

The joint promotion of the three cities of Cape Town, Johannesburg and Durban under the Three Cities Alliance

NATIONAL ASSEMBLY

(For oral reply)

QUESTION NO. 143

INTERNAL QUESTION PAPER NO. 6

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Mr D M Gumede (ANC) to ask the Minister of Tourism:

How will the official signing of the Three Cities Alliance agreement between Cape Town Tourism, Durban Tourism and Johannesburg Tourism (a) promote urban tourism and (b) market South Africa as a tourist destination? NO2383E

MR D M GUMEDE (ANC)

SECRETARY TO PARLIAMENT

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143. THE MINISTER OF TOURISM ANSWERS:

- (a) The joint promotion of the three cities of Cape Town, Johannesburg and Durban under the Three Cities Alliance agreement pools the resources of these urban centres into a national partnership to promote the major urban tourism offerings of the country. As research by the United Nations World Tourism Organisation has shown, up to 80% of international tourists prefer to experience a country through its cities. Therefore, the Three Cities Alliance firstly aims to meet this need and attract visitors to all three the participating cities by combining efforts and resources, yet showcasing each city's uniqueness. In addition, these three cities represent some of Destination South Africa's anchor products and should provide visitors with a fairly balanced view of what the country has to offer. A second objective of the Alliance would therefore be to prevent any tourist from returning home with a skewed/unbalanced perception of South Africa's urban offerings.

At a more practical level, this will mean that the three cities will inter alia coordinate their events calendars, offer short 'city taster' packages and integrate their marketing efforts.

- (b) Joint marketing of tourism products/packages is an important and successful tool to further enhance and promote the image of destinations with certain common characteristics, as it prevents fragmentation and improves coordination. Within the bigger picture, we believe that this joint approach will reach and attract more tourists to South African shores than the individual destinations' separate efforts. As visitors will be encouraged to travel to all three cities, they will very likely stay longer and spend more in South Africa, which holds obvious benefits not only for the cities visited, but also for the national tourism economy as a whole.