

SOUTH AFRICAN TOURISM

22 April 2013

Growing your tourism business through the Tourism Grading Council of South Africa and TripAdvisor
Find out how at INDABA 2013

There's nothing quite as powerful as knowing how to make the most - the absolute most - of the social media and global travel lifestyle and review websites to grow your tourism business.

And as tourist arrivals growth to South Africa shatters records, it makes an enormous amount of sense for tourism businesses to arm themselves with the information that will enable them to grow along with arrivals to this destination.

At INDABA 2013 the Tourism Grading Council of South Africa is again hosting a master class with TripAdvisor, the world's biggest and most influential travel website with 60 million unique monthly users.

The workshop will be open to all star-graded accommodation establishments and will be an invaluable session, providing tips first-hand from TripAdvisor experts on how best to use the platform to market your establishment to a worldwide and increasingly socially-engaged audience.

Right now more than 23 000 forum topics about South Africa are currently active on TripAdvisor. The powerful and influential platform has served South African Tourism's global digital adverts more than 32 million times in the last year. The INDABA TripAdvisor workshop is an extremely valuable opportunity that should not be missed.

The TGCSA TripAdvisor workshop takes place on Sunday, May 12 from 8am to 10 during INDABA at the Durban International Convention Centre. Please visit www.indaba-southafrica.co.za for more information.

INDABA 2013 will take place from May 11 to 14. For more information on the show and for details on how to register to attend, visit www.indaba-southafrica.co.za

Ends.

Issued by South African Tourism

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Register on our media extranet to browse the latest news releases (from SA Tourism as well as the tourism industry in general), access the news archive and get details of all upcoming tourism industry events (both locally and internationally).

<http://www.southafrica.net/media>

South African Tourism is the national tourism agency responsible for the marketing of South Africa as a preferred tourist destination. It is headed up by Chief Executive Officer, Thulani Nzima.