



TOMSA

Tourism Marketing South Africa

Adding Value to Tourism

WHAT IS TOMSA?

- Tourism Levy South Africa (TOMSA) is a private sector-led and public sector supported levy contribution initiative
- It was set up in 1999 to provide additional funding for the marketing of destination South Africa
- The establishment of TOMSA by the country's private tourism sector was a step in recognising that the marketing of South Africa would benefit from collaborating with the public sector

I AM INTERESTED IN BECOMING A LEVY CONTRIBUTOR, WHERE DO I START?

It's Free to join!

1. Register and complete the online TOMSA Agreement on the TOMSA website on: www.tomsa.co.za
 2. This will automatically send a copy of the completed form to the membership team
 3. You will receive confirmation of your registration from our team, this will then allow you to adjust your prices to reflect the 1 percent levy collection
 4. As a contributor you will be issued with a TOMSA Certificate after 12 consecutive months of contributions
 5. The TOMSA team sends updates regularly to contributors via email
 6. You can also keep track of updates on the TBCSA social media pages
 7. You will receive information on how to pay over contributions
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8. **Collecting the levy and not paying over: This is a criminal offence and constitutes fraud.**
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HOW IS THE TOMSA LEVY USED?

- Through TOMSA, the travel and tourism private sector has made a significant contribution to the promotion of destination South Africa locally, regionally and internationally
- TOMSA funds have been used to support SA Tourism's efforts to ensure that destination South Africa remains competitive, expands its marketing reach and sustains its marketing initiatives
- Over the years TOMSA has contributed immensely to increased tourist arrivals in South Africa through the Collaborative Fund which was started in 2018
- The Collaborative Fund is an industry initiative created to fund tactical tourism projects.
- The fund has spent over R20million on these projects.



Projects funded by the Collaborative Fund:

1. 2019- 3 cities feedback session in partnership with South African Tourism (SAT) & TBCSA
2. Animal Interaction Guideline Project
3. Canada, UK, US, Europe Trade & stakeholder roadshow in partnership with SAT and TBCSA
4. Global Tourism water crisis PR Campaign by WESGRO & City of Cape Town
5. TBCSA Tourism Industry Pilot mentorship programme
6. Cape Town Air Access project by WESGRO
7. TBCSA Travel Safe, Eat Safe Industry initiative during the COVID-19 pandemic
8. Numbi Gate Tourism safety project by KLCBT
9. Gauteng Air Access project by GTA
10. Cape Town Tourism – SMME Support, Market Access and Youth Support interventions through Tourism

Tourism operators have tangible benefits!

- Qualifying for discounted rates when participating at industry trade shows such as the annual Meetings Africa and Tourism Indaba
- Qualifying for special discounted rates on tourism grading fees
- Qualifying for BEE points based on the Tourism B-BBEE Sector Codes
- TOMSA levy contributors to be used as preferred suppliers where possible by SAT and the National Department of Tourism
- Opportunity to interact on SAT's marketing plans
- Gain access to industry insights through industry projects facilitated by the Tourism Business Council of South Africa such as the Tourism Business Index and the Tourism Leadership Conference
- Eligible to be part of the TOMSA board
- TOMSA levy contributors receive preference during the selection process to be awarded funding in the Tourism Incentive Programme
- Receive training and market briefings to prepare for participation in tourism trade shows owned by SA Tourism
- SAT will provide a platform for TOMSA levy contributors to participate in speed marketing sessions.



For more information on how you can
add value to tourism contact us on:

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Managed by



TBCSA

TOURISM BUSINESS COUNCIL OF SOUTH AFRICA