

PRIORITY	Interventions	Indicators	Targets	MILESTONES				
				Progress as at 30 September 2023	Reasons for deviation if applicable	Mitigations if applicable	Performance rating	
1	Increase the volume and value of domestic and international tourism	Develop and implement a destination brand strategy to promote South Africa as a preferred tourism destination	% increase in visitor numbers and visitor spend	Visitor numbers and spend increased above pre-COVID levels by 31 March 2024	<p><b>STRATEGY &amp; IMPLEMENTATION</b></p> <p>The Tourism Sector Recovery Plan converted to the Masterplan guides the Department and SAT in its brand strategy to promote SA, increasing the volume and value of domestic tourism.</p> <p><b>INCREASE TOURISM NUMBERS</b></p> <p>South Africa grew international arrivals to 5.5 million in the first eight months of 2023. In addition, SAT and the Department's renewed focus on promoting domestic travel is a safeguard against the unpredictability and volatilities of international tourism.</p> <p>In the first half of 2023, South Africans took 18.8 million domestic overnight trips up 23.4% over the same period in 2022. Overnight spend increased by 21.2% to reach R52.2 billion between January and June 2023 when compared to the same time in 2022.</p> <p><b>PROMOTION:</b></p> <p>SAT hosted Meetings Africa in Gauteng and Africa's Travel Indaba in Durban. At the Indaba, 20 African countries participated, while 1000 buyers were exposed to 1000 exhibitors, destination marketing bodies, hotel groups, airlines, and tour operators. 18 625 confirmed meetings were registered on SAT's Indaba online diary system.</p> <p>The Department supported 123 tourism SMMEs to exhibit at the Indaba. The majority (114) were black-owned, while more than half (71) are woman-owned. The group also included 16 enterprises owned by young people.</p> <p>The Market Access Support Programme supported 10 SMMEs to exhibit at the World Youth Student Conference in Lisbon during September 2023 and another 10 SMMEs to exhibit at the World Travel Summit in Japan</p> <p>SAT led promotion engagements at the Arabian Travel Market, IREX Frankfurt, BMW Open Exhibition in Germany, London Meetings Show, Aviadev in Kenya, IATA Conference in Addis Ababa, Virtuoso in the USA, amongst others. SAT hosted targeted media from Australia, the USA, the UK, Germany, Japan and other key source markets. SAT embarked on a multi-city in China aimed at over 100 inbound tour operators.</p> <p>SANCB submitted 95 bids as part of its MICE strategy to host meetings and conferences with an estimated economic value of R1.2 billion and the potential to attract 49,232 international and regional delegates to South Africa.</p> <p><b>VALUE</b></p> <p>So far South Africa secured 40 bids for business events that are expected to contribute R338 million to South Africa's economy between 2022 and 2025, drawing 16,505 international and regional delegates. The secured conferences will contribute to regional dispersion, with hosting locations spanning Johannesburg, Tshwane, Hammanskraal, Cape Town, Bloemfontein, Durban, Mokgopong, Muldersdrift, and Pietermaritzburg.</p>			On Track
	Increase the volume and value of domestic and international tourism	Develop a forward-looking Tourism Masterplan	Approved Tourism sector Masterplan	Tourism Recovery Plan adapted into a Masterplan by 31 March 2024	<p><b>MASTERPLAN</b></p> <p>The Department converted the Tourism Sector Recovery Plan to the Tourism Sector Masterplan. The Plan was approved by the Cabinet in September 2023 for implementation. The Plan contains three (3) pillars: Protect and Rejuvenate Supply, Reignite Demand and Strengthen Enabling Capability to support the sector's recovery and long-term sustainability. The goal is to preserve jobs and livelihoods within the sector, facilitate the creation of new job opportunities, match demand and supply, and strengthen transformation in the sector, including empowerment of women, youth and people with disabilities.</p> <p><b>GREEN PAPER</b></p> <p>The Department presented the Green Paper on the Development and Promotion of Tourism in South Africa to the Cabinet. The Green Paper was approved and gazetted for public comment. The Green Paper seeks to sustainably grow a more inclusive tourism sector that creates mass employment, reacts to innovations and adapts to future crises. The Green Paper prioritises rural and peri-urban tourism, seeks to enhance destination marketing and branding and ensure sector transformation.</p>			Achieved
