



**MINISTRY OF TOURISM  
REPUBLIC OF SOUTH AFRICA**

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**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY:**

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**“MR G R KRUMBOCK (DA) TO ASK THE MINISTER OF TOURISM:**

- (1) (a) Whether his department conducts benchmark studies to compare South Africa with international long-haul tourism competitors to establish whether our state-funded tourism budgets are competitive; if not, why not; if so, what are the relevant details;
- (2) whether similar studies are conducted at (a) state or provincial and (b) city level; if not, what are the reasons why such research is not taking place; if so, what are the outcomes and recommendations of such benchmark studies?”

**NW1123E**

**REPLY:**

- (1) (a) The department does not conduct benchmark studies, however, South African Tourism, an entity of the department does conduct global benchmarking studies to compare competitiveness of state funded tourism budgets. The most recent benchmarking study conducted was in 2010. Compared to 5 of our competitors i.e. Australia, Brazil, Kenya, Thailand and USA, South African government’s overall budget expended on travel and tourism activities is lower than that of all the key competitor destinations.
- (2) (a) Yes, at state level as per (1) (a).  
(b) We are not aware of such studies being concluded at Provincial and city level. Since tourism is a concurrent function the question could be posed to the Provincial departments responsible for Tourism.