

**Department budget to market South Africa as tourist destination internationally and domestically**

**NATIONAL ASSEMBLY**

**(For written reply)**

**QUESTION NO. 2347**

**INTERNAL QUESTION PAPER NO. 28**

**DATE OF PUBLICATION: 31 August 2012**

**Mr S B Farrow (DA) to ask the Minister of Tourism:**

- (1) What amount of his department's annual budget is allocated to marketing South Africa as a tourist destination (a)(i) internationally and (ii) domestically and (b)(i) how and (ii) to whom is the money allocated;
- (2) what role does his department provide for South African embassies in marketing South Africa abroad;
- (3) whether he has put measures in place to ensure that there is no (a) duplication and (b) wasteful expenditure in this regard; if not, why not, in each case; if so, what are the relevant details in each case?

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**MR S B FARROW (DA)  
SECRETARY TO PARLIAMENT  
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**2347. THE MINISTER OF TOURISM ANSWERS:**

The Department's total allocation to South African Tourism (SAT) amounts to R753 303 000 who has the mandate to market South Africa internationally and domestically. The SAT markets South Africa both as a business events and leisure destination.

- (1) (a) (i) International marketing: R407 144 000.  
(ii) Domestic marketing: R40 000 000.  
(iii) Africa marketing: R50 000 000.
- (b) (i) The SAT has developed a research based strategy to choose the markets where they will invest, based on core, investment, tactical and watch list markets.
- (ii) The proportional allocation of budget to each market in the Portfolio is based on the return on investment and the identified market opportunity.
- (1) There are currently 36 markets in total where SAT has a marketing footprint through country offices. In all other markets Department of International Relations and Cooperation (DIRCO) through the missions, is responsible for tourism promotion. The Department together with SAT works closely with DIRCO to provide marketing support such as toolkits, promotional material and maps. Missions are encouraged to translate materials and use the SAT produced audio visual material. The Department together with South African Tourism and the Tourism Business Council of South Africa also offers:
- A one day training course on tourism as part of DIRCO's economic diplomacy workshops to all missions – marketing is one of the elements of this training; and
  - An ambassador 1 day's training before postings abroad.
- (2) Alignment with the DIRCO is well established and joint working mechanism together has been entrenched over time. There is no duplication of marketing as the brand alignment process adopted by Cabinet has provided a clear programme for all departments to follow.

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