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## **APPENDIX A**

**Detailed table of the apparent critical success factors  
to leverage mega-events as an element of destination  
competitiveness**



Critical success factor	References	
	Section	Table 6 (p.24)
<b>A priority of destination management entities</b>		
<i>Hosting of the mega-event should be directed by visionary leadership. It should be linked to a vision of human development and quality of life of residents. Event-related strategy and actions have to be benchmarked against industry leaders. Determine how performance will be measured.</i>		
Guided by visionary leadership	2.2 (p.3) 2.4.2.1 (p.16)	2, 15,18
Focus on human resource development		3
Given a place in tourism policy		15, 20
Benchmarked against industry leaders	2.4.2.2 (p.17)	30, 31
Measuring destination performance	2.4.2.3 (p.17)	21, 24, 25, 27, 29
<b>Clarifying the stakeholders and their roles</b>		
<i>Understand who the stakeholders involved are. Clarify their roles and understand their vested interests. Involve them in a timely manner. Understand the needs/characteristics of event market.</i>		
The DMO	2.4.3 (p.21-23)	2, 15, 18,
Tourists (event market) (Destination attractiveness, experiences, co-creation, pricing)	2.5.1 (p.24)	1, 4, 5, 10, 11, 18
Tourism product owners (Including the issues of supply chain management, quality assurance and service delivery)	2.3.2.1 (p.6) 2.4.2.4 (p.18)	3, 6, 10, 17, 19
Communities (Resource stewardship, human resources, experience enhancers)	2.4.5 & 2.4.6 (p.27-32) Positions in the models	
Industry associations		
Investors (Investment climate)		
Government (Political will; policy, legislation, facilitating resources)		
Political groups		
<b>Managing the destination resources</b>		
<i>Linked to quality assurance and supply chain management. Have a comprehensive destination 'inventory' and know what the destination's strengths and weaknesses are in terms of global measures of competitiveness. Know which resources are linked to hosting an event and which will have to be developed by the destination.</i>		
Inventory (strengths and weaknesses)	2.3.2.2 – 2.3.2.4 (p.6-8) 2.5.3.2 – 2.5.3.4 (p.32-33)	6, 13, 17, 29
<b>Aligned with the overall destination marketing strategy</b>		
<i>Must be appropriately aligned with the overall destination marketing strategy. Understand the positive and potential negative effects of an event on destination's marketing. Make use of appropriate methods to leverage event-related marketing opportunities.</i>		
Brand and image	2.4.2.1 (p.16) 2.5.1 (p.24)	7, 12, 15
Use of ICT		1
Distribution channels		3
Link with other destination products		8
Managing the destination lifecycle		9
<b>Concern for environmental issues</b>		
<i>The event has to be approached with a concern for environmental issues. Also have to ensure greening of the event and ways to measure and prevent negative event impacts.</i>		
Sustainable practices during event	2.3.2.6 (p.11)	14, 16
Climate impacts	2.4.2.5 (p.19-20)	



## **APPENDIX B**

### **Frameworks for event tourism strategy making**



Source: Stokes (2008:257)

Framework	Corporate, market-led	Synergistic	Community, destination-led
Focus	Event bidding with related events tourism marketing	Integrated strategies for major events, new and existing events	Events tourism strategies that give some priority to fostering new and existing local events and festivals
Organizational structure	One/two agencies (tourism and/or events) assume control with mostly corporate and government input to strategy	State agencies assume leadership with a balance of stakeholder input	Strategy initiated by agencies and/or community groups to gain widespread engagement (community groups, opinion leaders, others)
Processes and people	Early consultation. Meetings or one-to-one contact with an inner circle of government and/or corporate figures. Tourism marketing bodies may/may not be involved prior to attracting major event	Agencies build in a consultation process (forums, meetings) to obtain business and community input to event decisions. Types of input sought may vary for event bidding, creation or expansion	A collaborative process where community round tables, public forums and visioning sessions guide overall strategy. Maximum involvement of affected stakeholders
Decision criteria	Decisions are driven by market criteria— attractiveness, growth and economic resources	Market driven and community driven—agencies weigh up market success alongside the various non-economic impacts of events	Community and destination resource driven. Economic criteria may be diluted by perceived social, ecological cultural or other impacts



