



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

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NATIONAL ASSEMBLY:

QUESTION FOR WRITTEN REPLY:

Question Number: 2905

Date of Publication: 27 November 2020

NA IQP Number: 50

Date of reply: 05 November 2020

Mr M S F de Freitas (DA) to ask the Minister of Tourism:

- (1) (a) What total number of SA Tourism offices are in place abroad and (b) in which countries are the offices;
- (2) (a) since what date has each office been opened in each specified country and (b) what is the mandate of each office;
- (3) (a) what has each office achieved in each of the past three financial years to date and (b) how is each achievement measured in each case;
- (4) what were the costs relating to each office in each respective month in the past three financial years to date?
NW3730E

REPLY:

Kindly note this is the same question was replied to on 25 August 2020, Parliamentary Question 1168. The original reply is hereby attached for reference purposes.



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NATIONAL ASSEMBLY:

QUESTION FOR WRITTEN REPLY:

Question Number: 1168

Date of Publication: 12 June 2020

NA IQP Number: 20

Date of reply: 25 August 2020

Mr M S F de Freitas (DA) to ask the Minister of Tourism:

With reference to tour offices of the Republic in countries worldwide, (a) what total number of tour offices does her department have in each country, (b) on what date was each office opened, (c) what are the monthly costs of each office, (d) what is the mandate of each office, (e) what (i) was the output of each office in the 2016-17, 2017-18 and 2018-19 financial years and (ii) for the remainder of this financial year, (f) how is each office monitored and (g) to whom does each office report?

NW1473E

REPLY:

- (a) South African Tourism has offices in 10 countries globally operating as regional hubs and servicing key source markets.

(b) On what date was each office opened?

AFRICA	AMERICAS	EUROPE				ASIA			AUSTRALASIA
Nigeria	US	Germany	UK	France	Netherlands	India	China	Japan	Australia
2014	1984	1960	1989	1993	1983	2004	2014	1978	2000

(c) What are the monthly costs of each office?

AFRICA	AMERICAS	EUROPE				ASIA			AUSTRALASIA
Nigeria	US	Germany	UK	France	Netherlands	India	China	Japan	Australia
R1 066 796,98	R1 444 683,24	R1 196 157,23	R1 162 767,57	R1 144 239,24	R1 031 060,45	R1 313 938,18	R 866 063,72	R 534 334,97	R 868 375,25

(d) What is the mandate of each office?

Each office operates as a regional hub servicing key source markets, to ensure effective marketing initiatives, support to the value chain partners and effective delegation of authority and responsibility. Mandate of each office is to drive number of international tourist arrivals into South Africa, increase tourist foreign direct spend, geographic spread, brand positivity and awareness.

(e) (i) What was the output of each office in the financial year?

The output achieved is through partnering with relevant travel trade in each of the markets that are serviced by the country offices in which it invests to maximise synergies, enhance tourist experiences and increase sales of packages to South Africa. Partnerships allow South African Tourism to reach a larger audience at a shared cost with the partner, while the partner is equipped with brand relevant content and tools.

COUNTRY OFFICE (and the markets it serves)	2016/17- Arrivals	2017/2018- Arrivals	2018/19 - Arrivals
Nigeria (Includes Ghana)	82 751	68 626	74 768
US (Includes Canada)	406 192	437 903	444 671
Germany (Include Austria and Switzerland)	394 548	437 837	431 668
UK (Includes Ireland)	478 385	479 411	462 305
France (Include Spain, Portugal and Italy)	292 494	335 666	323 641
Netherlands (Include Belgium, Denmark, Sweden, Finland and Norway)	297 152	320 275	310 258
India (Include Turkey, UAE, Malaysia and Singapore)	121 298	135 336	126 998
China (Includes South Korea)	126 658	119 444	119 004
Japan	24 018	27 410	27 542
Australia (Includes New Zealand)	115 611	133 351	131 059

e (ii) Remainder of this financial year.

South Africa has a goal of achieving 21 million international arrivals by 2030. However, the COVID-19 pandemic has severely disrupted the travel and tourism sector with borders closed and flights grounded. The forecast by the UNWTO is that global tourism will decline by 20-30%.

1168(NW1373E)

The pandemic has rendered South African Tourism’s current market investment portfolio outdated for this year. Plans are in place to review the market investment choices by revising and updating the Marketing Investment Framework. The revision will ensure that new variables and data are considered in the framework which will reflect the future tourism state post the pandemic and will allow South African Tourism to review market investment choices based on various scenarios.

(f) How is each office monitored?

Activities at all global offices are monitored and evaluated through SA Tourism Strategy, Insights and Analytics (SIA) Unit as part of the organisational performance monitoring processes and the markets performance are reported quarterly. Furthermore, the compliance and governance are maintained through policies and processes and monitored through the Internal Audit Unit.

(g) To whom does each office report

Each office reports to Regional General Managers based at the South African Tourism’s Head Office in Sandton. The reporting is structured as follows:

Reporting	Regional General Manager: Africa	Regional General Manager: Americas	Regional General Manager: Europe				Regional General Manager: Asia/Australasia/Middle East			
Continent	AFRICA	AMERICAS	EUROPE				ASIA			AUSTRALASIA
Country Office	Nigeria	US	Germany	UK	France	Netherlands	India	China	Japan	Australia