Marketing Task Team

## **Phase Two:**

**Target Market:** Southern African Families  
**Timing:** September onwards

### **Marketing Statements:**

#### **Products/Services:**

The core message to the Target Market is:

Umdoni í Paradise of the Zulu Kingdom with variety all year round!

#### **Price:**

A bold statement is needed here in order to deliver impact, raise awareness and create desire. The core message should convey:

One of the few affordable destinations left in SA for families.

#### **Promotions:**

The core message to be communicated visually in the creative execution is:

Fun, õnewõ, variety

#### **Physical Facilities**

The most important message to be communicated about the facilities is:

So much to do, see and experience that youõll need to come back again and again in order to see/experience everything Umdoni has to offer.

One of the core functions of this marketing drive will be to encourage the development of a wide range of facilities, which appeal all year round.

While there are a number of existing outlets and facilities serving different market sectors these need to be extended with new facilities coming on-line to promote various aspects of Umdoniõs unique selling points.

In Phase One (the internal local stakeholderõs phase) the message needs to encourage stakeholders to work together, link-sell and promote active participation from their customers. It can also be used to encourage development, investment and expansion in order to grow the Variety from both existing and potential service partners in both coastal and outlying areas.

In Phase Two (the external marketing phase) the message will change to promoting repeat visits, where thereõs õso much more to enjoyõ that visitors will be compelled to book their next visit while theyõre still experiencing this one.

## **Marketing Tools - Phase Two – Launch to External Target Market:**

The core objective of Phase Two is to re-launch the Umdoni area with an exciting new look/feel and communicating a dynamic new core message.

**Timing:** This phase is proposed to begin from September 2007

**Recommendations:** It is proposed that energies and efforts are not concentrated on this area until Phase One has reached critical mass.

**Actions:** All actions coming out of the recommendations below are to be implemented by the Umdoni Coast & Country Tourism Office with guidance and input from the Marketing Task Team.

See **Appendix II** for detailed Objectives, Budget Guidelines, Recommendations and Action Plan breakdown

## **Proposed Marketing Structure to Support the Strategy**

With any new initiative such as this it is important to review and discuss various structural options to cover all levels of the implementation process.

In Ugu's Tourism Master Plan the following quote rings true – "Linkages between the various tourism bodies and the industry itself will remain ad hoc and fragmented as long as it is sidelined or tacked on to other portfolios. Attention to tourism matters is frequently not seen as a priority and receives a diminished status, particularly when there are other socio-economic and infrastructural needs."

### **Appointment:**

For the reasons mentioned in the quote above it is recommended that a dedicated person be appointed as Tourism Manager for the Umdoni Coast & Country Tourism Office as soon as possible to drive this process forward.

Having looked at the options for managing the various stakeholder levels the following is recommended:

- **Strategic Level – Marketing Task Team**  
Role of the Development, Monitoring & Measurement of the overall Marketing strategy
- **Management Level** (Multiple Teams by Stakeholder/ Constituent Sectors eg Umdoni Coast & Country Tourism Office, Umdoni Business Chamber, Municipal & District Bodies)  
Role of driving holistic implementation and monitoring consistency within their key focus area
- **Project Co-ordination Level** (Multiple Teams instituted by the Management Level to deal with action plans for specific activities)  
Role of to facilitate and manage Sector & Project Specific Implementation
- **Suppliers**  
Role of to provide outsourced, skills specific, delivery services.

## **Marketing Task Team's Immediate Action Plans**

- Approve the marketing plan framework
- Agree on the structure to drive the implementation and keep the marketing process "alive"
- Agree and finalise time frames
- Finalise the tourism marketing budget and the methodology for funding such budget
- Maintain close ties with Ugu to show support and establish the objectives and synergies with their proposed new single tourism body. Align this body/ structure to their district strategy, once established and ensure it is inclusive of all stakeholders; outcomes based, visible and accessible.

## Review Process:

This marketing plan should be reviewed monthly at the Marketing Task Team meetings with at least a quarterly review with Uddi's marketing team in order to ensure the process remains driven and that results are monitored against strategies and objectives set.

An external marketing professional can be secured to drive this process and monitor progress.

## Marketing Budgets

After reviewing the various options for establishing a marketing budget it is recommended that an objective based marketing budget methodology be adopted.

It must be noted that it would be much more cost effective for Umdoni to link with the Ugu District Single Tourism Body, if this is established. Tourism knows no boundaries and therefore economies of scale and more effective tourism management can be obtained by supporting a collective South Coast initiative.

The figures below are a collection of the draft figures presented from within this document. Note that an advertising placement budget and exhibition stand budget has not been set at this point.

### Phase One:

12,400/month	Internal Marketing
7,500/month	Direct Marketing
35,000	Personal Selling
25,000	Market Research
Total for 3 month (July ó November) = R160,000	

### Phase Two:

60,000	Internet Marketing
100,000	Sales Promotion
Total for 12 months (July ó June) = R160,000	

### NB:

- As mentioned earlier these exclude Ad Placements and Exhibition Stands
- Take into account the assumptions mentioned within the relevant sections

### Marketing Plan Management:

In order to have this marketing plan managed monthly by an external marketing professional a budget of R32,000/month should be allocated.