



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

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NATIONAL ASSEMBLY:

QUESTION FOR WRITTEN REPLY:

Question Number: 86

Date of Publication: 13 February 2020

NA IQP Number: 1

Date of reply: 25 February 2020

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

Whether there are any plans put in place to undertake studies on brand positivity by tourists and/or potential tourists to the Republic; if not, what is the position in this regard; if so, what are the (a) deadlines, (b) milestones and (c) timelines in this regard? NW95E

REPLY:

SA Tourism does conduct brand positivity studies through an in-depth assessment of travellers' perceptions of South Africa as a leisure travel destination across key priority markets. The aim of the study is to inform the key marketing and strategic initiatives of SA Tourism; thereby, improving the return on marketing investment in each market.

(a)–(c) The study is currently carried out 3 times a year during the major booking and buying cycle of our target markets. SA Tourism currently runs the study in 17 of the core markets.