

FY2026/27 Annual Performance Plan

Presentation to Select Committee on
Economic Development and Trade
20 May 2026



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Overview of the strategic objectives, indicators and spending focus of the programmes of the Department over the medium-term; with a breakdown on programmes in provinces.

VISION

To inspire and attract local and global travellers to explore and experience the richness of South Africa and her people.

MISSION

Marketing South Africa domestically and internationally to increase the volume and value of both leisure and business travellers, while promoting quality and excellence across all tourism experiences.

The mission will be implemented through four strategic pillars:

- Building and strengthening our tourism brand to increase market share and improve our competitive position.
- Leading the advancement, quality assurance and sustainable development of the sector, and improving visitor experience.
- Striving to become a trusted advisor and thought leader in the industry through mutually beneficial partnerships and delivering tourism intelligence.
- Building an organisation with the best culture, that attracts, develops and retains the best people, while optimally leveraging technology to deliver exceptional results.

PROGRAMME	PROGRAMME PURPOSE
Programme 1: Corporate Support	To provide effective support services to the organisation, as well as ensure compliance with statutory requirements; and ensure strategy development and integration with business performance monitoring, governance, and evaluation.
Programme 2: Business Enablement	To enhance collaboration with various stakeholders; and provide centralised tourism intelligence to support evidence-based decision-making.
Programme 3: Leisure Tourism Marketing	To create demand through travel acquisition and growing brand equity for South Africa as a leisure and business events destination in identified markets.
Programme 4: Business Events	To grow the nation's business events industry.
Programme 5: Tourist Experience	To ensure the delivery of quality assured tourist / visitor experiences, which are diverse, unique, and enriched.

Tourism Growth Partnership Plan

- The Tourism Growth Partnership Plan (TGPP) is an overarching implementation and delivery framework that guides the programmes and partnerships that South African Tourism strives to deliver.
- The TGPP's overall aim is for tourism partnership and inclusive growth. Its foundation, is economic development and community inclusion.
- The five key pillars of the TGPP are set out as follows:
 - Ease of Access
 - Coordinated Destination Marketing
 - Tourist safety and security
 - Tourism product development
 - Job Creation

PROGRAMME 1: CORPORATE SUPPORT

FY26/27 APP OUTPUTS

FY26/27 APP OUTPUT INDICATORS

FY26/27 APP TARGETS

OUTCOME 4: ORGANISATIONAL EXCELLENCE AND A HIGH-PERFORMANCE CULTURE

Enhanced internal control environment and mitigation of audit findings	Percentage of internal and external audit recommendations implemented	Implement 100% of internal and external audit recommendations
Strengthened policy environment to support operations	Annual Policy Implementation Plan implemented	Implement the FY2026/27 Policy Implementation Plan
Improved staff engagement and morale	Staff engagement survey conducted	Conduct FY2026/27 staff engagement survey
	Annual Culture and Wellness Programme implemented	Implement the FY2026/27 Culture and Wellness Programme
Track productivity to enable a high-performance culture	Productivity survey conducted	Conduct FY2026/27 productivity survey
Enhanced management and leadership capability	Number of management development programmes implemented	2 management development programmes implemented
Organisation-wide digital transformation and capability	Annual Digital Transformation Plan implemented	Implement the FY2026/27 Digital Transformation Plan
Strengthened disaster preparedness for the entity's systems	Number of systems tested for disaster preparedness	Conduct disaster preparedness testing on 4 systems
Strengthened cybersecurity for the entity's operations, platforms and systems	Number of cybersecurity penetration tests conducted	Conduct 2 cybersecurity penetration tests

