

OFFICIAL PROGRAMME

e-tourism  
frontiers

6<sup>TH</sup> ANNUAL

# E - TOURISM

AFRICA SUMMIT

09 - 10 September 2013



**CTICC Cape Town  
SOUTH AFRICA**

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**9:30**  
**OPENING AND WELCOME**  
 Introduction by Thulani Nzima  
 CEO of South African Tourism



**9:45**  
**KEYNOTE: SOUTH AFRICAN TOURISM ONLINE**  
 Mr. Mathinus van Schalkwyk- Minister for Tourism South Africa



**10:00**  
**TRAVEL: SHARING THE WORLD**  
 Damian Cook  
 CEO E-Tourism Frontiers

This year's opening will be an entertaining look at the highs and lows of travel technology and media in 2013 and will discuss the challenges and opportunities of a travel buying cycle that is increasingly dominated by social referral. We will look at the implications of a world where every connected traveler is virtually accompanied by small army of engaged, active spectators, every one of whom is a potential future customer. This introduction will define the new buying cycle and areas of focus for successful tourism stakeholders and from this outline the agenda of our summit.

Coffee

## 11.00 Networking Coffee Break

### WELCOME TO THE ONLINE BUYING CYCLE STAGE ONE: DREAMING AND PLANNING:

We start our trip through the travel buying cycle with a look at how travel is being researched and planned, turning dreams into plans. With online the primary information source for almost all travelers, we'll see how conventional search tools like Google are evolving to include more multimedia and social content but also how social search and referral via Facebook is influencing travel choice, and how reviews and recommendations are playing a key role in the process. We will see the apps and tools travelers are using and what you can do to be more visible to clients in the planning process.



**11:30**  
**FACEBOOK:  
 IT'S ALL HERE**  
 Warrick Godfrey  
 Facebook Africa

Facebook is a part of everyday life for well over a billion active users, who are communicating on a daily basis to a trusted and participatory audience of an average 200 people each. This has created an awesome resource for businesses to find, reach out to and do business with an accessible and engaged audience for their products. This is even more true for such a socially driven activity as travel. Learn about the rise of Social Search and how Facebook offers an increasing number of tools that can be used to connect you with the customer.



**12:00**  
**GOOGLE:  
 WHAT ARE YOU  
 LOOKING FOR?**  
 Luke McKend  
 Country Manager: Google

Google has grown to become the world's largest media company through the simple model of giving people what they are looking for via a range of search and social tools, including Gmail, YouTube, G+ and more. See how these are being used in the travel space and what you can do to make better use of these resources.



**12:30**  
**TRIPOSO:  
 THE FUTURE OF  
 THE TRAVEL GUIDE**  
 Douwe Osinga  
 Co-Founder: Triposo

The rise of online has shaken up the business world across the globe, and changed the way people live. Print media has seen a dramatic change in recent years and the conventional travel guide book is fast disappearing. As travelers look for guidance they turn online and Triposo enables them to do this via a mobile app that provides interactive, up to the minute and user driven content about the destination. This popular app has been featured by Wired and the UK telegraph as the future of the travel guide.

Lunch

## 1:00 LUNCH



**2:00**  
**TRIP ADVISOR:  
 SOCIALLY  
 RECOMMENDED**  
 Helena Egan  
 Head of Destination  
 Marketing EMEA- Trip  
 Advisor

TripAdvisor continues to grow into a powerful source in the global travel business by providing an extremely successful source of advice, recommendations and referrals for bookings. The site now sees 60 new reviews added per minute and recent statistics have shown that over 10% of US online hotel bookings are being driven by TripAdvisor and this is fast becoming a global trend as more and more travelers will not make a booking without first checking reviews. With an increasing merging with social media platforms they are driving more direct peer referrals and improving the relevance of their content. Find out how to make TripAdvisor work for you.



**2:30**  
**SOCIAL MARKETING THROUGH TRAVEL PLANNING: BUILDING A FACEBOOK CAMPAIGN FOR TOURISM TO CAPE TOWN**

Ogilvy and Mather Digital

At the recent 2013 Cannes Lion International Festival of Creativity Cape Town Tourism won a Gold Award for their facebook campaign "Send your facebook profile to Cape Town" which allows users to experience Cape Town virtually, learn about its vast variety of attractions and activities as well as get itineraries to try out for real. The creators of this campaign will talk us through the right approach to planning, targeting, running, and measuring a successful online campaign.



**3:00**  
**THINK! SOCIAL MEDIA: THE SOCIAL DESTINATION**

William Bakker  
 Think! Social Media

With travelers relying on reviews, recommendations and social content for their travel planning-the challenge for the destination is to market their official content and campaigns within their social space. Destination marketing agency Think! Will look at how some international destinations have succeeded with this approach.



**3.30 Networking Coffee Break**

**ONLINE BUYING CYCLE**  
**STAGE TWO: BOOKING AND BUYING**

The majority of travel is just not being researched online, but booked bought and sold online as well. Without robust secure bookings and payment solutions to support digital marketing, you are unlikely to succeed in the online market place. We will look at some locally available booking and buying solutions.



**4:00**  
**POCKET POS: PAYMENT INNOVATION**

Christopher Wood:  
 Head of Group Innovations:  
 Nedbank

Mobile payment and digital wallets are the future of shopping and this is even more true for the global traveler. A newly available payment solution is offering a new simple and innovative way to make electronic payments even easier via a mobile point of sale device.



