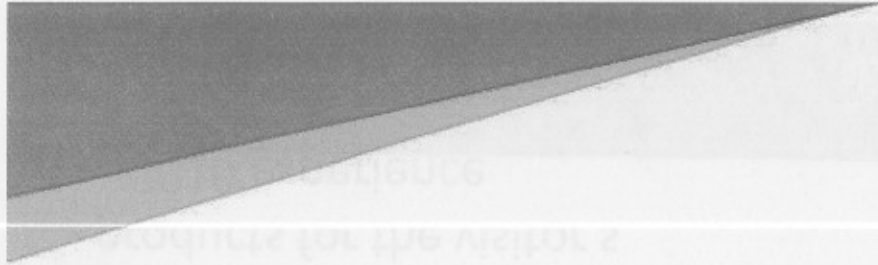
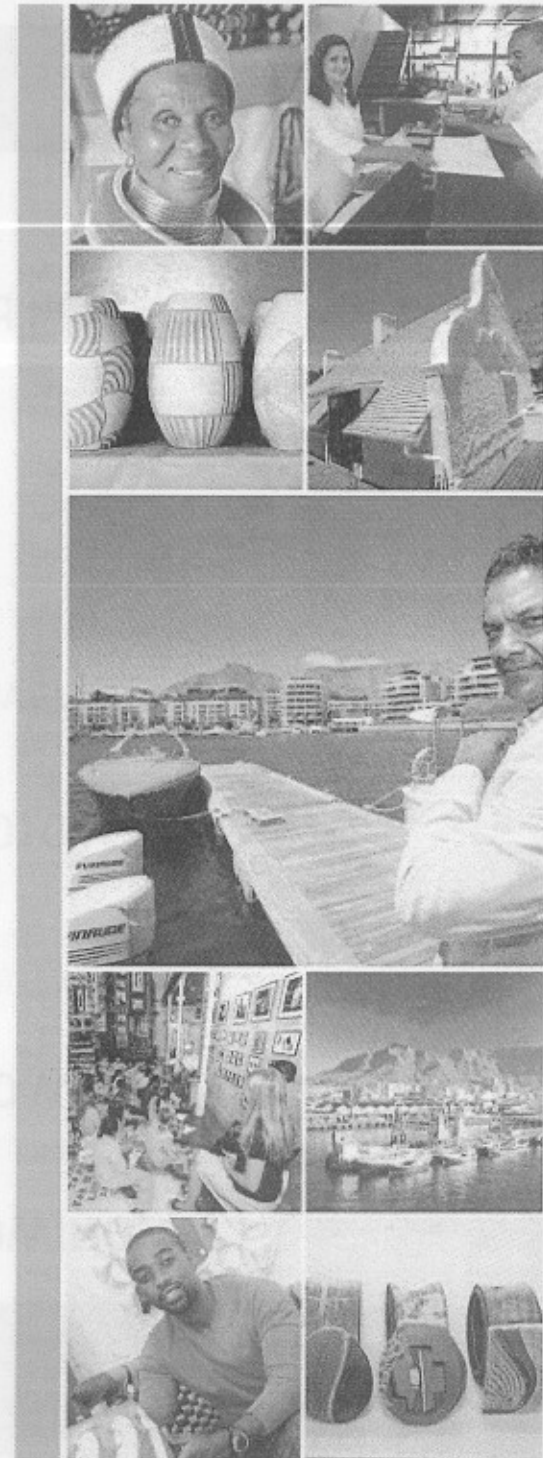


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The Tourism Enterprise Partnership



➤ TEP's 2010 Programme

TEP's OBJECTIVES WITH RESPECT TO 2010 WAS THE FOLLOWING:

- To identify emerging tourism small businesses in the 2010 World Cup™ Host cities and to assess their 2010 readiness
- To improve the quality of tourism small businesses for 2010
- To ensure that non -hotel accommodation rooms were given the opportunity to participate in the accommodation inventory for 2010
- To develop emerging tour operators for 2010
- To develop and package unique South African cultural and heritage products for the visitor s 2010 experience



TEP'S 2010 Progress (2008-2009)

PROGRESS MADE TO DATE:

- 4 547 tourism small businesses were interviewed and segmented and development assistance identified
- 77 workshops were held across SA for 2010 non-hotel accommodation sign-up
- 8 380 Non hotel rooms signed for inclusion in accommodation inventory for World Cup™
- 9 workshops in Host Cities to share 2010 opportunities with tourism small businesses
- Training opportunities, SA Host, business skills development, exhibition and marketing assistance implemented for SMMEs
- 321 Emerging tour operators trained

