



Home Sweet Home

Tourism Revival Campaign

Following the devastating impact of Covid-19 on the Tourism sector, the Industrial Development Corporation (IDC), as a key stakeholder in the tourism industry, has designed and developed a unique, once-off online tourism revival incentive titled **Home Sweet Home**.

The Home Sweet Home initiative, in partnership with the Tourism Business Council of South Africa (TBCSA) and South African Tourism (SAT) aims to stimulate domestic leisure travel. It is planned to kickstart in August 2022 and will provide local travellers the opportunity to travel anywhere and everywhere in sweet SA at a discounted rate of up to 35% (limited to a maximum of R2, 500) per travel booking.

Through an intensive marketing campaign, South Africans will be urged to register on an online portal to win one of 30 000 discount vouchers on offer. Each voucher can be redeemed for any domestic trip booked online. Travellers will be able to book flights, accommodation, car hire and more through the online portal, as long as there is a minimum 2-nights' accommodation in the trip.

As a registered tourism establishment, we are urging you to register to become part of the Home Sweet Home initiative, simply by clicking on the link below. The Home Sweet Home initiative has win-win proportions – it will not only stimulate travel to participating establishments, but it will also provide participating establishments with increased, and much-needed marketing exposure.

HOW WILL IT IMPACT YOUR BUSINESS?

1. Participation is free of charge if your business already has online booking capabilities.
2. For this promotion only, there is zero cost to onboard your business onto the system.
3. If your business does not have online reservation capability, a fee may be charged to onboard your business with an online booking aggregator.
4. The appointed booking agent will make a payment in full for each confirmed reservation as per the normal trade payment terms.

HOW WILL THE CAMPAIGN WORK FOR THE TRAVELLER?

1. The campaign will be open to all South African citizens.
2. The marketing campaign will run from 1 August to 6 September 2022.
3. Interested travellers will need to register through an online portal www.saishome.co.za to stand a chance to win one of 30 000 travel vouchers on offer.
4. Computer-generated daily draws will be conducted and winners will be notified through their preferred mode of communication i.e., email and/or SMS.
5. Competition draws will take place from 8 August 2022 until 6 September 2022.
6. Successful participants will have 21 days from receiving their voucher to complete the booking and redeem their voucher.
7. Once the voucher has been redeemed, the traveller will have up until 28 February 2023 to travel.
8. The voucher will be for a discount of up to 35% with a maximum R2,500.
9. Booking for the trip will be done online through the www.saishome.co.za portal where the voucher will be redeemed, and the balance of the trip cost will be payable online.
10. The booking will need to consist of a minimum 2 nights-stay. The travel booking can include flight and car rental.
11. No cancellations or refunds will be permitted on confirmed bookings. A trip can, however, be postponed up to 28 February 2023 (last check-in date).
12. All extras and additional requirements will be for the customer's own account, including ground transport, if not included in the trip.

HOW CAN YOU PARTICIPATE?

Working together with passionate South African Travel and Tourism partners like yourself, it is through your membership, affiliation, or business relationship with TBCSA, SAT or IDC, that you are invited to participate in this exciting initiative.



As mentioned previously, the Home Sweet Home initiative has win-win proportions and is a big deal. You get to benefit as the incentive programme will be open to all South African registered tourism establishments and facilities and will be voluntary.



If you would like to form part of this exciting initiative, all you need to do is to register, simply by [CLICKING HERE](#)

Registration closes at midnight on Friday, 5 August 2022.

For onboarding enquiries, please email Tankiso Mokoena at tankiso.mokoena@travel.co.za

We hope to welcome your establishment as part of this exciting initiative!

Yours in Travel,
IDC, SAT & TBCSA