

South Africa is Open for Business

ARDA 2010 Convention & Exposition

South Africa is Open for Business

Moderator

Mr. David Clifton, Managing Director: EMEAA
Interval International

Panel Members

Mr. Wayne Grews – Group RCI: Africa
Mr. Stuart Lamont – Club Leisure Group
Mr. Brian Stocks – Sun International Vacation Club
Mr. Deon Viljoen – VOASA / Southern Sun Lifestyle



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Experience South Africa



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What is the size of the Shared Vacation Ownership market in South Africa in terms of owners and resorts and is it focused only on Conventional Timeshare or have Fractionals and PRC taken off?



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What is the demographic of the buyer 10 years ago versus the buyer of today and will we see a new era emerging in South Africa due to the growing middle class?



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What physical products and in which locations / experiences are the shared vacation purchaser looking for today, i.e. beach or game parks only, 1 or 2 bedrooms, Points, Fractionals or Conventional Timeshare, etc?



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What effect has the global economic meltdown had on your industry and what consumer protection measures are in place, are these laws working or do they need changing?



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South Africa will host the FIFA 2010 World Cup this summer, what do you think the impact of this global event will have on tourism in your country?



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South Africa offers great value for money for both travellers and developers. Can you give us the cost in US Dollars for the below items;

- A fully furnished 2 bedroom unit (100sqm)
- What would a consumer pay for a 2 bedroom week in a mid and/or peak season in a reasonable location?
- What are the current sales and marketing costs pegged at?



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Many people have concerns about crime and perceived safety, and health issues. How big a problem is this and what is the South African government doing to make South Africa safer for both tourists and residence?



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What are South Africa's biggest opportunities and challenges for the shared vacation ownership industry in the future?



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Thank you for your time

E-Mail alex@voasa.co.za for more information.