**4:30**  
**RESREQUEST: ONLINE RESERVATIONS**

Jill Bennett-Howes:  
 Co-Founder ResRequest

With online bookings becoming the dominant channel for travel sales channel using professional reservation software is essential. One of the leading providers will look at challenges and solutions for selling African inventory in a global market place.

5:00pm Close of Day One

**DAY 2** **10th September 2013**

**ONLINE BUYING CYCLE**  
**STAGE THREE: STAYING AND PLAYING**

Where are people booking online and what kind of experiences are they looking for? We'll look at some of the key trends and high value products and experiences that are succeeding in this vibrant global market.



**9:00**  
**ITEC INNOVATE: THE GLOBAL MARKETPLACE**

Bob Skinstad

Springbok and South African sporting and broadcasting legend Bob Skinstad will be talking about his passion for social media and technology combined with his support for tourism in his homeland. As a leading tech entrepreneur he'll also share his opinions about the future of a globally connected world-which he will be demonstrating by joining us live online from New Zealand.



**9:30**  
**EXPEDIA: TRAVEL DISTRIBUTION TRENDS AND OPPORTUNITIES**

Ross Kata  
 Expedia Africa

Expedia is the world's largest travel agent through their provision of dynamically packaged, customizable and cost competitive travel. They will be showing the latest trends for distribution across the region and discussing new opportunities for growth.



**10:00**  
**ZAP TRAVEL: SELLING EXPERIENCES**

Andrew Lacy  
 CEO Zap Travel

Recently named one of the 10 best new Travel Start-Ups by Mashable-Zap Travel is reinventing the travel booking game with a simple but ingenious approach: Rather than selling destinations, they sell experiences-and allow people to search, find and book travel by what they want to do rather than where they want to go. We'll see how it works, what experiences are selling and what the implications are for Africa.



**10:30**  
**VISA:**  
**TRENDS AND SPENDS**  
 Jodie Schorn:  
 Head of Cross Border  
 Marketing: VISA

How is the region faring when it comes to online expenditure-both pre-travel and in destination and what can we do to make business even easier and more profitable? Visa looks at the current tourism and trends and payment for South Africa and highlights new resources for better, safer and innovative payments to the tourism sector.

Coffee

## 11.00 Networking Coffee Break

### THE ONLINE BUYING CYCLE STAGE FOUR: ENGAGING AND SHARING

Where are people looking online and what kind of experiences are they looking for? We'll look at some of the key trends and high value products and experiences that are succeeding in this vibrant global market.



**11:30**  
**INSTAGRAM:**  
**SHARING THE**  
**EXPERIENCE**  
 Gareth Pon:  
 South Africa Instagram  
 Community

Instagram is a smart phone photography application that has grown into a powerful force online-a dedicated social community who shares images and uses them to convey their experiences and themselves to the world. We'll see how this tool is being used both personally and professionally in the local and global travel scene.



**12:00**  
**TourWrist/ Sphere:**  
**TRAVEL IMMERSION**

TourWrist is an award winning innovative tool that enables SMART phone users to create 360-degree panoramic images and share them socially. The app is now being expanded into an online sharing community called Sphere. The creators will be making an interactive video demonstration of the app and the new community.



**12:15**  
**WAYN.com:**  
**ONLINE TRAVEL**  
**COMMUNITIES**  
 Jerome Touze:  
 Co-Founder Wayn.com

Wayn.com is one of the largest travel communities online with almost 20 million members using it for travel and lifestyle, discussions, advice and interactions. Now with offices in South Africa, the CEO will talk about the role of the communities in global and local travel.

Lunch

## 12:45 LUNCH



**1:45**  
**SPEED MARKETING**

If you are looking for new and useful local solution for your business or destination-A selected group of local companies will have 5 minutes each to outline their products, solutions and innovations for the local travel trade, and provide their contacts for future follow up.



**2:15**  
**SOUTH AFRICA:**  
**DOING THINGS**  
**DIFFERENTLY**  
 William Price  
 Global Head of Digital South  
 African Tourism

South Africa has become a regional and global leader for their use of technology and experience driven social media to drive destination marketing. As the destination continues to grow digitally, see their plans for the future and the role you can play



**2:45**  
**AFRICA APP QUEST**  
**FINAL PRESENTATIONS**

After a six month Africa wide quest for the best locally developed travel technology that saw over 70 entries from Casablanca to Cape Town-there are now just three finalists. Each one of these innovative apps for tourism will now have 15 minutes to present their solutions, and your vote as an audience will choose the winner.

Coffee

## 3:30 Audience Vote and Coffee



**4:00**  
**YOUR ONLINE**  
**TOOLBOX**  
 Damian Cook  
 CEO E-Tourism Frontiers

As you consider your own strategy for online and social media marketing, you may wonder where best to focus your efforts, budget and resources. In this simple evaluation session we will help you identify an action plan to improve, upgrade and manage your online presence.



**4:30**  
**AFRICA APP QUEST**  
**WINNER**  
**ANNOUNCEMENT**

Following the tally of your votes-the lucky winner of the Africa App Quest – sponsored by South African Tourism and Visa, will be announced and be presented with \$10,000 towards the future development of their product.

**4:45**  
**WHERE DO WE GO**  
**FROM HERE?**

To close the conference, a full panel of speakers will come together to discuss the future of online tourism globally and locally in this guided discussion and debate. We will look at each of the key areas of future development needed and hear where industry leaders are looking to grow their businesses. We will then open the floor for a full Q & A session