

# Business Plan 2013\_2014

Country - Botswana

Date: July 2012



*Inspiring new ways*

# Executive summary: Botswana 2013/14

## 1. Landscape analysis

- GDP is forecast to grow at 6.3 % to 2015. The economy is still heavily reliant on mining, however the government is trying to diversify by investing locally in construction and manufacturing
- While most arrivals are repeaters, there has been a decline in the frequency of visits to SA, the younger age group (18-34) has declined in the last year
- Overall arrivals have declined, driven by travel for business purposes
- SA's market share has been declining since 2009
- 45% of the population is below the age of 19 and there are two attractive segments which are young Explorers and Family Holidaymakers
- Only 57% of the arrivals stay overnight
- Spend has slightly declined in 2011

## 2. Big thing to be done

- Inspire Botswana travellers to travel frequently to experience SA's attractive leisure offerings, by repackaging the experiences and making use of exciting new ways of presenting them

## 3. Campaign idea

- "South Africa has countless unforgettable experiences that stir your senses"
- Consumer and deal driven campaign

# Executive summary: Botswana 2013/14

## 4. Measures

- Arrivals: 858 315 (+9.7% over 2011)
- Spend: R2 084 887 430 (+11.6% over 2011)

## 5. Project

- Take a surprising road trip

## 6. Finance

- Marketing Budget: R 6 000 0000
- Consumer and deal driven campaign

# Country budget summary - Botswana 2013/14

ACTIVITY	CONSUMER AND TRADE PROJECT			TOTAL	
	Distribution in %	Value Distribution ZAR		Distribution in %	Value Distribution ZAR
	of Total Project			of Total Project	
Media	35%	2,100,000.00		35%	2,100,000.00
Production	13%	780,000.00		13%	780,000.00
Activation	20%	1,200,000.00		20%	1,200,000.00
CRM	14%	840,000.00		14%	840,000.00
PR	-			-	
Hosting	18%	1,080,000.00		18%	1,080,000.00
Capabilities	-			-	
Total of Budget	100%	6,000,000.00		100%	6,000,000.00

# Cash flow summary - Botswana 2013/14

PROJECT		Quarter 1: Apr-May-Jun F'2013	Quarter 2: Jul-Aug-Sep F'2013	Quarter 3: Oct-Nov-Dec F'2013	Quarter 4: Jan-Feb-Mar F'2014	Total
% distribution		30%	25%	25%	20%	100%
Projects Value distribution		1800000	1500000	1500000	1200000	6,000,000.00
	%	30%	25%	25%	20%	100%
TOTAL CASHFLOW DISTRIBUTION	Value	1,800,000.00	1,500,000.00	1,500,000.00	1,200,000.00	6,000,000.00