## **APPENDIX C**

### **Tshwane Tourism Steering Committee profile**



The Tshwane Tourism Steering Committee included the following representatives:

- Tshwane Metropolitan Municipality (City of Tshwane)
- Tshwane Tourism Department
- Tshwane Tourism Association (various private sector entities)
- Moshito-wa-Tshwane (township tourism products)
- National Flagship Institute (Museum management authority)
- Tshwane Tourism Forum (Museum Park in Pretoria Central)
- Tshwane Conference, Bidding & Marketing Services
- Gauteng Combined Accommodation Association
- Tshwane Craft Council
- Tourism safety and security services
- GTA
- Development Bank of Southern Africa
- South African Tourism Services Association (SATSA) (inbound tourism operators)
- Bophela Tours (inbound tour operators)
- Tshwane University of Technology (educational institutions)



## **APPENDIX D**

### **Key actions in terms of the City's events offering**



<b>Long-term events offering of the City</b>	<b>World Cup strategy of the City</b>
<ul style="list-style-type: none"><li>- Establish a convention and visitor bureau as a key component of the envisaged RTO.</li><li>- Update the existing database on event supply throughout the City.</li><li>- Compile an up-to-date events calendar.</li><li>- Ensure that all Tshwane events are listed on relevant provincial/national calendars and websites.</li><li>- Establish an annual flagship event (either new or by enhancing an existing event).</li></ul>	<ul style="list-style-type: none"><li>- Undertake a survey to determine the state of readiness, as well as challenges and concerns of tourism product owners, with regard to the two upcoming mega-events.</li><li>- Identify, package and promote key tourism offerings and experiences within the City, but also in the surrounding areas.</li><li>- Launch a major cleaning and beautification campaign (involving locals).</li><li>- Put up signage at all market-ready tourism venues and at key strategic points</li><li>- Launch a Service Excellence Drive aimed at local transport operators, all frontline staff, and volunteers.</li><li>- Coordinate promotional material with any 2010 publications; using the new brand and logo where possible.</li><li>- Drive visitors to an efficient City tourism website.</li><li>- Use the opportunity presented by the teams that will be situated in the City (linking to the diplomatic presence in the City).</li><li>- Ensure that a central, user-friendly and accessible flagship Information Centre, with well-trained staff is fully operational three months before the Confederation Cup.</li><li>- Have mobile information centers at all key events and strategic points in the build-up, during and after the Confederations Cup and the 2010 Soccer World Cup (sufficiently stocked with up-to-date promotional material).</li><li>- Disseminate SMME development information as widely as possible to stakeholders in Tshwane.</li><li>- Sustain the excitement of local communities through outreach programmes.</li><li>- Ensure a clear brand message and memorable experiences throughout the City (address as part of an internal marketing and service excellence drive).</li><li>- Inform tourism stakeholders of event-related regulations and restrictions, and provide guidelines on how to leverage related opportunities.</li></ul>

Source: Taken from Heath (2008)



## **APPENDIX E**

### **Semi-structured interview schedule**

## A STAKEHOLDER PERSPECTIVE ON MEGA-EVENTS AS AN ELEMENT OF TOURISM DESTINATION COMPETITIVENESS

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### DETAILS OF THE RESPONDENT

Respondent's name \_\_\_\_\_  
Title \_\_\_\_\_  
Organisation \_\_\_\_\_  
Contact telephone number \_\_\_\_\_  
Email address \_\_\_\_\_  
Date \_\_\_\_\_  
Time \_\_\_\_\_  
Duration of interview \_\_\_\_\_

Approved consent to participate

---

### OPENING STATEMENT TO RESPONDENTS

Thank you for allowing me the opportunity to have this interactive session. The focus of our discussion will be on tourism destinations and the role that mega-events can and should play to contribute to the overall competitiveness of the destination. The whole of South Africa is filled with anticipation as we are only days away from the biggest event Africa has ever hosted. There is a myriad of stakeholder groups in the country waiting to reap the rewards from this event. What I would like to discuss is the way in which South Africa and its host cities (the City of Tshwane in particular) have prepared for this event and how they will benefit from a tourism destination perspective.

