



**MINISTER
TOURISM
REPUBLIC OF SOUTH AFRICA**

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NATIONAL ASSEMBLY

QUESTION FOR ORAL REPLY:

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

With reference to the general strategy of the Tourism Route Development Marketing Plan (TRDMP), what (a) is the detailed breakdown of the budget expenditure on destination marketing and (b) is the timeline for implementing the TRDMP and (c) are the key milestones, (d) how does TRDMP plan to balance tourism growth with environmental sustainability and community development and (e) how will TRDMP ensure that local communities benefit from tourism development? NW2189E

REPLY:

(a)The Tourism Route Development Marketing Plan (TRDMP) is focused on expanding, retaining, and introducing routes into South Africa across both domestic and international carriers. The full project budget of R6.5 million is directed towards achieving this objective. Destination Marketing is the core mandate of South African Tourism. A majority of South African Tourism's budget is allocated to destination marketing and, as such, is not itemised as a line item.

- (b) The first phase of the Tourism Route Development Marketing Plan (TRDMP) has commenced, in which a business model will be designed for consideration in the 2026/2027 financial year.

- (c) In terms of milestones, we continue to market the TRDMP at:
 - i) Meetings Africa (held in February 2026)
 - ii) Africa's Travel Indaba (to be held in May 2026)
 - iii) Aviadev (to be held in June 2026)

- (d) Open new tourism source markets, grow and sustain existing tourism and work towards addressing seasonality through route development. Route expansion and introduction aim to stimulate economic growth by increasing tourism arrivals and the subsequent growth in tourism's contribution to gross domestic product.

While the aviation industry continues to implement measures to offset its environmental impact, the TRDMP complements these efforts by promoting route development that supports sustainable tourism growth.

From an overall tourism marketing perspective, this includes strengthening product offerings that drive demand beyond primary nodes and ensuring that the benefits of increased connectivity reach communities in underserved destinations.

- (e) Refer to response (d) above.

END