



**MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA**

Private Bag X424, Pretoria, 0001, South Africa. Tel. (+27 12) 444 6780, Fax (+27 12) 444 7027
Private Bag X9154, Cape Town, 8000, South Africa. Tel. (+27 21) 469 5800, Fax: (+27 21) 465 3216

NATIONAL ASSEMBLY:

QUESTION FOR WRITTEN REPLY:

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

(a) What total number of the tourism offices throughout the world does the Republic still have operational and functioning, (b) where is each of the specified offices situated, (c) what budget has been allocated to each office (i) in the past three financial years and (ii) since 1 April 2020, (d) what expenditure has each office incurred (i) in the past three financial years and (ii) since 1 April 2020 and (e)(i) what are the main Key Performance Areas (KPA) for each of the offices and (ii) how are the KPAs monitored and measured? NW217E

REPLY:

(a) South African Tourism operate globally through offices in 10 countries, it must be noted that the Minister has requested the board to review these offices and present a report with recommendations before financial year end.

(b) Where is each of the specified offices situated.

Nigeria	Germany	UK	US	Netherlands	France	China	Japan	India	Australia
Lagos	Frankfurt	London	New York	Amsterdam	*Paris	Beijing	Tokyo	Mumbai	Sydney

*South African Tourism moved out of its Paris office space due to the high cost of rent. The team has been housed in virtual offices in Paris while suitable offices are being sought.

(c) What budget has been allocated to each office: (ZAR)

	AFRICA	AMERICAS	EUROPE				ASIA			AUSTRAL ASIA
	Nigeria	US	Germany	UK	France	Netherlands	India	China	Japan	Australia
2017/18	31 336 173	80 128 526	70 587 093	61 241 379	50 299 260	36 340 817	50 922 009	36 199 037	16 889 252	32 506 659
2018/19	30 036 783	76 265 152	77 994 899	71 851 647	31 392 564	49 998 733	49 595 332	36 631 210	20 463 251	40 428 712
2019/20	26 210 153	104 874 679	64 665 996	69 127 524	45 425 302	43 207 601	44 694 662	39 526 887	15 513 332	43 993 558
(ii)Since 1 April	12 020 803	20 568 796	18 304 367	18 422 864	16 989 398	13 881 719	17 190 343	11 301 529	7 248 486	14 227 593

(d) What expenditure has each office incurred: (ZAR)

	AFRICA	AMERICAS	EUROPE				ASIA			AUSTRALASIA
	Nigeria	US	Germany	UK	France	Netherlands	India	China	Japan	Australia
2017/18	29 929 382,18	89 673 998,13	63 416 737,35	80 418 753,12	44 371 186,92	40 384 310,26	49 391 953,82	38 214 129,16	18 451 120,94	27 081 866,75
2018/19	22 975 996,53	87 702 343,47	68 764 894,46	101 125 186,11	36 897 595,21	54 860 182,60	49 233 774,94	39 729 727,46	19 740 223,20	37 373 842,35
2019/20	22 154 884,26	103 414 766,18	55 643 291,48	94 537 239,58	19 086 267,45	35 083 701,59	20 935 729,03	27 664 437,27	15 945 166,85	39 223 667,13
(ii) Since 1 April	4 322 791,05	15 041 722,26	8 755 135,69	15 911 011,08	10 088 766,85	11 661 909,80	14 830 874,99	10 474 356,24	4 282 858,10	10 595 639,76

(e) (i) **Key Performance Areas (KPA) for each of the offices.**

Activities at all global offices contribute towards the achievement of the KPIs as stated in the organisational Annual Performance Plan. 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, drive geographic spread, and increase brand awareness and positivity. Key focus areas of each office are as below:

- **Destination Brand Management**

Increase:

- Destination profiling to grow destination appeal
- Brand awareness, Brand affinity, Brand positivity
- Consideration

- Messaging on matters of travel facilitation (the ease of travel to destination South Africa)
- **Consumer Engagements**
 - Awareness and consideration campaigns
 - Influencer marketing
 - Authentic, educational, entertaining and inspiring fit for purpose content for targeted segments
 - Showcase diversity of experiences
 - Digital communities, social tribes
 - Advocacy
- **Distribution Channel Engagements and Capacitation**
 - Trade Training – physical and virtual
 - Trade Communication – publications, newsletters marketing, etc.
 - Database Management / Customer Relations Management Rollout
 - Focus on Meetings, Incentives, Conferences and Events
 - Deals pages – partnerships with airlines and distribution channel (traditional and non-traditional)
- **Media Engagements**
 - Trade and non-trade media publications for Public relations campaigns
 - Press releases, Emailers, media placements
- **Partnership Identification and Management**
 - Traditional and non-traditional partnerships
 - Content partnerships
 - Outsourced third party media channels
 - Stakeholder messaging
 - DIRCO and Mission Training
- **Marketing and Communication Platforms**
 - Websites and virtual platforms
 - Digital Tools – social listening and tracking, gamification, WhatsApp bots, etc.
 - Virtual training tools – SA Specialist, etc.
 - Distribution channel engagement platforms
 - Real time data
 - Toolkits for South African Product Owners and in country trade and Missions
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(ii) **How are the KPAs monitored and measured.** Activities at all global offices are monitored and evaluated quarterly by our Strategy Unit, EXCO and Board. Furthermore, Executive Authority through the support of the Department provides oversight on the work of the entity.