	Increase flights to and from South Africa to promote access to tourism markets	Re-establishment of South Africa's airlift capacity to ensure adequate airlift capacity for tourism markets	Availability and affordability of airlift access	Airlift capacity recovered to pre-COVID levels by 31 March 2024	<p><b>DIRECT FLIGHTS</b></p> <p>Air China resumed direct flights to China and the LATAM Airline resumed direct flights from Johannesburg, Cape Town and Sao Paulo Brazil.</p> <p>Cathay Pacific resumed its service between Hong Kong International and OR Tambo.</p> <p>Eswatini Air launched the Manzini and Cape Town route, as well as the Manzini and Durban leg in May 2023</p> <p>ProFlight Zambia, launched their Lusaka-Johannesburg-Durban route in April 2023, as well as the Lusaka-Johannesburg-Cape Town route in July 2023</p> <p>Airlink added frequencies in their Johannesburg-Madagascar route from July 2023,</p> <p>Air Algeria launched an Algiers to Johannesburg route in March 2023</p> <p><b>UPCOMING FLIGHTS</b></p> <p>The Ministers of Tourism from South Africa and Saudi Arabia worked together for Saudi Arabian Airlines to introduce a route between Jeddah, Johannesburg and Cape Town.</p> <p><b>AIRLIFT ACCESS COORDINATION</b></p> <p>The Department of Tourism drafted a Concept Document on Air Service Development</p> <p>In partnership with ACSA, the Department hosted a National Air Access workshop attended by all provinces, including the Provincial Air Access Committees. The meeting resolved on the following:</p> <ul style="list-style-type: none"> <li>* Supported the initiative for the National Air Access Structure.</li> <li>*The need to look at the appropriate institutional arrangements for national air access.</li> <li>*Explore capacity building by provincial route committees and the World Tourism Organisation.</li> <li>*Identified the need to invite other airports to future meetings.</li> <li>*Whilst work on the national air access continues, TBCSA volunteered, during the meeting, to coordinate and target direct flights to India as a pilot.</li> </ul>		Aviation licencing sits with the Department of Transport and ACSA. Minister of Tourism is engaging Minister of Transport to streamline coordination	On Track
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3	<b>Address the backlog in tour operator licenses</b>	Collaborate with the relevant departments and agencies (Department of Transport and National Public Transport Regulator) to ensure:  •Backlog of tour operator licenses cleared •Systems and processes improved to reduce turnaround times in the processing of tour operators' licences	Reduced red tape and improved efficiency in the turnaround times for tour operator licences	Backlog of license applications cleared by 31 March 2024 and timeframes for new applications reduced	The Department of Tourism (DT) attended the Presidency Project Management Office's (PMO) Technical Working Group meeting on 21 August 2023 to assist with resolving the challenges and outstanding issues regarding tour operators licencing. This was part of the Red Tape Reduction Meeting driven by the Presidency.  The Department of Transport (DoT) reported during the meeting that the backlog with the tour operating licence applications has been cleared, and DoT is waiting for operators to uplift their licenses. Minister De Lille appealed to tour operator companies, who have not yet uplifted or collected their license, to do so and get back to business.  The meeting recommended that a joint media briefing be coordinated as soon as possible to clearly communicate the Minister's instructions to provincial and local law enforcement officials to stop penalising tour operators who are awaiting responses on their applications. <b>COMPLETED</b>  The meeting further recommended a technical working team to assist with issues regarding tour operators licencing. TBCSA, DoT and DT dedicated one official from their respective departments to be part of the technical working team to work closely with the National Public Transport Regulator (NPTR) in reducing challenges regarding tourism transport operators.  The next meeting is scheduled to occur on-site at the Department of Transport to better understand the issues and system. PMO to confirm the date.		licences falls under the Department of Transport.	On Track
4	<b>Improve access for visitors to South Africa</b>	Collaborate with the Department of Home Affairs to ensure ease of access to SA	Number of countries in which eVisa system is available	Improved ease of travel through implementation of eVisa and digitisation of passenger processing at ports of entry	•The Department of Home Affairs is expanding its visa waiver programme to reach almost all of the countries where South Africa has diplomacy relations. To date, SA currently waives visas for visitors from about 135 countries and is currently in negotiations with a further 12 countries where the risk has been flagged as low. •E-visa hub has been opened and the Department of Tourism is waiting for the Department of Home Affairs to accept the request for site visit. •18 additional personnel appointed to capacitate the hub. •E-visa is now implemented in 34 markets, the idea is to implement to