MINISTER
TOURISM
REPUBLIC OF SOUTH AFRICA

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NATIONAL ASSEMBLY

QUESTION FOR WRITTEN REPLY:

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5294. Ms E Linde (DA) to ask the Minister of Tourism:

Whether, given the focus of the Portfolio Committee on Tourism on value for money in tourism marketing initiatives as a key oversight area, her (a) department and (b) SA Tourism (SAT) have set measurable return-on-investment (ROI) targets for both domestic and international tourism marketing spend; if not, why not in each case; if so, what (i) is the (aa) total marketing budget for the 2026-27 financial year and (bb) breakdown of the budget in terms of the main source markets or campaigns, (ii) methodology will be used to estimate the (aa) number of arrivals and (bb) visitor spending generated by each major campaign and (iii) ROI is expected from the main tourism marketing initiatives during the 2026-27 financial year? NW5722E

REPLY

The plans are aligned with the Tourism Growth Partnership Plan (TGPP) for growth.

REGION	**i)What is the total marketing budget for the 2026-27 financial year**	**ii) Methodology will be used to estimate the number of arrivals and visitor spending generated by each major campaign**	**iii) ROI is expected from the main tourism marketing initiatives during the 2026-27 financial year?**
Domestic Tourism The focus is on promoting South Africa as a tourism destination to	Total Annual Budget: R 137 m	Trips and Spend through the Domestic Tourism Survey. Brand Tracker results to determine how the Sho't Left Brand is performing, and how it influences travel.	Improved brand performance that drives domestic trips.

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South Africans through the Sho't Left campaign			
Africa Region Africa Region is divided into 4 strategic hubs made up of 16 markets **Africa Central: Hub** (Angola and DRC); **East Africa Hub:** (Kenya, Tanzania, Uganda, and Ethiopia); **Africa Land Hub:** (Botswana, Lesotho, Eswatini, Mozambique, Malawi, Namibia, Zambia, and Zimbabwe) **West Africa Hub:** (Nigeria and Ghana)	Africa Central, East, and Land Hubs Budget: R100 m West Africa Budget: R44 m	The current campaign determines 2027 arrivals and spend, due to a travel lag between when consumers engage with the brand i.e. marketing campaigns) and when they actually travel. An excellent determinant is the Brand Tracker results, as they are an indicator of future travel.	ROI is measured by brand awareness, consideration and ultimately arrivals and spend. Annual brand tracker information as provided by Insights and Analytics

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Europe Region The Europe region is structured across four strategic hubs, and these include: **United Kingdom and Ireland Hub** **Central Europe Hub** (Germany, Austria, and Switzerland) **South Europe Hub** (France, Italy, Spain, and Portugal) **North Europe Hub** (the Netherlands, Belgium, and Sweden)	UK/Ireland Budget: R33 m Central Europe Budget: R21 m North Europe Budget: R16 m South Europe Budget: R14 m	Our Strategy, Insights and Analytics Business Unit works with Statistics South Africa to validate arrivals and spend per SA Tourism's Market Prioritisation & Investment Framework (MPIF).	ROI is measured by brand awareness, consideration and ultimately arrivals and spend. Annual brand tracker information as provided by Insights and Analytics

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Americas Region The Americas region is structured across three strategic hubs, and these include: **North America** (USA and Canada) **South America** (Brazil)	North America Budget: R40 m South America Budget: R10 m	Our Strategy, Insights and Analytics Business Unit works with Statistics South Africa to validate arrivals and spend per SA Tourism's Market Prioritisation & Investment Framework (MPIF). It is to be noted that there are time lags between the implementation of activities and realising the impact linked to arrivals. Furthermore, destination performance is the result of collective efforts driven by different stakeholders such as Missions, Brand SA, Private Sector, and creative industries such as Film/music etc	ROI is measured by brand awareness, consideration and ultimately arrivals and spend. Annual brand tracker information as provided by Insights and Analytics
Asia Pacific Region The Asia Pacific region is structured across four strategic hubs, and these include: India Australia China Japan	India Budget: R41 m Australia Budget: R40 m China Budget: R44 m Japan Budget: R12 m	Our Strategy, Insights and Analytics Business Unit works with Statistics South Africa to validate arrivals and spend per SA Tourism's Market Prioritisation & Investment Framework (MPIF).	ROI is measured by brand awareness, consideration and ultimately arrivals and spend. Annual brand tracker information as provided by Insights and Analytics

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Embassy Support Markets These markets offer opportunities to nurture and invest in markets with long-term growth potential. Strategic support is provided to South African Missions to help advance South African Tourism's core objective of promoting the country as a leading leisure and business events destination.	Total Annual Budget: R3 m	The Insights and Analytics Business Unit provides arrival and visitor spending data, which is used to assess the performance of Embassy Support Markets.	ROI is measured by brand awareness, consideration and ultimately arrivals and spend. Annual brand tracker information as provided by Insights and Analytics

END