Our discussion will be guided along the following four broad themes:

- The current level of competitiveness of the City of Tshwane as a tourism destination (*elements of the model applied*).
- The contributions that mega-events can make to the competitiveness of the City of Tshwane as a tourism destination (*benefits and risks*).
- Issues unique to mega-events that have to be taken into consideration for the hosting of the 2010 FIFA World Cup (or any other mega-event) from a tourism destination perspective.
- The key issues that need to be addressed to ensure a positive legacy of tourism destination competitiveness for the City of Tshwane.

## **THEME 1: CURRENT LEVEL OF COMPETITIVENESS OF THE CITY OF TSHWANE AS A DESTINATION**

1. In your view, would you say that the City of Tshwane is a globally competitive tourism destination? YES - Why?

(If answered NO to question 1)

2. Are there any shortcomings or obstacles that are hindering the City of Tshwane from being a globally recognised destination?

*(Resources, marketing, product development, target market, planning, government commitment, support services, infrastructure, etc.)*

3. Do you believe that there is any significant competitive difference between the City of Tshwane and the other 2010 World Cup host cities?
  - Yes/No
  - Which
  - Why do they exist

## **THEME 2: THE CONTRIBUTIONS THAT MEGA-EVENTS CAN MAKE TO THE COMPETITIVENESS OF THE CITY OF TSHWANE AS A DESTINATION**

4. Do you agree with the statement that it is beneficial for the City of Tshwane to be a host city for the 2010 FIFA World Cup? Motivate your answer.
  - a) *Short-term impacts (triple bottom line)*
  - b) *Long term legacies*

5. From a destination marketing perspective, what do you regard as the most important benefits that the City of Tshwane may accrue from this event?  
*(Image, brand, bundling of products, publicity, non-accredited media, new markets)*

6. Have there been any changes in the City of Tshwane's tourism strategy due to the World Cup?
  - yes/no - *a separate portfolio in the DMO*
  - Which? - *event policy and strategy*
  - Which more important? - *bidding strategy for the future*
  - Which left out?

7. Please elaborate on the level of stakeholder coordination and collaboration within the City of Tshwane in the wake of the World Cup.  
*(Tourism industry - public & private, government, local community, event organisers/LOC, Fifa, regional)*

8. How important do you think it is for the City to put a formal event strategy in place?

9. What/how do you see the role of SAT/national level to support local RTO event efforts?

### **THEME 3: ISSUES UNIQUE TO MEGA-EVENTS THAT HAVE TO BE TAKEN INTO CONSIDERATION FOR THE HOSTING OF THE 2010 FIFA WORLD CUP**

10. Which issues that can be regarded as unique to mega-events, should be taken into consideration by the City of Tshwane?
- *LOC*
  - *Fifa stronghold (Fifa legalities)*
  - *Mass number of spectators (logistical issues)*
  - *Worldwide media interest*
  - *Effect on local enterprises*
  - *Match contracting*
11. Please elaborate on the process of City-level coordination from a tourism perspective (including the Tourism Division, private sector) with the LOC and the 2010 office. Is this an important aspect?
12. Mention any recent efforts by the City of Tshwane which you regard as most important to ensure Tshwane's ability to act as host city. [This can be anything from roads to signage, marketing, local involvement to the environment, 'mood' in the City]
13. What obstacles or challenges do you foresee in terms of the City of Tshwane's ability to act as host city?

