



**MINISTER
TOURISM
REPUBLIC OF SOUTH AFRICA**

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NATIONAL ASSEMBLY

QUESTION FOR WRITTEN REPLY:

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4279. Ms H Ismail (DA) to ask the Minister of Tourism:

In regard to the latest airline routes between major SA international airports and other significant international airports, (a) what role has her department and/or SA Tourism had in (i) procuring Air Europa's new direct flights between Johannesburg and Madrid, (ii) procuring LATAM Airline's new direct flights between Cape Town and São Paulo, (iii) increasing the frequency of (aa) Turkish Airlines flights between Cape Town, Johannesburg and Istanbul and (bb) Emirates flights between Cape Town and Dubai, (b) what annual targets have been set by her department to measure the success of the Madrid and São Paulo routes, (c) what steps has her department taken to support the growth of arrivals from Madrid and São Paulo to ensure a return on investment and support the longevity of the new routes, (d) what steps has SA Tourism taken to market tourism to arrivals from Madrid and São Paulo and (e) how do the new routes tie to the Tourism Route Development Marketing Plan?NW4562E

REPLY

(a) Route development is a collaborative process that requires the coordinated efforts of various stakeholders across the aviation and tourism sectors. SA Tourism plays a supporting role through marketing, destination promotion, stakeholder engagement and demand stimulation, working alongside airlines, airports, provincial air access bodies and other relevant partners to support the development and sustainability of routes.

Air Europa and LATAM routes were supported by SA Tourism through pre-planning and coordination with their respective General Sales Agency (GSAs) in South Africa, route promotion, media engagement to build awareness of the direct connections, support for the route launches, and introductions to key aviation and tourism stakeholders to facilitate awareness of the routes and the support available to promote and sustain them. SA Tourism is also a standing member of the Cape Town Air Access Committee and the Gauteng Air Access Network and maintains a close working relationship with ACSA. Through these partnerships and established relationships, SA Tourism has contributed to the successful introduction and promotion of new routes into South Africa.

- (b) With regard to annual targets, it is important to note that the TRDMP is currently in its initial 18-month establishment phase. This phase includes the development and prioritisation of key routes, as well as the establishment of appropriate monitoring and evaluation mechanisms for TRDMP initiatives. Notwithstanding this, SA Tourism's existing annual tourism targets for source markets remain applicable, as the ultimate objective of increased air connectivity is to support growth in tourist arrivals and tourism demand.
- (c) The Department and SA Tourism, through its country offices and Head Office, continues to drive demand in Brazil and Spain through targeted marketing and distribution channel initiatives aimed at building positive awareness, increasing consideration and ultimately positioning South Africa as a destination of choice.

END