PROGRAMME 2: BUSINESS ENABLEMENT

FY26/27 APP OUTPUTS	FY26/27 APP OUTPUT INDICATORS	FY26/27 APP TARGETS
OUTCOME 3: INSIGHTS-LED SECTOR ADVOCACY AND THOUGHT LEADERSHIP		
Tourism information tracking to monitor arrivals, spend, and brand performance	Number of tourism information tracking surveys conducted	Conduct 4 tourism information tracking surveys
Tourism and consumer trend insights to grow South Africa’s market share	Number of tourism trend analysis reports published	Publish 4 tourism trend analysis reports
Assessment of destination South Africa’s tourism performance to guide portfolio choices	Number of tourism performance reports published	Publish 8 tourism performance reports
Assessment of tourist perceptions of South Africa as a destination	Number of sentiment tracking reports published	Publish 4 sentiment tracking reports
Centralised Tourism Data Repository & Intelligence to enable data alignment across tourism sector	TGPP Dashboard implemented	Implement TGPP Dashboard
	Implement artificial intelligence solutions to improve evidence-based decisions	Establish a roadmap for artificial intelligence solutions to improve evidence-based decisions
Corporate Strategy 2030	Corporate Strategy reviewed	Review Corporate Strategy
Reviewed Market Prioritisation Investment Framework	Annual review of Market Prioritisation Investment Framework	Review Market Prioritisation Investment Framework
Enhanced public and private sector collaboration on tourism	Number of collaborative engagements implemented	Implement 9 collaborative engagements <i>Includes engagement with trade in <u>all</u> provinces</i>
Enhanced visitor experience through digital platforms	Number of digital platforms optimised	Optimise one digital platform (traveller application) <i>The traveller application will feature experiences in <u>all</u> provinces</i>

PROGRAMME 3: LEISURE TOURISM MARKETING

FY26/27 APP OUTPUTS	FY26/27 APP OUTPUT INDICATORS	FY26/27 APP TARGETS
OUTCOME 1: STRENGTHENED MARKET POSITION AND TOURISM GROWTH		
Domestic tourist trips	Number of domestic tourist trips	41.8 million domestic tourist trips <i>Linked to MTDP</i> <i>Includes trips in <u>all</u> provinces</i>
Domestic tourist spend	Rand value of domestic tourist spend	R130 billion domestic tourist spend <i>Linked to MTDP</i> <i>Includes spend in <u>all</u> provinces</i>
International tourist arrivals	Number of international tourist arrivals	11.2 million international tourist arrivals <i>Linked to MTDP</i> <i>Includes international arrivals in <u>all</u> provinces</i>
International tourist spend	Rand value of international tourist spend	R92.8 billion international tourist spend <i>Linked to MTDP</i> <i>Includes international tourist spend in <u>all</u> provinces</i>
Brand strategy and architecture to drive consistent messaging and insights-led campaigns	Annual execution of the Integrated Tourism Brand Strategy, 2025 - 2029	FY2026/27 execution of the Integrated Tourism Brand Strategy, 2025 – 2029
	Number of events supported in collaboration with stakeholders	Support 4 events in collaboration with stakeholders <i>Events will include mechanisms such as sustainability villages to support SMME participation</i>
	Number of CMO Forum meetings convened	Convene 4 meetings of the CMO Forum <i>The CMO Forum comprises of CMOs from Provincial Tourism Authorities in <u>all</u> provinces</i>
Economic impact of the tourism sector profiled	Number of global public relations and communication activities implemented to profile the economic impact of the tourism sector	Implement 4 global public relations and communication activities to profile the economic impact of the tourism sector

FY26/27 APP OUTPUTS	FY26/27 APP OUTPUT INDICATORS	FY26/27 APP TARGETS
OUTCOME 3: INSIGHTS-LED SECTOR ADVOCACY AND THOUGHT LEADERSHIP		
Global public relations and communications activities to strengthen the destination brand	Number of global public relations and communications activities implemented to strengthen the destination brand	Implement 38 global public relations and communication activities to strengthen the destination brand
Global public relations and communications to strengthen the corporate brand	Number of global public relations and communications activities implemented to strengthen the corporate brand	Implement 8 global public relations and communications activities to strengthen the corporate brand
OUTCOME 1: STRENGTHENED MARKET POSITION AND TOURISM GROWTH		
Leisure tourism campaigns to increase demand in South Africa	Number of domestic tourism campaigns executed	Execute 3 domestic tourism campaigns <i>Promotion of tourism offerings from different provinces</i>
Brand affinity to increase conversion in South Africa	Number of distribution channel initiatives implemented in the domestic market	Implement 16 distribution channel initiatives in the domestic market <i>Includes activations in different provinces</i>
Broadened domestic demand and geographic spread through provincial tourism showcases	Number of provincial tourism showcases implemented	Implement 4 provincial tourism showcases <i>Promotion of intra-provincial travel experiences</i>
Localised marketing campaigns to increase demand in the Africa region	Number of localised marketing campaigns executed in the Africa region	Execute 4 localised marketing campaigns in the Africa region <i>Promotion of tourism offerings from different provinces</i>
Brand affinity to increase conversion in the Africa region	Number of distribution channel initiatives implemented in the Africa region	Implement 26 distribution channel initiatives in the Africa region
Localised marketing campaigns to increase demand in the Europe region	Number of localised marketing campaigns executed in the Europe region	Execute 4 localised marketing campaigns in the Europe region <i>Promotion of tourism offerings from different provinces</i>
Brand affinity to increase conversion in the Europe region	Number of distribution channel initiatives implemented in the Europe region	Implement 36 distribution channel initiatives in the Europe region

