

PRODUCT DEVELOPMENT

ACTION PLAN

Issue	Action	STA Responsibility	External Liaison	Time	Measurement
Improved Access a) Air access	Liaison and support to allied agencies	CEO	Civil Aviation Authority		Status report
Improved Access b) Scheduled Bus Route KMI – Swaziland - Maputo	Research on number of tourists to KNP & Mpumalanga Meetings with: <ul style="list-style-type: none"> Prospective transport operators Kruger Lowveld Tourism INATUR (Moz) Airlines (TAP, Qatar) 	Research Manager Product Development Manager	Ministry of Works		Status report Status report
Improved Access c) Road Access	<ul style="list-style-type: none"> Audit road access quality Bulembu – Pigg’s Peak road Access to community tourism product 	Product Development Manager	Roads Department		Quarterly report
Improved Access d) Visa Facilitation	<ul style="list-style-type: none"> Meeting with HOTAS & industry to identify source countries with visa issues Meeting with Ministry of Home Affairs Transit visa requirements through RSA 	<ul style="list-style-type: none"> Product Development Manager Ministry of Tourism Ministry of Tourism 	<ul style="list-style-type: none"> Ministry of Tourism Ministry of Tourism 		Quarterly report
Improved Access e) Cross border car rental charges	Meeting with relevant car rental companies in South Africa	Marketing Manager			Status report
Improved Access f) Signage	Audit of poor signage Speeding up application process for brown tourism signs	Product Development Manager			

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Improve Current Accommodation	Audit of quality of current accommodation as part of grading regulations – with recommendations for upgrade	Product Development Manager			Quarterly report
	Feasibility study of adopting tax incentives for refurbishments	Product Development Manager	Ministry of Finance		Feasibility report
Upgrade of Attractions					
a) Hiking Trails	Audit of current hiking product	Product Development Manager	SNTC		Audit report
	Feasibility of upgrade & commercialisation of selected trails (new and existing)	Product Development Manager	SNTC		Feasibility report
	Feasibility of upgrade & commercialisation of selected 'slack-packing' trails (new and existing)	Product Development Manager	SNTC		Feasibility report
	Improved accreditation & harmonisation of grading to conform with regional norms	Product Development Manager	SNTC		Status report
	Extension of Lumbombo 'Eco-trails'	Product Development Manager	<ul style="list-style-type: none"> • SNTC • Lubombo Conservancy 		Status report
	Ensure links to website	Marketing Manager			Status report
Upgrade of Attractions					
b) Events	Calendar of events	Product Development Manager			Calendar of events
	Cultural events – lobby principals to publish timing of key events a year in advance & improved access	Product Development Manager	King's Office		Status report
	Explore the resuscitation of key events (eg. End December & Sibebe Rock)	Product Development Manager	Relevant organisers		Status report

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Upgrade of Attractions c) Community Product	Feasibility of new community product	Product Development Manager			Feasibility report
Product Packing Toolkit	Workshop with interested product owners & tour operators	Product Development Manager	David Frost		Workshop report