



**MINISTER
TOURISM
REPUBLIC OF SOUTH AFRICA**

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NATIONAL ASSEMBLY

QUESTION FOR WRITTEN REPLY:

Question Number: 980
Date of Publication: 06 MARCH 2026
NA IQP Number: 06
Date of reply: 19 March 2026

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

- (1) What measures has she put in place to integrate global trends, such as eco-tourism and digital nomadism, into the Government's tourism contracts;
- (2) whether she has found that SA Tourism is adapting adequately to changing consumer preferences; if not, what is the position in this regard; if so, what are the relevant details?

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REPLY:

- (1) The custodian of nature-based assets in the country is the Department of Forestry, Fisheries and the Environment, as well as various Provincial Authorities responsible for parks and reserves. Natural areas are diverse; several existing government policies and regulations are in place to support the development of tourism in these areas.

The Department of Home Affairs is the custodian of visa-related matters.

- (2) Yes, South African Tourism (SAT) is adapting adequately to changing consumer preferences. SA Tourism produces trend reports to monitor emerging developments relevant to the tourism sector. These reports are publicly available on the South African Tourism website.

In addition, over the past year, SA Tourism has undertaken segmentation projects across five key markets—the USA, the UK, India, China, and Kenya. This work enables us to better understand the evolving needs and behaviours of travellers, thereby improving our marketing strategies and enhancing our ability to drive arrivals from these markets. Further segmentation initiatives are planned for the future. The markets selected for this work represent our priority Market Priority Investment Framework (MPIF) markets, where we anticipate the highest potential for inbound arrivals.

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