FY26/27 APP OUTPUTS	FY26/27 APP OUTPUT INDICATORS	FY26/27 APP TARGETS
Localised marketing campaigns to increase demand in the Americas region	Number of localised marketing campaigns executed in the Americas region	Execute 2 localised marketing campaigns in the Americas region <i>Promotion of tourism offerings from different provinces</i>
Brand affinity to increase conversion in the Americas region	Number of distribution channel initiatives implemented in the Americas region	Implement 12 distribution channel initiatives in the Americas region
Localised marketing campaigns to increase demand in the Asia Australasia region	Number of localised marketing campaigns executed in the Asia Australasia region	Execute 4 localised marketing campaigns in the Asia Australasia region <i>Promotion of tourism offerings from different provinces</i>
Brand affinity to increase conversion in the Asia Australasia region	Number of distribution channel initiatives implemented in the Asia Australasia region	Implement 16 distribution channel initiatives in the Asia Australasia region
Localised marketing campaigns to increase demand in the Embassy Support markets	Number of localised marketing campaigns executed in the Embassy Support markets	Execute 1 localised marketing campaign in the Embassy Support markets <i>Promotion of tourism offerings from different provinces</i>
Brand affinity to increase conversion in the Embassy Support markets	Number of distribution channel initiatives implemented in the Embassy Support markets	Implement 16 distribution channel initiatives in the Embassy Support markets

PROGRAMME 4: BUSINESS EVENTS

FY2026/27 APP OUTPUTS	FY26/27 APP OUTPUT INDICATORS	FY2026/27 APP TARGETS
OUTCOME 1: STRENGTHENED MARKET POSITION AND TOURISM GROWTH		
Increased economic benefits and job creation through hosting of strategic platforms	Meetings Africa hosted	Host Meetings Africa 2027 <i>Strategic Platform where all provinces exhibit</i>
	Africa’s Travel Indaba hosted	Host Africa’s Travel Indaba 2026 <i>Strategic Platform where all provinces exhibit</i>
Broadened participation and economic value through support for business event bids, including targeted VTSD opportunities and SMME integration	Number of bid submissions for the MICE industry supported	Support 115 bid submissions for the MICE industry <i>Bids for events that will be hosted in various provinces</i>
	Number of business events hosted in VTSDs	Host 15 business events in VTSDs <i>All provinces which have capacity for the event are considered</i>
B2B campaigns to create demand for South Africa as a premier business events destination	Number of B2B campaigns executed to create demand for South Africa as a premier business events destination	Execute 1 global B2B campaign
		Execute 1 domestic B2B campaign
OUTCOME 3: INSIGHTS-LED SECTOR ADVOCACY AND THOUGHT LEADERSHIP		
MICE sector capacitated for future growth	Number of assessments conducted to demonstrate the economic impact of bids awarded	Conduct 2 assessments to demonstrate the economic impact of bids awarded
	National Business Events Strategy reviewed	Review National Business Events Strategy <i>The Business Events Strategy will lead to the development of a calendar of lifestyle events in all provinces</i>

PROGRAMME 5: TOURIST EXPERIENCE

FY26/27 APP OUTPUTS	FY26/27 APP OUTPUT INDICATORS	FY26/27 APP TARGETS
OUTCOME 2: ENHANCED VISITOR EXPERIENCE		
Enhanced visitor experience through quality assurance of tourism products	Number of active graded products	4 500 active graded products <i>Products are graded in <u>all</u> provinces</i>
	Number of new graded products	80 new graded products <i>Products are graded in <u>all</u> provinces</i>
	Framework for national rollout of BQV Programme implemented	Develop framework for national rollout of BQV Programme <i>The BQV programme focuses on SMMEs and community-based tourism businesses and will be rolled out to <u>all</u> provinces.</i>
Service excellence and traveller reassurance through the Welcome Programme	Framework for the Welcome Programme developed	Develop Welcome Programme Framework
OUTCOME 1: STRENGTHENED MARKET POSITION AND TOURISM GROWTH		
Promotion of increased air access for destination South Africa	Number of initiatives implemented to support air access through the Tourism Route Development Marketing Plan	Implement 4 initiatives to support air access through the Tourism Route Development Marketing Plan

