



**MINISTER  
TOURISM  
REPUBLIC OF SOUTH AFRICA**

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**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY:**

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**2749. Ms N R Mashabela (EFF) to ask the Minister of Tourism:**

How does international marketing translate into increased domestic tourism participation, particularly for working-class South Africans who are largely excluded from the sector? NW2831E

**REPLY:**

According to Statistics South Africa's Tourism Satellite Account, tourism contributed 4.9% to our GDP in 2024, outperforming sectors such as agriculture, utilities and construction. That means tourism now supports 1 in every 18 jobs in South Africa. For every 13 international tourists who arrive in our country, one job is supported.

Campaigns such as Come Find Your Joy have delivered strong outcomes by growing arrivals and boosting international market demand, while our domestic efforts, which are also aligned to international marketing, inspire South Africans and those visiting the country to rediscover and enjoy the country, driving local travel and supporting increased tourism spend.

Furthermore, domestic campaigns are geared toward promoting new destinations and less-visited provinces, including small towns, villages, and townships, and include the three Sho't Left campaigns: Easter, Travel Week, and Summer. The campaigns are amplified through consumer activations in provinces in collaboration with provincial tourism agencies and the private sector.

**END**