### **THEME 4: THE KEY ISSUES THAT NEED TO BE ADDRESSED TO ENSURE A POSITIVE LEGACY OF DESTINATION COMPETITIVENESS FOR THE CITY OF TSHWANE**

14. In your opinion, what has to be done to ensure that the hosting of 2010 fosters long-term benefits (legacies) for the City of Tshwane as a tourism destination?
15. As a last question, what do you regard as the critical success factors to ensure a successful 2010 World Cup event?
- *infrastructure (transport, signage)*
  - *training (hospitality industry, service providers)*
  - *support to tourism industry*
  - *communication and information to stakeholders (development; Fifa legalities)*
  - *marketing (city co-branding, product bundling with event etc.)*
  - *local involvement (and volunteers)*
  - *government support/contribution*
  - *formation of partnerships*
  - *environmental issues*
  - *event experience (for visitors)*
  - *publicity strategy*
  - *cultural programme running parallel to event*
  - *local business, SME, entrepreneur opportunities*
  - *after-use strategy*
  - *risk management / procurement plan*
  - *safety and security*
  - *service excellence*
  - *all levels readiness*



# **APPENDIX F**

## **Informed consent form**





## Informed consent for participation in an academic research study

### A STAKEHOLDER PERSPECTIVE ON MEGA-EVENTS AS AN ELEMENT OF TOURISM DESTINATION COMPETITIVENESS

Research conducted by:

Dear Respondent

You are invited to participate in an academic research study conducted by \_\_\_\_, a Masters student from the \_\_\_\_ at \_\_\_\_.

The purpose of the study is to determine how mega-events can optimally be used as tools to contribute to the overall competitiveness of a tourism destination.

Please note the following:

- This study involves anonymous semi-structured interviews. Your name will not be added to the answers you give and it will be treated as strictly confidential. You cannot be identified in person based on the answers you give, accept if you implicitly give permission to do so.
- Your participation in this study is very important to us. You may, however, choose not to participate and you may also stop participating at any time without any negative consequences.
- Please participate in the interview by answering as completely and honestly as possible. Such an interview will last approximately an hour.
- The results of the study will be used for academic purposes only and may be published in an academic journal. We will provide you with a summary of our findings on request.
- Please contact my supervisor, \_\_\_\_ if you have any questions or comments regarding the study.

Please sign the form to indicate that:

- You have read and understand the information provided above.
- You give your consent to participate in the study on a voluntary basis.

\_\_\_\_\_  
**Respondent's signature**

\_\_\_\_\_  
**Date**



**APPENDIX G**  
**Letter of permission**  
**City of Tshwane Tourism Division**



**Economic Development Department  
Tourism Division**

Room 110 | Ground Floor | Bitts Centre | Church Square | Pretoria | 0002  
PO Box 440 | Pretoria | 0001  
Tel: 012 358 1496 |  
Email: [wouterk@tshwane.gov.za](mailto:wouterk@tshwane.gov.za) | [www.tshwane.gov.za](http://www.tshwane.gov.za)

My ref: EK/06/2010  
Enquiries: 012 358 1487  
Date: 10 June 2010

Tel: 012 358 1496  
Fax: 0865188027  
Email: [wouterk@tshwane.gov.za](mailto:wouterk@tshwane.gov.za)

**RESEARCH PERMISSION GRANTED**

Permission is hereby granted to  
( ) to conduct research in the City of Tshwane Tourism Division.

She has permission to arrange interviews with any staff members that she may deem fit for her study. This should be done at hours that are convenient for our staff.

We understand that her study also requires her to look at some of our strategic documents. We therefore also give her permission to use strategy documents, reports, and minutes of the Tshwane Tourism Action Team meetings. We will assist her in obtaining the documents where necessary. Our condition is that she should use the documents with discretion and in no way as to harm the Tourism Division.