Overview of budget allocation with a breakdown of spending

Spending focus of the Programmes over MTEF

PROJECTED EXPENDITURE FOR 2026/27 MEDIUM TERM EXPENDITURE FRAMEWORK

PROGRAMME		2025/26	2026/27	2026/27 SPENDING FOCUS	2027/28	2028/29
		ESTIMATE	ESTIMATE		ESTIMATE	ESTIMATE
		(R'000)	(R'000)		(R'000)	(R'000)
1	Corporate Support	203 595	202 247	Improved governance, performance and operations	217 674	225 966
2	Business Enablement	90 232	89 635	Thought leadership, stakeholder engagement and digital transformation	96 472	100 147
3	Leisure Tourism Marketing	786 999	781 790	Promotion of destination South Africa as a preferred leisure tourism destination through destination marketing	841 422	873 474
4	Business Events	300 957	298 965	Promotion of destination South Africa as a premier business events destination	321 769	334 026
5	Tourist Experience	83 000	82 451	Enhancing the visitor experience	88 740	92 120
TOTAL		1 464 783	1 455 088	-	1 566 076	1 625 732

South African Hub Spending

- The South Africa Hub spending is allocated annually and split quarterly.
- This is in line with the campaigns that are activated quarterly.
- The spending is split between:
 - Media buy (national)
 - Activations which support Provincial events
 - Hosting that promote Provinces

Breakdown of Spending in Provinces

PROGRAMME 2: BUSINESS ENABLEMENT

FY26/27 APP OUTPUTS	FY26/27 APP OUTPUT INDICATORS	FY26/27 APP TARGETS	FY26/27 BUDGET ALLOCATION
Enhanced public and private sector collaboration on tourism	Number of collaborative engagements implemented	Implement 9 collaborative engagements <i>Includes engagement with trade in <u>all</u> provinces</i>	R712 359
Enhanced visitor experience through digital platforms	Number of digital platforms optimised	Optimise one digital platform (traveller application) <i>The traveller application will feature experiences in <u>all</u> provinces</i>	R4 000 000

PROGRAMME 3: LEISURE TOURISM MARKETING

FY26/27 APP OUTPUTS	FY26/27 APP OUTPUT INDICATORS	FY26/27 APP TARGETS	FY26/27 BUDGET ALLOCATION
Domestic tourist trips	Number of domestic tourist trips	41.8 million domestic tourist trips <i>Linked to MTDP & Includes trips in <u>all</u> provinces</i>	R128 084 285
Domestic tourist spend	Rand value of domestic tourist spend	R130 billion domestic tourist spend <i>Linked to MTDP & Includes spend in <u>all</u> provinces</i>	
Leisure tourism campaigns to increase demand in South Africa	Number of domestic tourism campaigns executed	Execute 3 domestic tourism campaigns <i>Promotion of tourism offerings from different provinces (Free State, KZN, Gauteng, Western Cape, Limpopo, Mpumalanga)</i>	
Brand affinity to increase conversion in South Africa	Number of distribution channel initiatives implemented in the domestic market	Implement 16 distribution channel initiatives in the domestic market <i>Includes activations on all provinces</i>	
Broadened domestic demand and geographic spread through provincial tourism showcases	Number of provincial tourism showcases implemented	Implement 4 provincial tourism showcases <i>Promotion of intra-provincial travel experiences showcased on a rotational basis.</i>	

