



**MINISTER  
TOURISM  
REPUBLIC OF SOUTH AFRICA**

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**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY:**

**Question Number: 399**  
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**NA IQP Number: 02**  
**Date of reply: 10 March 2026**

**399. Mr S R Moodley (MK) to ask the Minister of Tourism:**

(a) What has she found to be the broad implications of the failure to secure funding for Tourism Marketing South Africa (Tomsa) for the tourism sector, (b) how has the failure affected (i) local businesses, (ii) tourism workers and (iii) overall visitor experience and (c) what methods will she use to assess the impact of the failure on tourism metrics such as (i) visitor numbers, (ii) revenue and (iii) job creation in the next few months?

NW419E

**REPLY:**

The premise of the question is wrong. Between January and December 2025, South Africa welcomed 10.48 million international arrivals, a 17.6% increase over 2024 and the highest number on record. This performance confirms tourism's growing contribution to the economy.

The previous response to question number 6857 (N07662E) has reference.

South African Tourism and TBCSA have agreed that funding from the TOMSA levy will be ring-fenced and used only to implement a joint destination marketing plan.

Cabinet has endorsed the Tourism Growth Partnership Plan, developed jointly with industry and led by the Tourism Business Council of South Africa (TBCSA). The Plan is anchored on five priorities and supported by a real-time performance dashboard to ensure accountability and delivery.

**END**