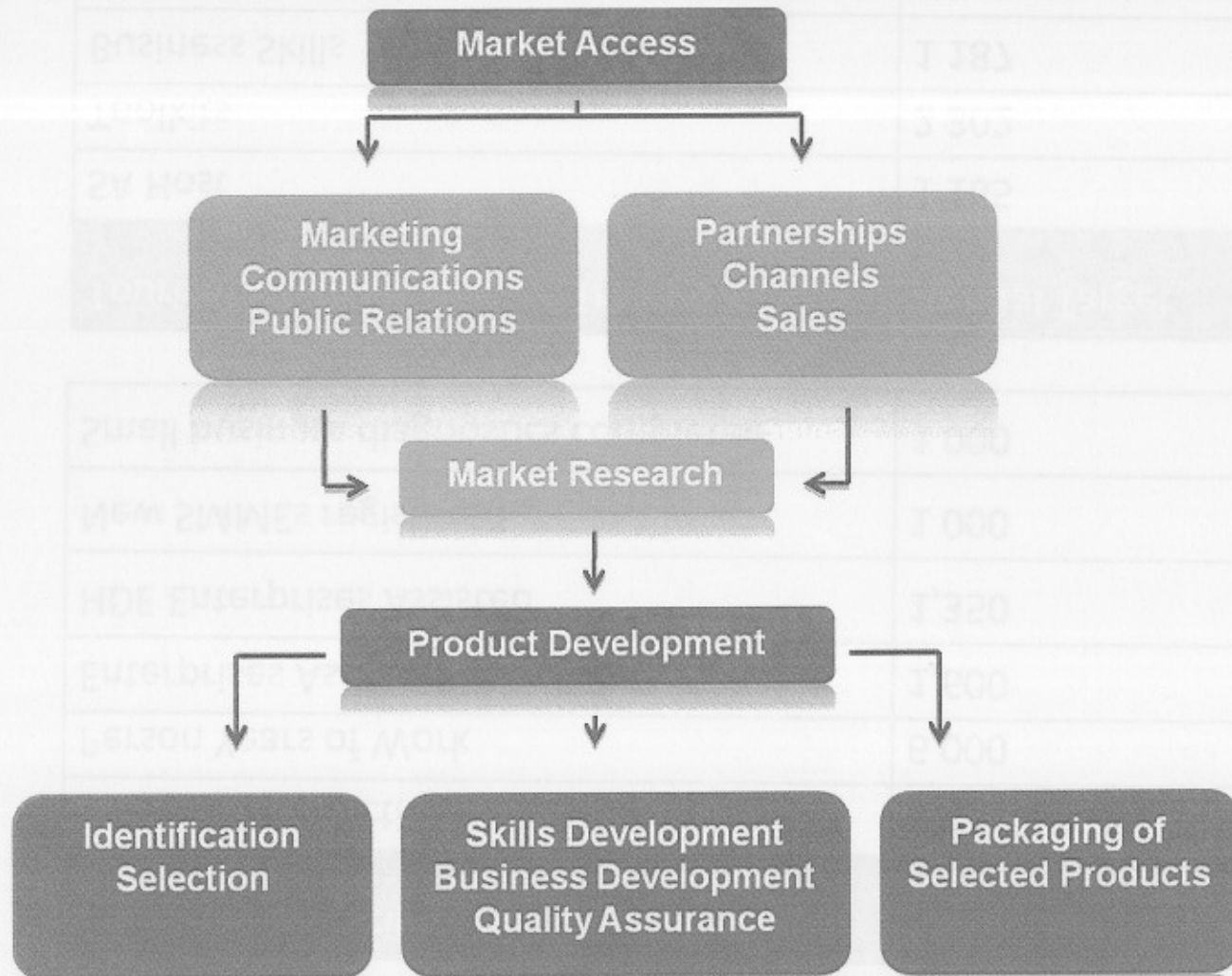


General TEP Achievements (1 July 2008-30 June 2009)

- **Increase in turnover** of R568 million generated for TEP clients
- **9 879 Person years of work** created
- **1 436 Enterprises assisted** through the Business Development Fund, of which 66% were historically disadvantaged
- **944 Tourism small businesses trained** on Business Skills
- **1 222 Tourism small businesses trained** on SA Host
- **3 068 Tourism small businesses trained** on tourism toolkits
- **60 Tourism small businesses mentored**
- **50 three-year growth strategies developed** for small businesses with a turnover of more than R1million and operating for longer than 5 years
- **4 Tourism clusters developed**
- **285 Craft sales** generated
- **3 053 Non-hotel rooms signed up** for 2010



TEP Strategy



STRATEGIC GOALS
Job Creation
Sustainability
Transformation



Indicators and Targets (1 July 2009-30 June 2010)

Transactions Facilitated	Annual Target
Value of Transactions	R450,000,000
Person Years of Work	6,000
Enterprises Assisted	1,600
HDE Enterprises Assisted	1,350
New SMMEs registered	1 000
Small business diagnostics completed	1 000

Tourism Small Businesses Trained	Annual Target
SA Host	1 165
Toolkits	2 302
Business Skills	1 187
Mentorship	80



Indicators and Targets (1 July 2009-30 June 2010)

Product Development and Market Access	Annual Target
New clusters developed	4
Original clusters maintained and operational	4
Market access opportunities facilitated for the clusters	3
Value of the market access opportunities generated	R350 000
Number of product owners assisted within the clusters	120
Three year growth strategies developed for TEP High Potential Clients	10
Number of High Potential Clients in 12 month TEP aftercare programme	40
% Change in revenue per High Potential Client	30%
Finance secured for High Potential Clients	4
Market access opportunities secured for tour operators	3
Tourist guides trained	32

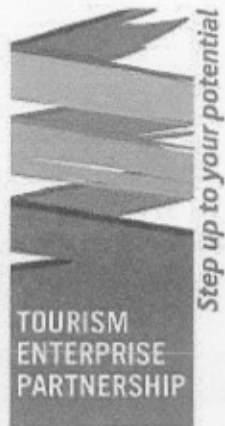
❖ Indicators and Targets (1 July 2009-30 June 2010)

Product Development and Market Access	Annual Target
SMMEs attending exhibitions	45
Crafters assisted	30
Craft items sold	3 080
Crafters mentored	30
Craft diagnostics completed	30

 **TEP Budget 2009/10- 2011/12**

2009/2010	2010/2011	2011/2012
R52 million	R40 million	R45 million

11 Sept @ 10.28



❖ Thank you



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