Breakdown of Spending in Provinces

PROGRAMME 4: BUSINESS EVENTS			
FY2026/27 APP OUTPUTS	FY26/27 APP OUTPUT INDICATORS	FY2026/27 APP TARGETS	FY26/27 BUDGET ALLOCATION
Increased economic benefits and job creation through hosting of strategic platforms	Meetings Africa hosted	Host Meetings Africa 2027 <i>Strategic Platform where <u>all</u> provinces exhibit</i>	R49 536 825
	Africa's Travel Indaba hosted	Host Africa's Travel Indaba 2026 <i>Strategic Platform where <u>all</u> provinces exhibit</i>	R82 200 881
Broadened participation and economic value through support for business event bids, including targeted VTSD opportunities and SMME integration	Number of bid submissions for the MICE industry supported	Support 115 bid submissions for the MICE industry <i>Bids for events that will be hosted in various provinces</i>	R35 400 000
	Number of business events hosted in VTSDs	Host 15 business events in VTSDs <i>All provinces which have capacity for the event are considered</i>	R6 708 798
MICE sector capacitated for future growth	National Business Events Strategy reviewed	Review National Business Events Strategy <i>The Business Events Strategy will lead to the development of a calendar of lifestyle events in <u>all</u> provinces</i>	R0 (Internal resources will be used)
PROGRAMME 5: TOURIST EXPERIENCE			
Enhanced visitor experience through quality assurance of tourism products	Number of active graded products	4 500 active graded products <i>Products are graded in <u>all</u> provinces</i>	R15 475 000
	Number of new graded products	80 new graded products <i>Products are graded in <u>all</u> provinces</i>	
	Framework for national rollout of BQV Programme implemented	Develop framework for national rollout of BQV Programme <i>The BQV programme focuses on SMMEs and community-based tourism businesses and will be rolled out to <u>all</u> provinces.</i>	R1 000 000

Breakdown of Spending in Provinces

Media Hosting

QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4
Name: Africa's Travel Indaba Media Hosting Pillars: Beach/ Bush/ Berg Type: Media Proposed provinces: KZN Length in days: 4 Month: May Budget ZAR: 350 000	Name: Travel Week Campaign Media Hosting Pillars: Beach/ Bush/ Berg Type: Media Proposed provinces: Free State/ Gauteng/ Limpopo/ Eastern Cape Length in days: 4-5 Month: August Budget ZAR: 500 000	Name: Summer Campaign Media Hosting Pillars: Beach/ Bush/ Berg Type: Media Proposed provinces: Western Cape/ Mpumalanga/ KZN Length in days: 4-5 Month: November Budget ZAR: 500 000	Name: Easter Campaign Media Hosting Pillars: Beach/ Bush/ Berg Type: Media/ Activations Proposed provinces: KZN /Eastern Cape/ Mpumalanga/ North West Length in days: 4-5 Month: February/ March Budget ZAR: 500 000
Name: ATI Trade Hosting Pillars: Coastal, Experience, Relaxation Type: Trade Proposed provinces: KZN Length in days: 3 Month: May Budget ZAR: 250 000	Name: Travel Week trade hosting Pillars: Adventure/heritage/relaxation Type: Trade Proposed provinces: Northern West Length in days: 4 Month: July/August Budget ZAR: 450 000	Name: Summer Campaign trade hosting Pillars: Adventure/beach/relaxation Type: Trade Proposed provinces: WC West Coast Length in days: 4 Month: November Budget ZAR: 450 000	Name: Easter Campaign Trade Hosting Pillars: bush/adventure Type: Trade Proposed Province: KZN Length in days: 4 Month: February/March Budget ZAR: 450 000

Activations

Month	Province	Allocation
May	Free State KZN	ZAR 300 000 in collaboration with SATOVITO
June	Gauteng	ZAR 250 000
July	Western Cape	ZAR 400 000
September	Limpopo	ZAR 300 000
October	Free State	ZAR 300 000
November	Mpumalanga	ZAR 300 000

Provincial Deals: Market Access

Provinces are marketed based on which deals are provided

Province	Number of Deals
Eastern Cape	8
Free State	7
Gauteng	85
KwaZulu-Natal	79
Limpopo	43
Mpumalanga	48
North West	53
Northern Cape	3
Western Cape	111
Grand Total	437

Overview of Adequacy of Financial and Non-Financial Resources Geared for the Implementation of Spending Plans

Overview of Adequacy of Financial Resources Geared for the Implementation of Spending Plans

- South African Tourism's FY2026/2027 budget allocation has been revised downwards by almost 1%.
- However, this slight reduction has not significantly affected budget allocation and spending plans as funds have been prioritised for core programmes as per the entity's mandate in relation to destination marketing and MTDP priorities.

Overview of Industry Collaboration and Efforts to Secure TOMSA Levy Transfer

- In terms of the TBCSA's MOU with SA Tourism, SA Tourism must obtain an unqualified audit in order to receive transfer of the TOMSA Levy.
- A “joint marketing fund” exists between the parties and to use the funds, a mutually agreed joint marketing plan must be established.
- Accordingly, South African Tourism has been collaborating on a Joint Marketing Plan with the private sector.
- Immediate priorities of the joint plan include marketing of India and China markets, both of which have both been declining.
- Ultimately, SA Tourism will ensure that an unqualified audit is obtained.