Regards


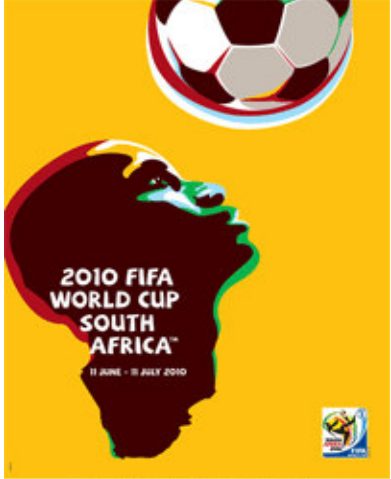

  
Wouter Koekemoer  
Director: Tourism Promotion







**APPENDIX H**  
**Branding activities and promotional material**  
**of the City of Tshwane for the**  
**2010 FIFA World Cup™**

## BRANDS USED IN THE CoT DURING THE 2010 FIFA WORLD CUP

- National brands

	<p>2010 FIFA World Cup South Africa logo By-line: 'Ke Nako' (It's time). Celebrate Africa's Humanity' Promoted by the LOC and IMC City level: 2010 Unit</p>
	<p>2010 FIFA 'African world cup' image By-line: 'Africa's time has come' Promoted by the LOC and IMC City level: 2010 Unit</p>
	<p>Welcome Campaign logo Promoted by South African Tourism City level: CoT Tourism Division</p>

## City brands

	<p>The FIFA Host City composite logo By-lines: 'City of Champions' &amp; 'Capital City of Excellence' Promoted by the 2010 Unit</p>
	<p>City of Tshwane Municipal logo By-line: 'We are the same' Promoted by ICMIS through the 2010 Unit</p>
	<p>Tshwane Tourism new logo (1<sup>st</sup> edition) 'Experience it!' Promoted by the CoT Tourism Division through the 2010 Unit</p>
	<p>Tshwane Tourism new logo (2<sup>nd</sup> edition) 'Experience it!' Promoted by the CoT Tourism Division through the 2010 Unit</p>

## **MARKETING ACTIVITIES UNDERTAKEN AT CITY LEVEL**

The 2010 Unit and Tourism Division's marketing and communication initiatives already started in 2009 for the Confederations Cup. At that stage the FIFA Host City logo included the Confederations Cup logo; while the Tourism Division promoted the new Tshwane 'Experience it!' (1<sup>st</sup> Edition) logo. This logo of the new Tshwane 'Experience it!' brand (launched May 2009) had to be changed for the 2010 World Cup, after the new national brand was announced in April 2010. Fortunately for Tshwane (as discussed in Chapter 6), this made the CoT a frontrunner in terms of alignment with the new national brand for the 2010 World Cup event. In essence, the Confederations Cup activities included the same initiatives from the 2010 Unit; with the addition of branding the municipal buses, as well as designing and branding the CoT 2010 Office (located in the inner-city). Furthermore, the Confeds Cup initiatives included more exposure during events such as the Loftus roof wetting, the Korean Youth Tournament, as well as Bafana Bafana / Mamelodi Sundowns and Supersport teams ticket tape parade and cocktail party (Anon, 2009).

The following discussions will focus on the marketing activities undertaken for the 2010 World Cup event.

- **Promotional activities of the CoT Tourism Division**

The Tourism Division worked in collaboration with the 2010 Unit on a number of promotional initiatives. Apart from the promotional items that were produced specifically for the 2010 event, there was also some of the 'older' material available in the destination (as the researcher collected them from the Tourism Information office in Church Square and the new VIC in Hatfield just before the start of the 2010 event). The table below indicates the promotional activities undertaken, and also indicates the branding that had been used. Upon investigation, it appears that only four items and one website (in bold) displayed the new Tshwane 'Experience it!' (2<sup>nd</sup> edition) logo. The content of this table was also verified by one participant dealing with promotional material of the City.

