



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

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NATIONAL ASSEMBLY:

QUESTION FOR WRITTEN REPLY:

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

What are the (a)(i) detailed plans to stimulate domestic tourism and (ii) priorities in this regard and (b)(i) timelines, (ii) time frames, (iii) deadlines and (iv) how will this be (aa) monitored and (bb) measured? NW1091E

REPLY:

- (a) (i) and (ii) The domestic tourism campaign led by the Minister and supported by the Deputy Minister has been rolled out across all provinces in the country, showcasing some of the best but less known attractions. The campaign is supported through both mainstream and digital media platforms. While official account of the sector's domestic recovery performance is yet to be compiled, indications from the sector are that these efforts are bearing fruits and that domestic tourism is on its way to recovery dependant on the pandemic trends. The campaign continues with specific seasonal focus at particular tourism season intervals such as Easter. It will also be covering the other seasons throughout the year.
- (b) (i) and (ii) and (iii) The domestic tourism initiatives commenced in September 2020 during the Tourism Month and in support of the opening of the sector under Level 1 regulations and shall continue throughout 2021.
- (iv) (aa) and (bb) SA Tourism conducts monthly surveys that track travel patterns and behaviour of South Africans within the country.