



**MINISTER
TOURISM
REPUBLIC OF SOUTH AFRICA**

Private Bag X 424, PRETORIA, 0001, Tourism House, 17 Trevenna Street, Sunnyside, PRETORIA, 0002, Switchboard: +27 (0)12 444 6000, Fax: +27 (0)12 444 7000, Website: www.tourism.gov.za

NATIONAL ASSEMBLY

QUESTION FOR WRITTEN REPLY:

Question Number: 978
Date of Publication: 06 MARCH 2026
NA IQP Number: 06
Date of reply: 19 March 2026

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

- (1) (a) What is the long-term vision for tourism in the Republic and (b) how do current contracts align with the vision;
- (2) whether she has found that SA Tourism prioritises short-term profits over sustainable growth and development; if not, what is the position in this regard; if so, what are the relevant details?

NW1098E

REPLY

- (1)(a) The Tourism Growth Partnership Plan (TGPP) 2025-2030 outlines the priorities for tourism that is aligned to the Medium-Term Development Plan (MDTP), the Growth and Inclusion Strategy (GAIN), the Tourism White Paper (2024), the National Tourism Sector Strategy and the Tourism Master Plan. The TGPP aims to exponentially grow tourism in South Africa to reach a set of ambitious targets by 2030.
- (1)(b) The APP and performance contracts are aligned with delivery of the TGPP.
- (2) South African Tourism's mandate is to market South Africa. As an entity of the Department, SA Tourism supports the government's goal of growing the economy and creating an enabling environment for job creation. No profits accrue to SA Tourism from this work. In this regard, for the current Strategic Plan 2025-2030, SA Tourism is set to elevate our marketing efforts with even greater intensity, drawing more international visitors to our shores while also inspiring South Africans to discover the beauty of their own country, thereby contributing to economic growth and job creation.

END