

Tourism Breaking News

SOUTH AFRICAN TOURISM

27th March, 2009

SAT Japan to launch new website "**Surprise Yourself**"

SOUTH African Tourism (SAT) Japan will launch a new Japanese website at www.south-africa.jp open to public from 1st April 2009. The site will feature South African information along with photos and movies, focusing on the beauty of flowers and wildlife that will surely surprise Japanese tourists visiting the country.

The pillar concept of SAT Japan's new marketing initiatives for FY2009/10 (1st April 2009 - 31st March 2010) will be "Surprise Yourself". SAT Japan will convey a message of Surprise Yourself, by sharing photos and movies thus encouraging the Japanese to step out of their current world-view and experience what South Africa has to offer. SNS share buttons will also be implemented onto the site in order to leverage the Word Of Mouth (WOM) effect, improve positivity and closeness of South Africa as a must-do tourism destination.

Under an extended collaboration agreement with the Japanese Association of Travel Agents (JATA) Working Group, a photo competition will take place continuing from last year's hugely successful Picture Perfect campaign. On the site, consumers will be asked to submit a picture with a personal story that expresses 'beauty that will surprise you'. SAT's new website contents will include information on the 2010 FIFA World Cup, set for the beginning of its countdown, tourism updates and events.

Moreover, in June this year, SAT Japan will attract public attention to the site by asking them to fill in a simple questionnaire to stand a chance of winning free SA round trip tickets and FIFA official 2010 WC goods. With the intention to set the timing with the Asian Final Qualifying matches - important for the Japanese national team - will take place, and all eyes of the Japanese fans are on South Africa, several online marketing initiatives will be activated using blog marketing and travel community site called 4travel. SAT Japan will



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