



**MINISTER  
TOURISM  
REPUBLIC OF SOUTH AFRICA**

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**NATIONAL ASSEMBLY**

**QUESTION FOR ORAL REPLY:**

**Question Number: 377**  
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**377. Ms E Linde (DA) to ask the Minister of Tourism:**

Whether, given the private sector's growing reluctance to collaborate with SA Tourism (SAT) due to management instability and reputational concerns, she has found that it would be more advantageous for SAT to explore public-private partnerships, with a leadership team that includes private sector representatives; if not, what is the position in this regard; if so, what are the relevant details?

NO2324E

**REPLY**

The assumption by the Honourable Member is not correct. The private sector and South African Tourism (SAT) collaborate on an ongoing basis to market South Africa domestically, internationally, and in the MICE sector, thereby increasing the volume and value of tourism in South Africa.

The Tourism Growth Partnership Plan (TGPP), approved by Cabinet, is a product of cooperation among the public sector, the private sector, and communities.

Some of the TGPP working groups are chaired by the private sector. As the Minister, I also hosted an Execution Lab with the private sector to develop an implementation plan.

**END**