Africa's Travel Indaba Revamp for FY2027/2028

- Although not specific to this fiscal, work for Africa's Travel Indaba (ATI) commences well advance and within the current fiscal.
- In line with the government's cost-containment measures, South African Tourism (SAT) will adopt a prudent approach by securing sponsorships and strategic partnerships to support the hosting of its flagship events, thereby reducing direct expenditure.
- Limited budget will continue to be allocated for the FY27/28 however SAT's aim is for the ATI and Meetings Africa events to be self-funded in the near future.

Overview of Adequacy of Non-Financial Resources Geared for the Implementation of Spending Plans

- A structural optimisation exercise was undertaken in FY2025/2026. This process indicated that the existing organisational structure required a broader and more comprehensive review.
- The structural optimisation process therefore evolved into a full-scale organisational redesign process to ensure that the organisational structure, operating model, capabilities, and resourcing requirements are aligned to SA Tourism's Strategic Plan.
- This shift was necessary to ensure that the structural adjustment would adequately respond to the organisation's long-term strategic and operational requirements.
- The broader organisational redesign process is currently underway.

Alignment of Spending Plans with Strategic Outcomes as Outlined in the Medium-Term Development Plan

Alignment of Spending Plans with MTDP Strategic Outcomes

Included in SA Tourism’s Five-Year Strategic Plan 2025 – 2030 are the following MTDP targets thus ensuring alignment of spending plans to the MTDP Strategic Outcomes:

MTDP Priority 1: Inclusive Growth and Job Creation

- Drive growth in tourism as a labour-intensive sector, including through the finalisation and implementation of masterplans; and
- Strengthen economic diplomacy with our largest trading partners and potential trading partners.

Outcome	Outcome Indicators	Baseline	Five-Year Target
1. Strengthened market position and tourism growth	International tourist arrivals	8.81 million as at March 2024: Leisure: 8.48 million MICE: 333.9 thousand	15 million: Leisure: 14.63 million MICE: 374.3 thousand
	International tourist spend	R95.1 billion as at March 2024: Leisure: R90.47 billion MICE: R4.63 billion	R115.2 billion: Leisure: R109.59 billion MICE: R5.61 billion
	Domestic tourist trips	37.9 million as at March 2024	45.1 million
	Domestic tourist spend	R123 billion as at March 2024	R139.4 billion

Impact of Revised Fiscal Framework on Spending Plans

Impact of Revised Fiscal Framework on Spending Plans

- ❖ Revised fiscal framework focuses on debt stabilisation and fiscal consolidation.
- ❖ National Treasury has reduced the medium-term spending projections thereby signaling slower public spending and fiscal uncertainty.

Implications for SAT

- Tighter budgets for destination marketing
- Higher requirement for efficiency within the organization
- Stricter spending controls will be implemented
- Delayed infrastructure spending on projects by the sector with the result of less grading
- Possible slower economic growth resulting in less consumer spending on domestic holiday, spending on entertainment and luxury accommodation
- More domestic travelers are likely to be cost conscious taking more and shorter local trips, self catering accommodation as well as other budget friendly tourism options which could be offset by more international tourism growth as it will be cheaper for foreign visitors
- Highly possible growth in Township Rural tourism
- Possible reduction in support programs for small businesses

Considering the uncertainties above, SAT will closely monitor the shifts both globally (i.e. geopolitical tensions) and domestically (i.e. high inflation and increased cost of living) to ensure funds are allocated adequately and efficiently.

Thank You.

Acronyms

APP	Annual Performance Plan
ATI	Africa Travel Indaba
B2B	Business to Business
BQV	Basic Quality Verification
CMO	Chief Marketing Officer
FY	Financial Year
KZN	KwaZulu-Natal
MICE	Meetings Incentives Conferences and Events
MOU	Memorandum of Understanding
MTDP	Medium Term Development Plan
MTEF	Medium Term Expenditure Framework
SA	South Africa
SAT	South African Tourism
SATOVITO	South African Township and Village Tourism Association
SMME	Small, Medium and Micro Enterprises
TBCSA	Tourism Business Council South Africa
TGPP	Tourism Growth Partnership Plan
TOMSA	Tourism Marketing South Africa
VTSD	Villages, Towns and Small Dorpies
ZAR	South African Rand