



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA

**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

**QUESTION NUMBER:** 3087 [NW3643E]  
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**Mrs F Mahomed (ANC) to ask the Minister of Tourism:**

- (1) What specific steps has his department taken to exploit the opportunities brought about by the BRICS economic grouping to promote South Africa as a destination to a number of emerging markets that are experiencing relatively high growth;
- (2) (a) how has local tourism been benefiting from this and (b) what are the benefits;
- (3) whether he has found an increase in direct travel from these countries to South Africa; if so, what are the relevant details? NW3643E

**THE MINISTER OF TOURISM REPLIES:**

- (1) The Department has signed bilateral agreements on Tourism with Russia (in 1998), India (1997) and China in October this year. An agreement is currently being negotiated with Brazil and it is envisaged that it will be signed in the next financial year.
- (2) (a) South African Tourism's departure survey results indicate that the average spend per person coming into South Africa from the BRICS countries increased by 1.4% for the period 2010 to 2012.  
(b) In 2012 the benefits of this kind of exposure also contributed to the increase of our overall brand awareness score from 13% at the beginning of 2012 to 16% at the beginning of 2013.
- (3) Yes

**Tourist Arrivals to South Africa from BRIC(s) countries**

Country	2011	2012	Change	
	Number		Number	%
Brazil	54 183	78 376	24 193	44.7
Russia	10 487	13 350	2 863	27.3
India	90 367	106 774	16 407	18.2
China (incl. Hong Kong)	84 883	132 334	47 451	55.9
<b>TOTAL</b>	<b>239 920</b>	<b>330 834</b>	<b>90 914</b>	<b>37.9</b>

Source: Statistics South Africa and SA Tourism