<b>PRINTED MATERIAL</b>	
<b>Promotional item</b>	<b>Brand/s used</b>
Tourism Z-card	FIFA Host City composite logo & Tshwane 'Experience it' logo (1 <sup>st</sup> edition)
<b>Pack of post cards</b>	FIFA Host City composite logo. It also displays both the 1 <sup>st</sup> edition and 2 <sup>nd</sup> edition of the 'Experience it' logo (2 <sup>nd</sup> edition pasted with a sticker over the 1 <sup>st</sup> edition logo).
<b>Host city booklet</b>	FIFA Host City composite logo & Tshwane 'Experience it' logo (2 <sup>nd</sup> edition)
Tourism Map	City of Tshwane Municipal logo
Township Tourism booklet	City of Tshwane Municipal logo
Z-folders of key attractions	City of Tshwane Municipal logo & SAT Welcome logo
<b>ELECTRONIC MATERIAL</b>	
Tourism Directory (CD)	FIFA Host City composite logo
Business Tourism (CD)	FIFA Host City composite logo & Tshwane 'Experience it' logo (1 <sup>st</sup> edition)
Township Tourism DVDs	City of Tshwane Municipal logo
<b>WEBSITES</b>	
City of Tshwane	City of Tshwane Municipal logo
Host City website (2010 Unit)	FIFA Host City composite logo
<b>Tshwane Tourism website</b>	FIFA Host City composite logo & Tshwane 'Experience it' logo (2 <sup>nd</sup> edition)
Tshwane Tourism Association	Own logo
<b>PROMOTIONAL ITEMS</b>	
Paper gift bag	City of Tshwane Municipal logo & SAT Welcome logo
Hessian gift bag	City of Tshwane Municipal logo
<b>Cooler box</b>	Tshwane 'Experience it' logo (2 <sup>nd</sup> edition)
<b>Umbrella</b>	Tshwane 'Experience it' logo (2 <sup>nd</sup> edition)

- **The CoT stand at the Tourism Indaba**

The City exhibited at the Tourism Indaba in Durban during May 2010. The whole event had a 2010 theme, with most of the provinces and individual destinations using it in their exhibitions. However, focus still remained on the 'normal' tourism product offerings of the various destinations. The CoT's stand was the primary responsibility of the Tourism Division and ICMIS, with the 2010 Unit providing support. There was promotional material specific to 2010, as well as some of the older material available. Some of the associations were also present at the stand. The logo displayed outside of the stand, was the new Tshwane 'Experience it' logo (2<sup>nd</sup> edition).

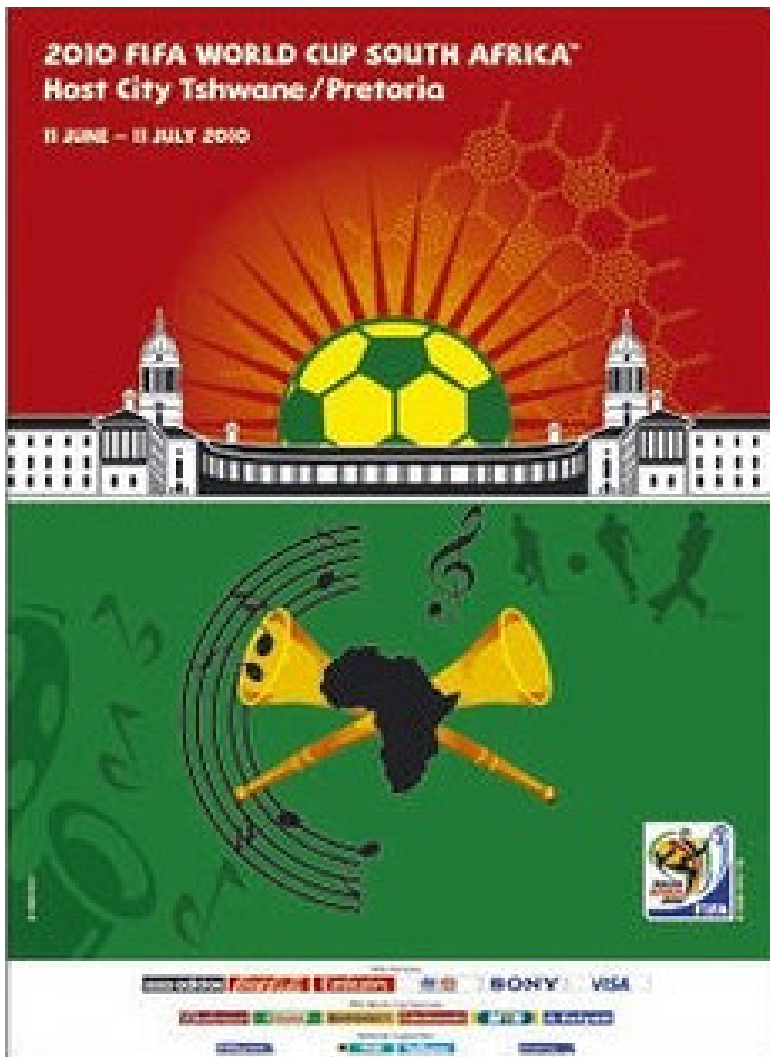
- **Other marketing activities of the 2010 Unit**

