



**MINISTRY OF TOURISM  
REPUBLIC OF SOUTH AFRICA**

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**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY:**

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**“Mr G R Krumbock (DA) to ask the Minister of Tourism:**

- (1) What are the reasons for South Africa’s brand positivity declining to (a) 9% and (b) 43% in Japan and Australia respectively;
- (2) what steps is his department taking to address these low positivity ratings;
- (3) whether he has engaged with other members of the cabinet whose portfolios may have contributed to these low ratings; if not, why not; if so, what are the relevant details?”

**NW1122E**

**REPLY:**

- (1) South African Tourism (SAT) cannot confirm the source of the above stated figures. No sources have been referred to. According to the Brand Review Survey conducted by Grail Research on behalf SAT, South Africa’s brand positivity in:
  - (a) Japan has declined by 4% from 14% in 2012 to 10% in 2014. The decline can be attributed to South Africa’s lowest ranking in safety and security, value for money and how we welcome people – relative to our competitors.

Positivity: Japan				
Feb 2012	Nov 2012	Feb 2013	Nov 2013	Feb 2014
14%	11%	14%	12%	10%

- (b) South Africa's brand positivity in Australia has declined by 2% from 30% in 2012 to 28% in 2014. The decline can be attributed to safety and security.

Positivity: Australia				
Feb 2012	Nov 2012	Feb 2013	Nov 2013	Feb 2014
30%	29%	27%	28%	28%

- (2) In respect of Japan, SAT is conducting a social media landscape analysis in order to find more cost effective ways of changing consumer perceptions and improving brand awareness and positivity.

In Australia, SAT launched a "20 Experiences in 10 days" campaign that showcases South Africa as a safe and fun destination. As a result, there is a 1% improvement year on year (February 2013 compared to February 2014) in positivity.

- (3) As Minister responsible for Tourism I regularly engage with all members of Cabinet to deliver on the department's mandate.