

# SA Tourism, Tencent sign MoU to boost Chinese tourist arrivals

South African Tourism and Tencent have signed a strategic cooperation agreement to support South Africa's direct access to potential Chinese travellers to market the country as a destination of choice.



Image Supplied.

South Africa's Minister of Tourism, Mmamoloko Kubayi-Ngubane expressed her excitement of the initiative and opportunity to access potential tourist for both business and leisure and says: "South Africa is open for business and offers diverse and world-class attractions, excellent transport services and communications infrastructure which competes with the best in the world."

The partnership will span over two years and aims to position South Africa as a preferred tourism destination in China through digital marketing campaigns on WeChat, as well as other platforms within the Tencent ecosystem.

Tencent will also assist SA Tourism with a knowledge transfer programme on best practices for Destination Development. Tencent will advise SA Tourism on how South Africa can accelerate the implementation of WeChat Pay for Chinese travellers visiting South Africa. Tencent will advise SA Tourism on best practice Chinese visitor experience making use of QR codes.

"China is South Africa's largest trading partner and we are leveraging on this trade relations to strengthen the people to

people exchange between the two countries. I am pleased that, together with Tencent, South African Tourism in China is laying a solid foundation for growth in visitor arrivals from China to South Africa," says Minister Kubayi-Ngubane.

She adds: "Tencent, through its popular platform, WeChat, will assist us to access multiple segments of the Chinese traveller's market. In addition to customised market for each market segment, Tencent platforms will also enrich Chinese traveller's experience when they travel to South Africa."

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