At a project progress presentation delivered to Tshwane Tourism stakeholders during the Tshwane Tourism Lekgotla in April 2010 (Anon, 2010a), the following information



was shared. Keep in mind that this refers to branding in terms of the **FIFA Host City composite brand**.

<p><b>Branding (City dressing)</b></p> <ul style="list-style-type: none"> <li>- 2100 flags placed on protocols routes</li> <li>- Telescopic banners, fence branding and 1 five a side soccer inflatable pitch at the 12 road shows and soccer clinics</li> <li>- Branding the commercial display at Loftus</li> <li>- 50 flags and 50 banners at Wonderboom Airport and the access routes</li> <li>- A branded crash soccer ball at OR Tambo International Airport (international arrivals)</li> <li>- 100 bus shelters</li> <li>- 200 mini bus taxis</li> <li>- All gateways to the City of Tshwane and the townships branded with flags and banners</li> <li>- Tourism Indaba in Durban during May 2010 (</li> <li>- Football Friday activities</li> <li>- Nation Press Club event – 21<sup>st</sup> April 2010</li> </ul>
<p><b>Media Buying (Below the Line)</b></p> <ul style="list-style-type: none"> <li>- <b>Radio</b> advertising.</li> <li>- <b>Print media and targeted magazines</b> will be used to market 2010, but also with a focus on tourism initiatives and stadium issues.</li> <li>- <b>OC Media Tour</b> was hosted with 150 International &amp; local Journalist on 26th Feb at Super Stadia.</li> </ul>
<p><b>Media Buying (Above the Line)</b></p> <ul style="list-style-type: none"> <li>- Strategic <b>billboards</b>.</li> <li>- <b>Billboard</b> space at the entrance of OR Tambo International Airport.</li> <li>- <b>Television</b> adverts to position Tshwane as a proud Host City, hospitable, safe, secured and caring.</li> </ul>
<p><b>Other publicity material</b></p> <ul style="list-style-type: none"> <li>- Fan Guide Z-card</li> <li>- Map of Loftus</li> <li>- Community brochure</li> <li>- Volunteer and public officer handbook</li> <li>- Tshwane Update – Special Edition</li> <li>- The City of Tshwane Host City Poster (picture on the next page)</li> <li>- Information sheets (Base Camps &amp; Fan Camps; Public Viewing Areas)</li> <li>- Tshwane 2010 FIFA World Cup Programme – Business Opportunities brochure</li> </ul>



The City of Tshwane  
Host City poster



# **APPENDIX I**

## **Photo evidence**

## CITY BEAUTIFICATION AND DRESSING

### Three main access routes into the City



Eastern entry from the N4



Northern entry from the R101

**Main project: Fountains Circle**  
Southern entry from the R21 (Nelson Mandela Drive)



Focal point artwork



Project notification  
CoT Municipal logo



The Unisa building not used as  
a promotional platform

## Beautification around Loftus Stadium



Project notification:  
Walkway around Loftus  
FIFA Host City composite logo



Beautification and artwork at the media centre  
across Loftus Stadium

Temporary police office at the media centre





## Dressing at the Union Buildings



### New information point



### No changes to displays of the vendors that are usually present



**Other City dressing efforts**

The controversial Telkom tower



On the barriers of a building site



Vodacom



## SIGNAGE

### Directional signage and traffic management



### Directional signage on the N1 (northern entry)



## BRANDING

- Different images presented

City of Tshwane Host City banners (with the 2010 mascot, Zakumi)



