



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

NATIONAL ASSEMBLY

QUESTION FOR WRITTEN REPLY

QUESTION NUMBER: 51 (NW52E)
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MR S B FARROW (DA) TO ASK THE MINISTER OF TOURISM:

- (1) How much does his department plan to spend on (a) advertising, (b) communication and (c) marketing between 1 January 2014 and 30 April 2014 (i) in total and (ii) as a breakdown of the amount;
- (2) (a) what mediums is his department going to use in eacwww.tourd;
- (3) what is the main message that his department plans to communicate during this time?

NW52E

THE MINISTER OF TOURISM REPLIES:

- (1) (i) (a, b and c) R2 268 207.19
- (ii) (a) Advertising:

Tourist Guides Campaign	Print Media	Budget
	Explore SA Magazines:	R 27 303.00
Mango Juice Magazine	R 16 055.76	
Recruitment	City Press, Rapport, Sunday Times	R 137 270.00
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	TOTAL Vat incl	R 317 898.76

Advertising, communication and marketing:

Tourism Education Awareness Campaign	Radio Station	Budget
	SABC Radio (Ukhozi FM, Umhlobo Wenene, Thobela FM, Motswedding FM, Lesedi FM, Munghana Lonene FM, Phalaphala FM)	R 873 120.00
	Power FM	R 290 400.00
	Sponsorships(Introduction and closing message)	R 277 920.00
	Production (recording of interviews)	R 100 000.00
	TOTAL	R1 541 440.00
	VAT	R 215 801.60
	TOTAL VAT incl.	R1 757 241.60

Journey to Service Excellence.	Communication Medium	Budget
	Radio Riverside and OFM.	R 64 342.00
	Gemsbok local newspaper.	R 34 127.33
	Online advertisement on Tourism Update website.	R 25 200.00
	Interviews on Radio Riverside.	R 13 680.00
	<ul style="list-style-type: none"> A live-broadcast where all participating stations will be linked to the broadcast through the satellite platform of Radio Riverside will be done in June 2014. Even though, this falls outside April 2014, it has been included as it forms part of the total amount listed above. This project starts from January to June 2014. 	R 55 717.50
	TOTAL Vat incl.	R 193 066.83

- (2) (a) Print media will be used for publishing Tourist Guides Campaign in Explore SA and Mango Juice magazines; radio will be used for the Tourism Education Awareness Campaign and radio, print and online is being used for Journey to Service Excellence Campaign. Print media to be utilized for recruitment advertising

(b)

- Tourist Guides Campaign: Explore SA and Mango Juice magazines.
- Tourism Education Awareness Campaign: Government Communications Information Systems (GCIS), South African Broadcasting Corporation (SABC) and Power FM.
- Journey to Service Excellence Campaign: Radio Riverside (local radio), OFM, Gemsbok local newspaper and Tourism Update website.
- Recruitment: Siyafika Comms and Kone Solutions

(3) **Main messages**

- Tourist Guides Campaign: Advantages and benefits of using registered tourist guides for business and for the country.
- Tourism Education Awareness Campaign: To address barriers on the demand side of domestic tourism. It will focus on educating and empowering audiences on travel issues with the aim of increasing their confidence to embark on trips locally.
- Journey to Service Excellence Campaign: To build a service excellence culture, communicate the importance of SANS 1197 and the self-assessment tool developed by the department.
- Recruitment: None

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