all markets not qualifying for visa exemptions with relations with RSA. •Work on Remote Working Visa is continuing and is looking at wider implications including tax. •Trusted Employer Scheme is to be Gazetted. The Scheme will enable eligible companies to obtain work visa expeditiously for highly skilled foreign nationals. •DHA reported that there is no backlog on individual visas (China), however, the challenge is on Group-visa application. DHA only adjudicates on individuals even if the application was submitted as part of the group. •Mission in China has now full control to finalise visa and no longer has to come to Pretoria & turnaround time is 5 days. •DHA is piloting e-gates. •South African Traveller Management System (piloted at OR Tambo and King Shaka Airports). •DHA indicated (during TBCSA Conference) that visa glitches can be escalated to Corporate Office in the DHA and the Minister. •DHA indicated that there is no problem with short-term visa, the challenge is still will long-term visa and is continuously working towards improving the system. •Critical skills' list for 2023 has been published.		E-Visa sits with the Minister of Home Affairs. Significant progress has been made with PMO.	Behind Schedule
5	<b>Enabling conditions for visitor experience</b>	Undertake maintenance and beautification of tourism infrastructure in five provinces	Number of tourism infrastructure and assets supported and protected	Tourism infrastructure maintained and upgraded by 31 March 2024	In the 2023/24 APP, there are 25 maintenance projects implemented in five provinces: •Eastern Cape; •Free State; •Limpopo; •Mpumalanga; and •Western Cape.  All twenty-five maintenance projects are currently implemented across the five provinces. Fifteen of these projects are now at practical completion whilst 10 are still under construction. All 25 maintenance projects will be completed in the 2023/24 financial year. In the 2023/24 APP, there are twenty-nine (29) APP community projects monitored for implementation. There are currently three projects at practical completion, sixteen at construction, three have been handed over to contractors to commence works, four at tender evaluation, two at planning stage (detailed design and specialist studies) and one at contractor appointment. <b>The Department of Tourism has appointed a Specialist. Project Manager to unlock infrastructure projects.</b>			On Track
	<b>Enabling conditions for visitor experience</b>	Implementation of the Tourism Safety Strategy, including implementation of the tourism safety monitors programme	Number of tourism safety monitors deployed	Recruitment and placement of tourism safety monitors by 31 August 2023	The inaugural National Safety Forum (NSF) was held in Sandton, Johannesburg on 29 May 2023. The NSF comprises all three spheres of government, private sector, South Africa Police Service, National Prosecuting Authority, Airports company South Africa as well as tourism sector stakeholders. The second NSF was held in Cape Town on 29 August 2023. The National Department of Tourism has an Memorandum of Understanding with the SAPS which will be up for review and renewal in 2024. The NSF outcomes are, but not limited to: the identification of 59 hotspots which will be prioritised in the deployment of Tourism Monitors, better collaboration between public and private sectors in the tourism safety space, the launching of the Secura Traveller app which is spearheaded by the Tourism Business Council of South Africa. The Minister attended the launch of the operational centre in Sandton on 31 August 2023. The Department has also been included in the NATJoints as part of the Stability Priority Committee, while consultations are underway with SAPS to include the use of drone technology to mitigate crimes against tourists. The Department is currently in the tender and evaluation stage of the implementation of the Tourism Monitors programme. 2300 Tourism Monitors will be deployed across the country, in time for the Summer 2023/24 peak season.			On Track
6	<b>Implement the Tourism Equity Fund (TEF)</b>	Development and implementation of mechanisms to unlock the TEF to support SMMEs in the tourism sector	Number of business supported through the TEF and amount disbursed	TEF fully disbursed by 31 March 2024	<b>TOURISM EQUITY FUND</b> The Department presented the implementation plan for the Tourism Equity Fund to the Cabinet. The Cabinet approved it for implementation. The R1.2 billion Fund is managed by the Small Enterprise Finance Agency (sefa) on behalf of the Department and was tailored to provide a combination of debt and grant finance to facilitate equity acquisition and entrepreneurship. Calls for applications will be advertised before the end of October.		Court Challenges delayed implementation of the TEF, however settlement ensured implementation.	Behind Schedule