National brands (African event and main event logo)





Two by-lines used for the City of Tshwane as host city



- **Branding at City entry points and main roads**

Northern entry point (R101) includes SAT advertisement with Welcome logo



At the northern entry point (R101) was the first and only place where the Green Goal logo and message was observed by the researcher



Eastern entry point (N4) with FIFA Host City composite brand



Main road to northern entry point (George Storrar Drive)  
with main event logo and African event image



- Building dressing with the FIFA Host City composite logo



- **Branding at the media centre (Loftus Stadium)**

No Host City branding visible at the media centre



- **Branding at Loftus Stadium**

Exposure to the City and the country



- **Other branding initiatives**

Taxis branded with the FIFA Host City composite logo



Crash soccer ball at the International arrivals hall (OR Tambo Airport) with FIFA Host City composite logo

Source: Tshwane Tourism (n.d.c)



Source: Tshwane Tourism (n.d.c)

## VISITOR INFORMATION CENTRE

The new Visitor Information Centre, with photos indicating the limited amount of signage to direct visitors to the centre.





## **BRANDING AND UPGRADING OF WONDERBOOM AIRPORT**

Directional sign from main access road



Branding of Airport Road



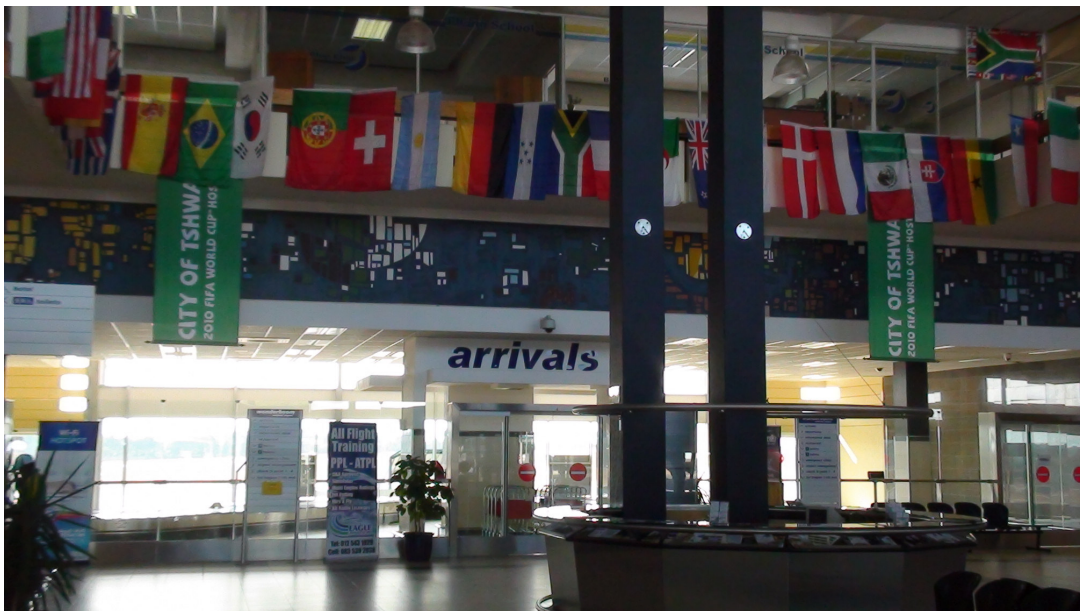
Signage and branding outside of airport entrance



Airport main entrance



Arrivals hall dressed and branded



FIFA Host City composite logo on notice

Temporary police office inside airport

